



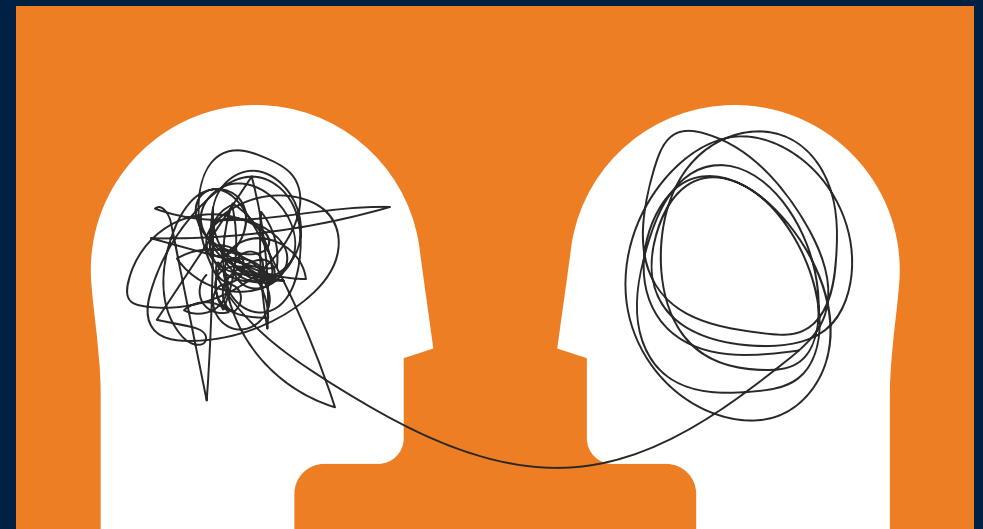
What, When, How – Fitting content consumption into the busy day of an oncologist

Understanding the time pressures on oncologists to inform content creation

Understanding the content needs of oncologists

Oncology is a huge, expanding and constantly changing therapeutic area

- **Oncologists need to stay abreast of research developments**
- **Keeping up-to-date ensures patients receive optimal care**
- **Understanding oncologists' needs will ensure your information is discovered, relevant and provides true value to the reader**

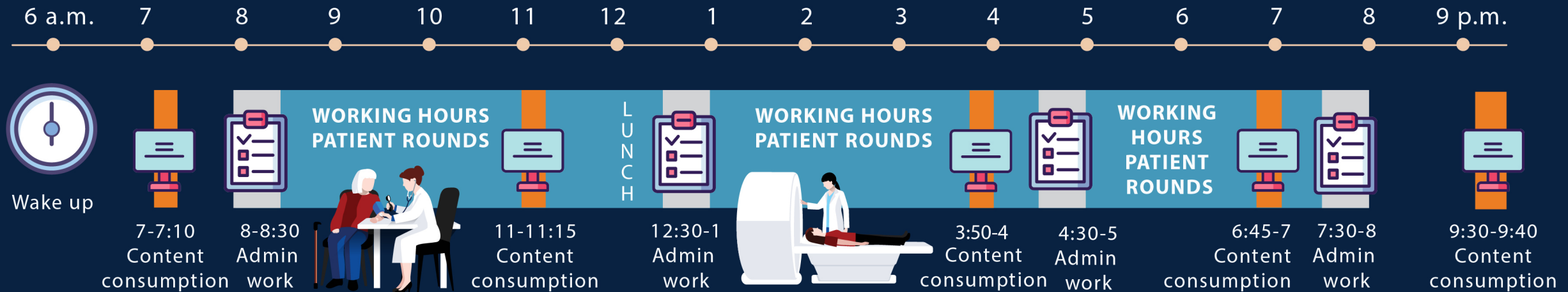


Data in this presentation

The survey was commissioned by Springer Nature and run independently by Hanover Research, during July 2019. All data in this presentation are taken from a survey of 100 oncologists based in the USA who were asked questions on content consumption habits and challenges regarding staying up-to-date with the latest oncology research.

A DAY IN THE LIFE OF AN ONCOLOGIST

EXTREMELY BUSY SCHEDULE = LACK OF TIME FOR CONTENT CONSUMPTION



A DAY IN THE LIFE OF AN ONCOLOGIST

EXTREMELY BUSY SCHEDULE



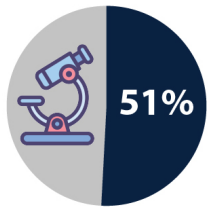
≥17 min
with each
patient



≥10 h/week
seeing hospital
patients



≥10 h/week
on admin



Half of oncologists
find it **difficult**
to stay up-to-date
with research

Content Consumption is:



<60 MIN/DAY



CONTENT CONSUMPTION

primarily occurs on Monday to Wednesday



and tends to occur during working hours

8 a.m. to 8 p.m.



Oncologists want to
remain informed on:

94%



Treatment
advances

75%



Research

74%



Clinical trial
information

MOST EFFECTIVE CONTENT

- Concise
- Include key highlights and/or summaries
- Focused and specialty-specific
- In digital format
- Easily searchable, accessible and downloadable
- Interactive and engaging

80% of oncologists
say ideal length of
single content piece
is ≤6 minutes



Consistent
accessible sources
= ability to
engage with
content at any
time in their
busy day



Interactive
content = faster
learning

A day in the life of an oncologist

- Long practice hours (typically 8 a.m. to 8 p.m.)
- Extremely busy schedule
- Variety of duties
- Developing strong relationships with patients
 - 59%** spend at least 17 minutes with each patient
 - 35%** spend at least 10 hours per week seeing hospital patients
- Administration
 - 55%** spend at least 10 hours per week on administrative work



Content consumption habits

Staying informed about the latest news, research and developments in oncology tends to occur:

- During working hours (8 a.m. to 8 p.m.)
- Between patient appointments
- At the weekends for conferences and workshops
- Primarily during the week for other content sources
- For less than 60 minutes a day



There is very little time for staying up-to-date with the latest research and advances.

Day of week of content consumption

Content consumption (other than conferences and workshops) primarily occurs on **Monday to Wednesday**.

	Medical Websites (n=63)	Online Searches (n=49)	Medical magazines (n=39)	Medical social media (n=36)	Word-of-mouth from colleagues (n=34)	Medical apps (n=20)	Medical discussion groups (n=17)	Printed professional newsletters (n=17)	Digital professional newsletters (n=15)	Medical podcasts (n=13)	Medical blogs (n=12)	Medical digital video channels (n=12)	Personal social media (n=9)	Other (n=1)	Conferences and Workshops (n=65)
Monday	27%	29%	18%	17%	26%	35%	18%	0%	20%	8%	33%	17%	0%	0%	9%
Tuesday	8%	16%	18%	17%	15%	15%	24%	12%	13%	15%	0%	17%	22%	0%	2%
Wednesday	25%	20%	13%	14%	15%	15%	24%	18%	20%	15%	8%	8%	11%	0%	14%
Thursday	5%	10%	5%	11%	26%	5%	6%	12%	13%	0%	8%	0%	11%	0%	11%
Friday	11%	10%	13%	19%	15%	25%	18%	12%	20%	8%	17%	8%	0%	100%	28%
Saturday	16%	12%	23%	17%	3%	5%	12%	41%	7%	46%	17%	50%	56%	0%	35%
Sunday	8%	2%	10%	6%	0%	0%	0%	6%	7%	8%	17%	0%	0%	0%	2%

Time of day content consumption

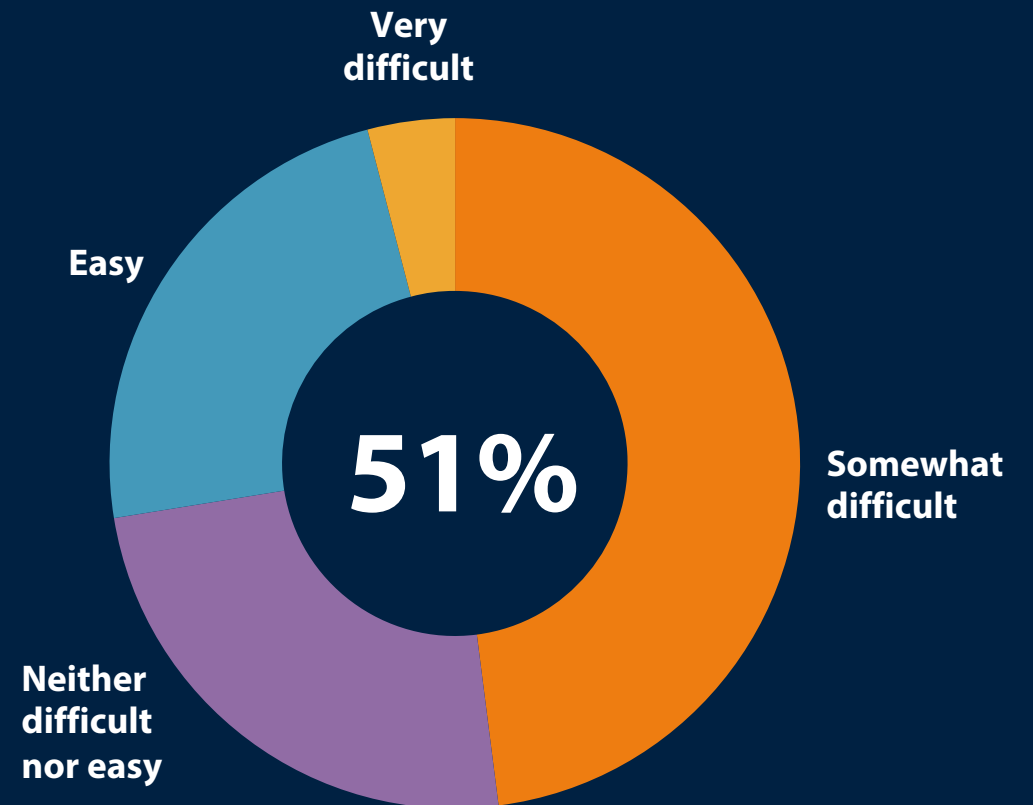
Content consumption tends to occur **during working hours** (8 a.m. to 8 p.m.).

	Medical Websites (n=63)	Online Searches (n=49)	Medical magazines (n=39)	Medical social media (n=36)	Word-of-mouth from colleagues (n=34)	Medical apps (n=20)	Medical discussion groups (n=17)	Printed professional newsletters (n=17)	Digital professional newsletters (n=15)	Medical podcasts (n=13)	Medical blogs (n=12)	Medical digital video channels (n=12)	Personal social media (n=9)	Other (n=1)	Conferences and Workshops (n=65)
Early morning (4 a.m. - 8 a.m.)	10%	10%	5%	17%	12%	20%	6%	6%	13%	15%	25%	8%	11%	0%	6%
Late morning (8 a.m. - 12 p.m.)	14%	33%	13%	14%	29%	25%	35%	6%	13%	31%	17%	0%	11%	100%	42%
Afternoon (12 p.m. - 4 p.m.)	30%	31%	28%	25%	44%	25%	29%	0%	20%	15%	17%	17%	22%	0%	22%
Evening (4 p.m. - 8 p.m.)	29%	18%	38%	31%	9%	20%	18%	53%	40%	23%	17%	33%	44%	0%	14%
Nighttime (8 p.m. - 12 a.m.)	16%	8%	15%	11%	6%	10%	12%	35%	13%	15%	17%	42%	11%	0%	17%
Late night (12 a.m. - 4 a.m.)	2%	0%	0%	13%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%

Staying informed

- A majority of oncologists (63%) consider themselves informed about news, research and developments in oncology medicine
- Half of oncologists (51%) find it somewhat difficult or very difficult to stay up-to-date in this area

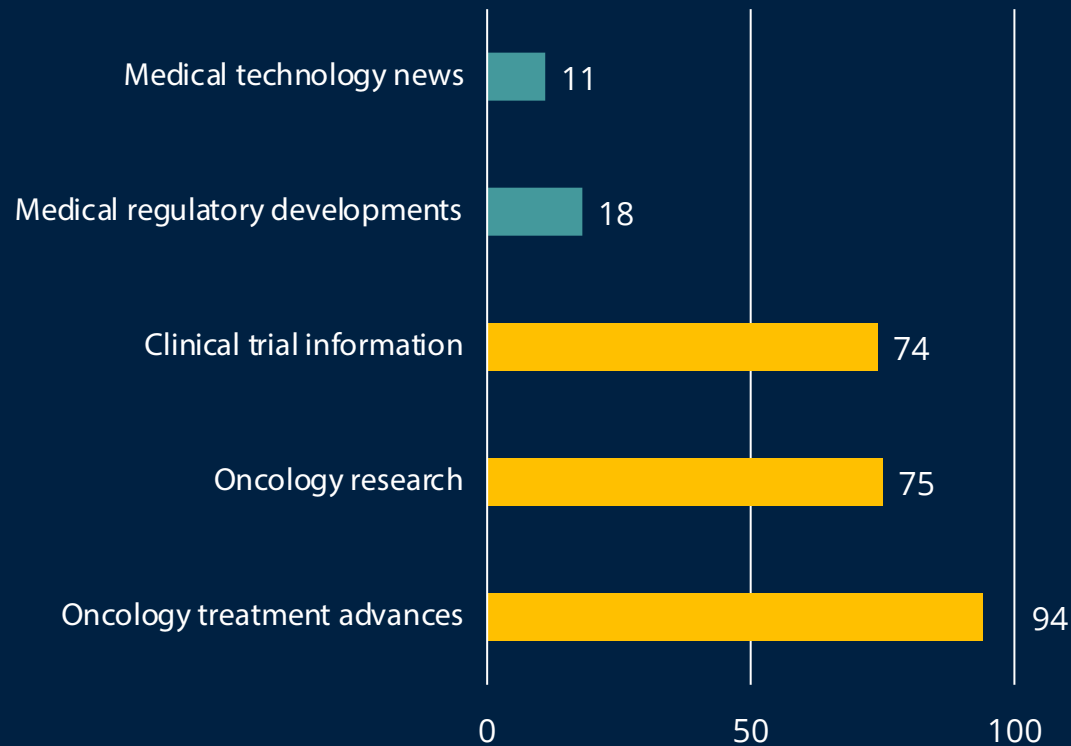
DIFFICULTY STAYING UP-TO-DATE ON ONCOLOGY NEWS, RESEARCH, AND DEVELOPMENTS



The greatest barrier to staying up-to-date is severe lack of time.

Information needs of oncologists

VITAL INFORMATION



What do oncologists consider most important to remain up-to-date on?

Treatment advances (**94%**)

Research (**75%**)

Clinical trial information (**74%**)

Time management is a challenge when consuming content.

Preferred content sources

- These same four content sources are regarded as most trusted and most engaging, and are regularly used
- Conferences and workshops tend to be at **weekends**



**conferences
& workshops**



**medical
websites**



**online
searches**



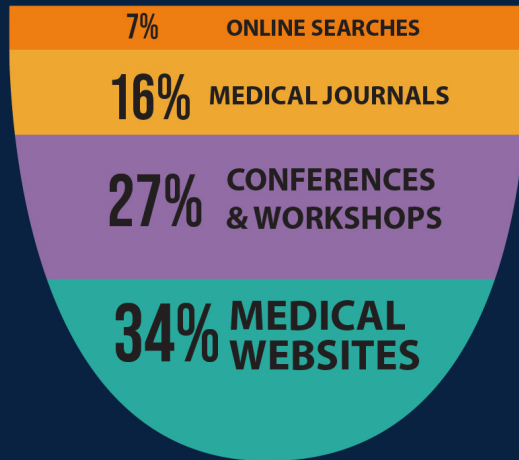
**medical
journals**

SPRINGER NATURE

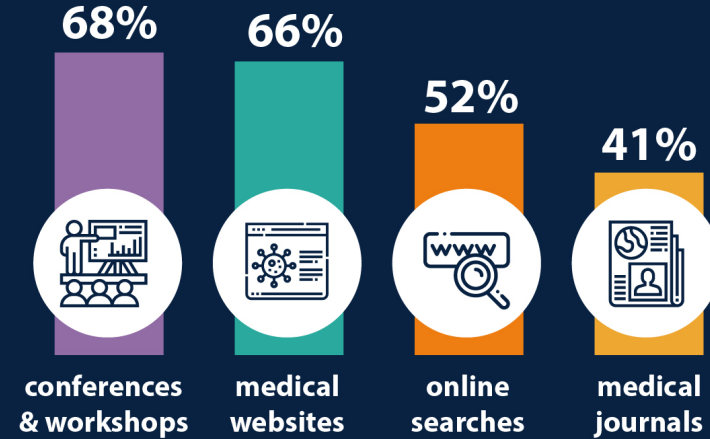
Most regularly used sources are **constantly accessible**

WHAT CONTENT DO ONCOLOGISTS TRUST AND VALUE?

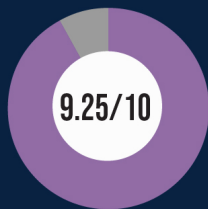
MOST TRUSTED SOURCES



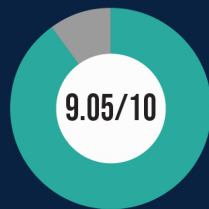
REGULARLY USED SOURCES



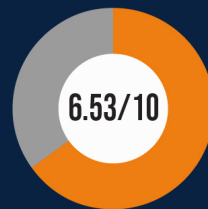
MOST ENGAGING CONTENT STYLES



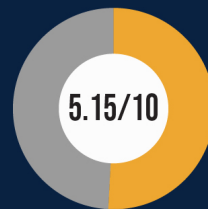
conferences & workshops



medical websites



online searches



medical journals



HOW DO ONCOLOGISTS PREFER TO CONSUME CONTENT?

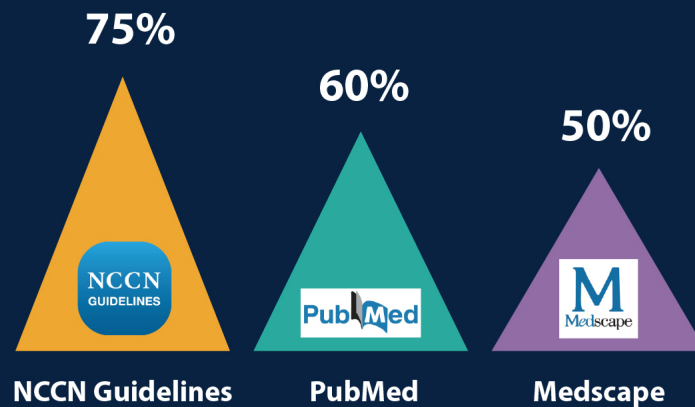
READILY ACCESSIBLE DEVICES USED TO CONSUME DIGITAL/MULTIMEDIA CONTENT



WEBSITES ARE THE PREFERRED FORMAT



PREFERRED MEDICAL APP CONTENT

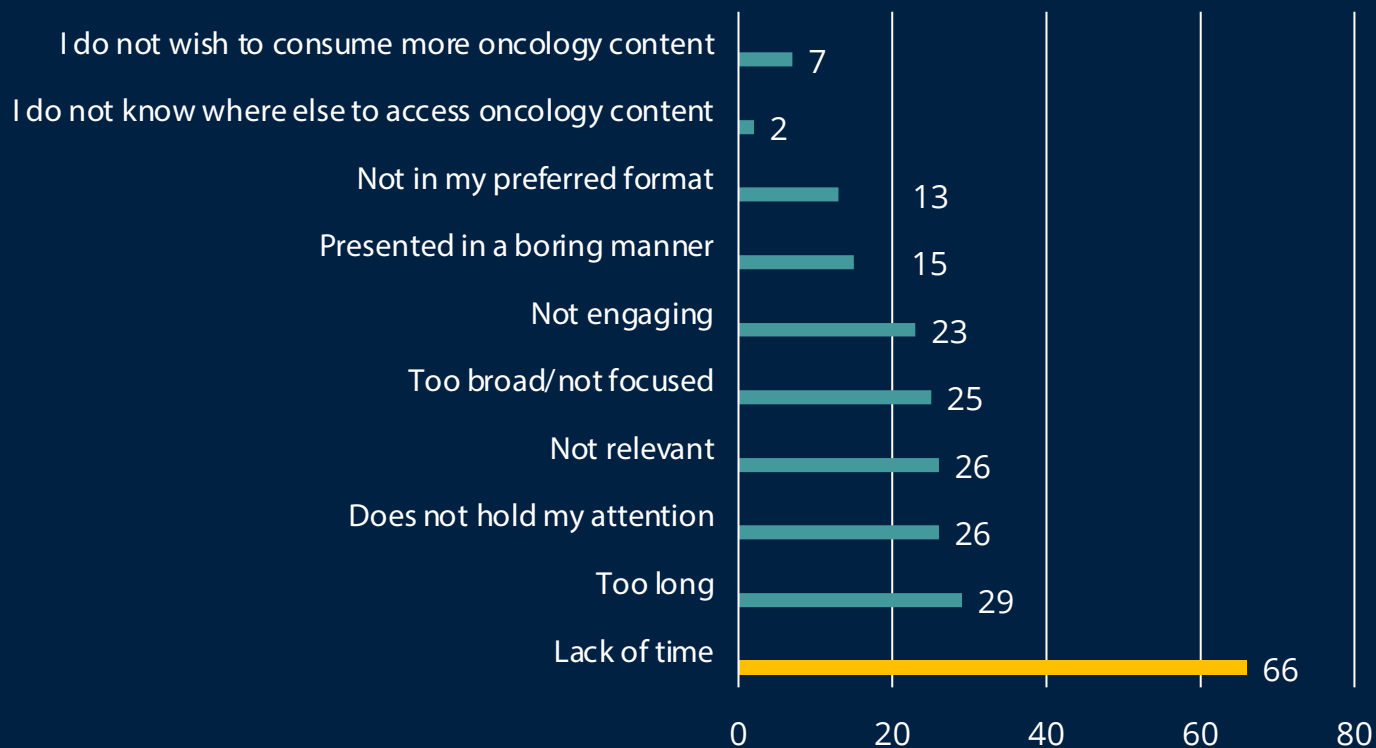


- QUICK TO CONSUME
- FOCUSED
- REPUTABLE

Preferred content is **quick to consume**

Key challenges for self-informing oncologists

CHALLENGES



Not having enough time to consume oncology-related news, research and developments content (66%)

Content does not hold attention (26%)

Addressing key challenges for self-informing oncologists

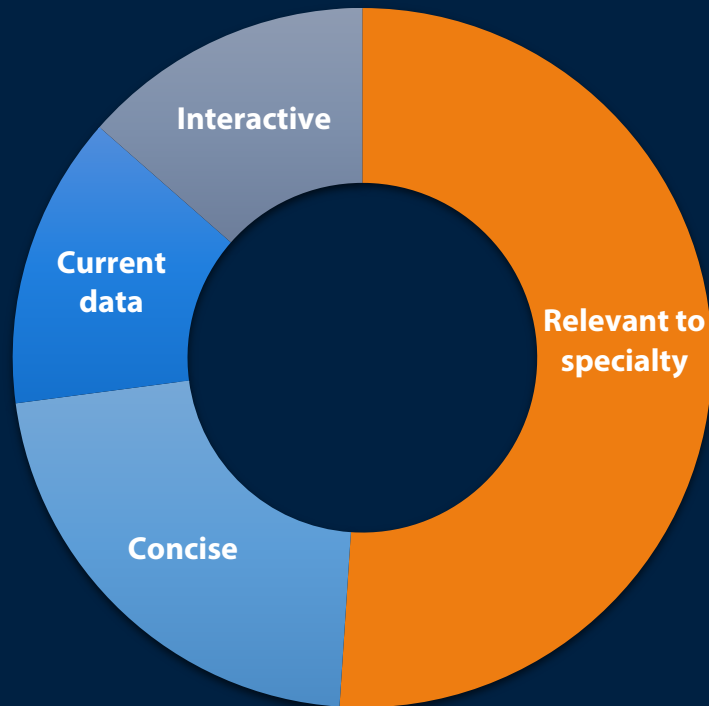
How to make content more **schedule-friendly** and engaging:

- Focus on format
 - Concise, abbreviated, bulleted highlights, summaries and abstracts
 - Key findings at the beginning of the article
 - Digital format (e.g. medical websites), with the option to download the information
 - Podcast and video work well for weekend consumption
- Include current data and new developments
- Be specialty specific
- Ensure content is easily and fully accessible
- Include interactive content

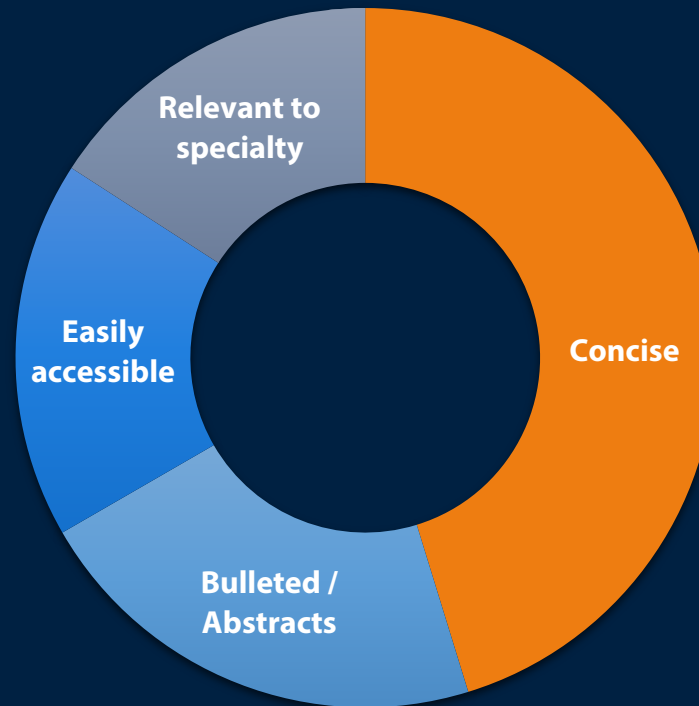


Addressing key challenges for self-informing oncologists

TOP WAYS TO INCREASE ENGAGEMENT



TOP WAYS TO MAKE SCHEDULE-FRIENDLY



Delivering the right information in the right way is essential for effective, time-efficient oncologist engagement.

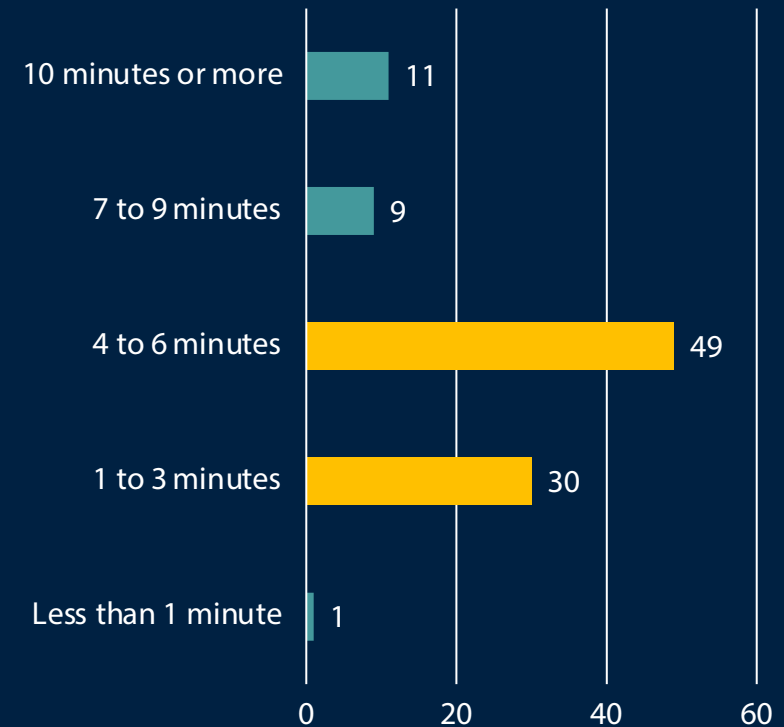
Addressing time limitations effectively

Four in five oncologists (80%) consider the ideal length for a single piece of content to be 6 minutes or less.

The most effective content will:

- Be concise
- Include key highlights and/or summaries
- Comprise focused and specialty-specific information
- Be easily searchable, accessible and downloadable

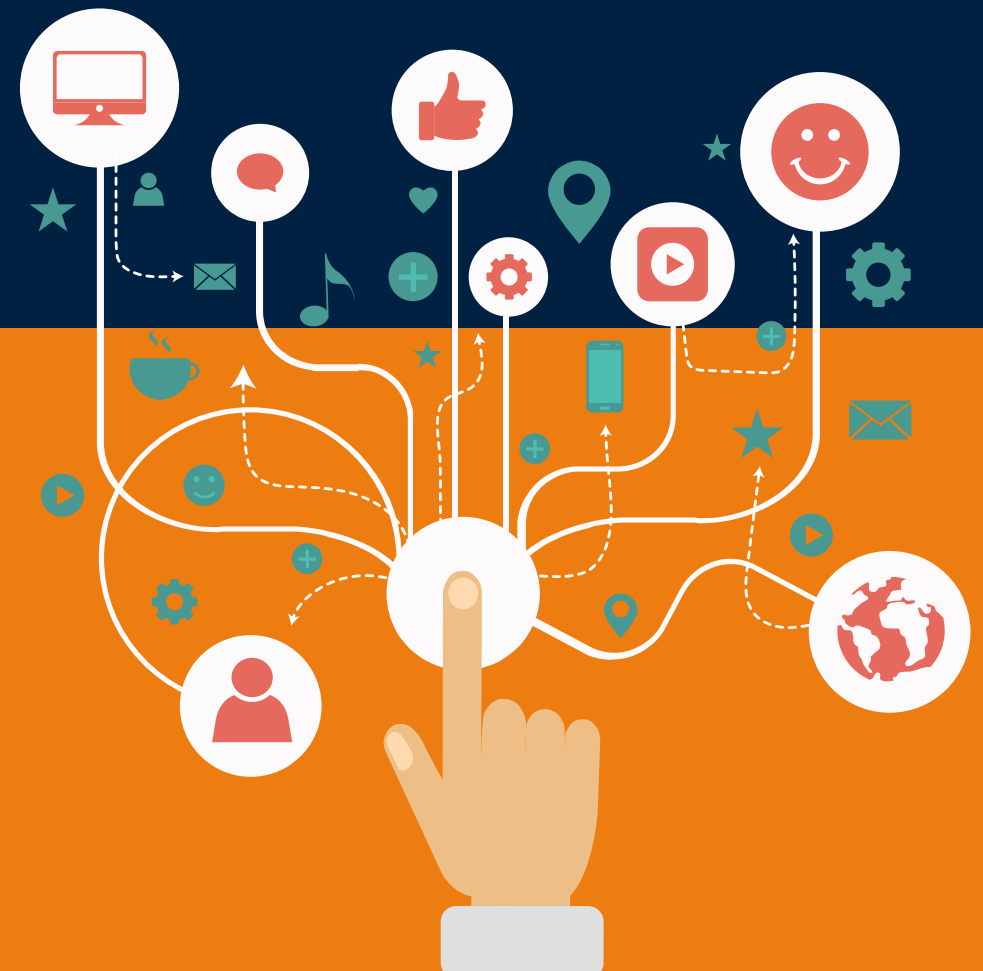
LENGTH OF TIME



Keeping oncologists' attention with content

Interactive content can increase engagement and enable faster learning.

- Digital format
- Easily and fully accessible
- Downloadable content and activities:
 - Question and answer sections
 - Quizzes to test understanding of content
 - Case reports to provide an insight into relevant clinical practice and potential issues



Key messages - creating content to fit the needs of the oncologist



Oncologists have **extremely busy** schedules and struggle to keep abreast of the many developments in oncology

Delivering **relevant, focused and easily accessible information** is key to effectively addressing the time management challenges of consuming content

The **style, format and delivery** of content make a huge difference to oncologist engagement

Understanding the schedules, time pressures and struggles of oncologists helps inform content creation and distribution strategies

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