



A^{PLUS}
e-CongressTrack™

2023 ASCO[®]
ANNUAL MEETING

Social Media Impact of the ASCO Annual Meeting 2023

Date of the event: June 02-06, 2023 – In-person + virtual
APLUSA June 2023



Objectives

2023 ASCO[®]
ANNUAL MEETING

The 2023 ASCO annual meeting took place from June 2nd to June 6th, 2023, in Chicago, IL, USA. This year's event was primarily an in-person event with virtual broadcasts available. The program at a glance is available [here](#). As has been the case since 2019 we will be assessing the impact of the conference online:



From the view of HCPs:

- Conditions and drugs most discussed during the listening period
- Posts that generated the most engagement
- Focus on multiple myeloma



From the view of pharma companies:

- Top pharma companies (in terms of mentions)

● SCOPE



The scope of the analysis is focused on mentions coming **worldwide.***



A total of **86K** mentions were recorded during the listening period from **May 26th, 2023, to June 20th, 2023** (one week before and two weeks after the conference).



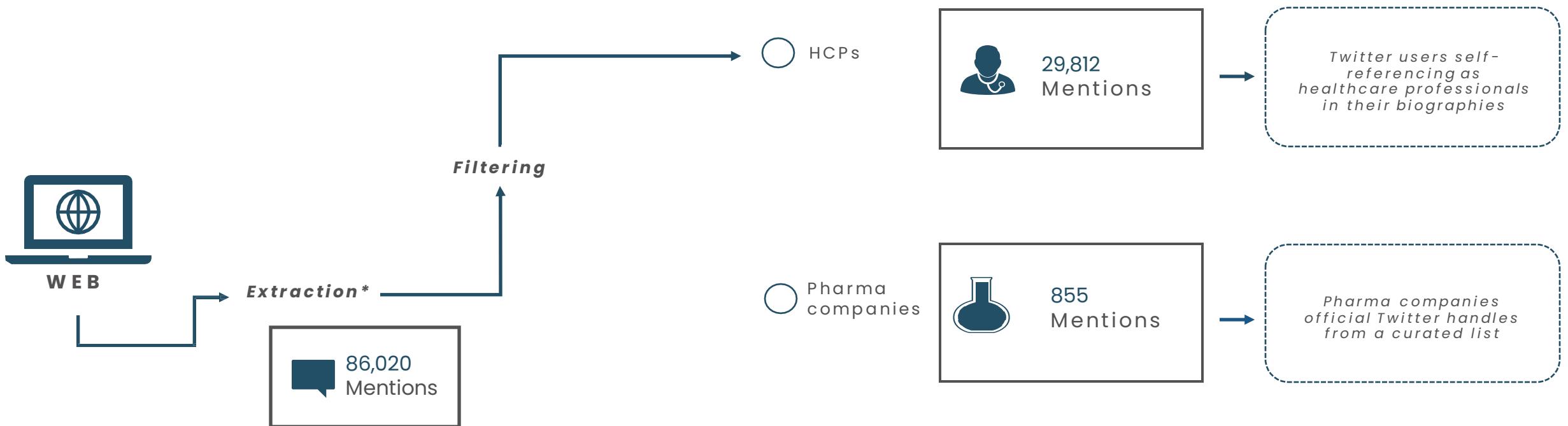
All mentions came from **Twitter**.



A total of **13K** unique authors were identified.

*#asco23 OR #asco2023 OR (asco NEAR/2
(2023 OR 23))

Methodology



**#asco23 OR #asco2023 OR (asco NEAR/2
(2023 OR 23))



Listening period: May 26th, 2023, to June 20th, 2023





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ASCO 23

● CONTENT

01.

Social media performance:
HCPs

- Volume of conversation
- Top posts
- Top hashtags

02.

Disease landscape

- SOV disease and drug

03.

Key drug/disease focus

- Focus on KEYTRUDA
- Focus on OPDIVO
- Focus on TAGRISSO
- Focus on multiple myeloma

04.

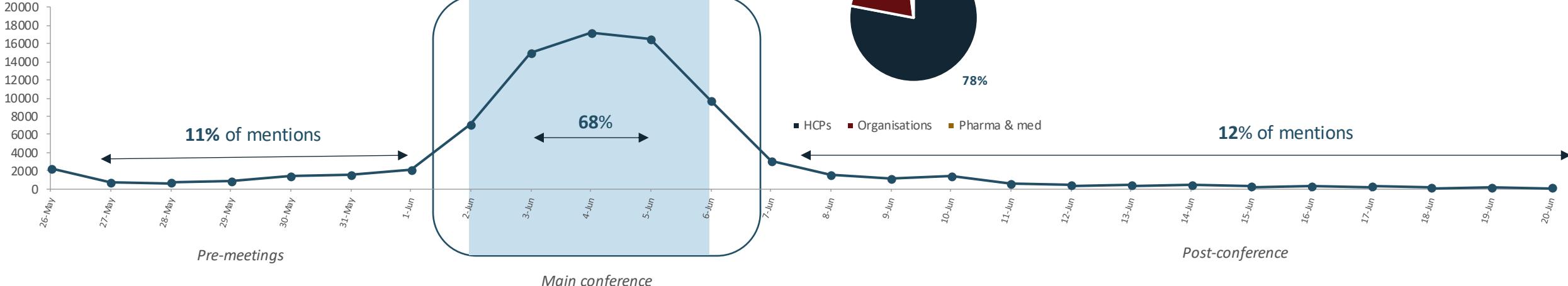
Focus on pharma companies

- Top pharma companies (volume)

Volume of conversations

There was a slight **decrease** in overall mentions of **1,74%** when compared to ASCO 2022, with **HCPs** representing the bulk of conversations at **78%**. As usual, **the peak of conversations** happened during the conference, representing **68% of mentions** recorded during the listening period.

Volume of mentions overtime ASCO 2023



ASCO conf. 2021

Total mentions

76,625

ASCO conf. 2022

Total mentions

87,547

+ 14%

ASCO conf. 2023

Total mentions

86,020

-1,74%

Top posts (from HCPs)



Most liked

This tweet references the **shortage of drug** experienced when it comes to chemotherapies. Something originally highlighted by colleague Dr Maura Barry.



Most retweeted

This post highlights **abstract 12005** which presented topical diclofenac as preventing hand-foot syndrome in pts receiving capecitabine.



Most replied to

The post receiving the most comments were congratulatory messages towards Dr. LoComte receiving the **FASCO designation**.

Most engagement

Most liked, retweeted and replied (ctrl + right click to access tweets)

Likes: 416

Some people say "nobody wants chemo" as if they've found the Achilles heel of medical oncology.

Right. Nobody *wants* chemo.

But the truth is that many patients *need* chemo which is in very short supply.

Kudos to @doctormbt1 for calling attention to drug shortages at #asco23

Traduire le Tweet

Retweets: 145

#ASCO23
D-TORCH: Topical diclofenac in prevention of hand-foot syndrome in pts receiving capecitabine

Topical diclofenac is effective in preventing all grades of HFS in patients receiving capecitabine

New standard of care to prevent capecitabine associated HFS? @OncoAlert

Comments: 33

Thank you @ASCO for the immense honor of the FASCO designation! For me, this is a professional dream fulfilled. What a great way to kick off #ASCO23!

Traduire le Tweet

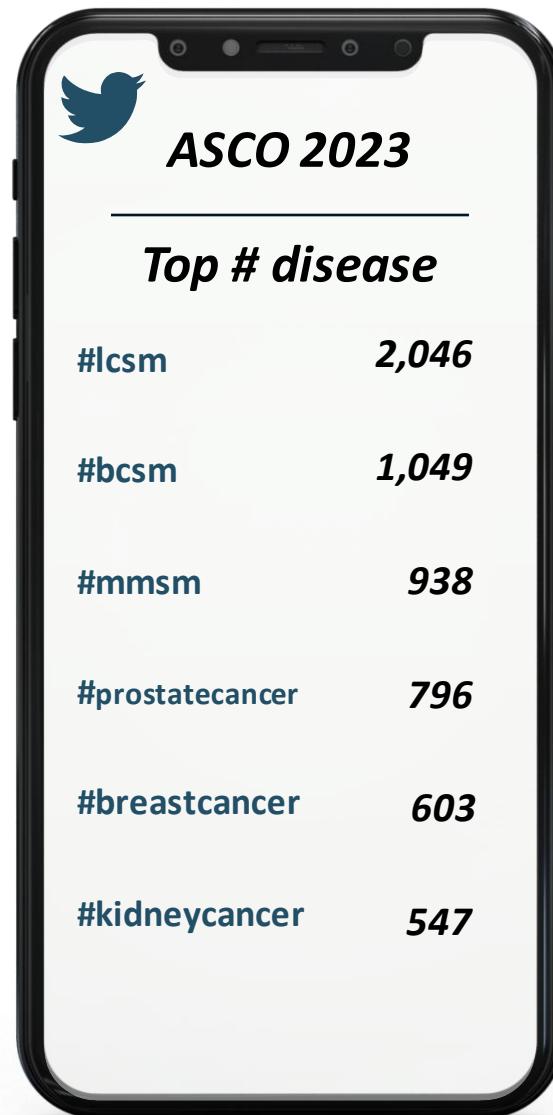
Top hashtags (from HCPs)

The top hashtag was
#lcsm

(lung cancer social media).

This list is in line with the most discussed diseases during the conference namely lung and breast cancers as well as multiple myeloma.

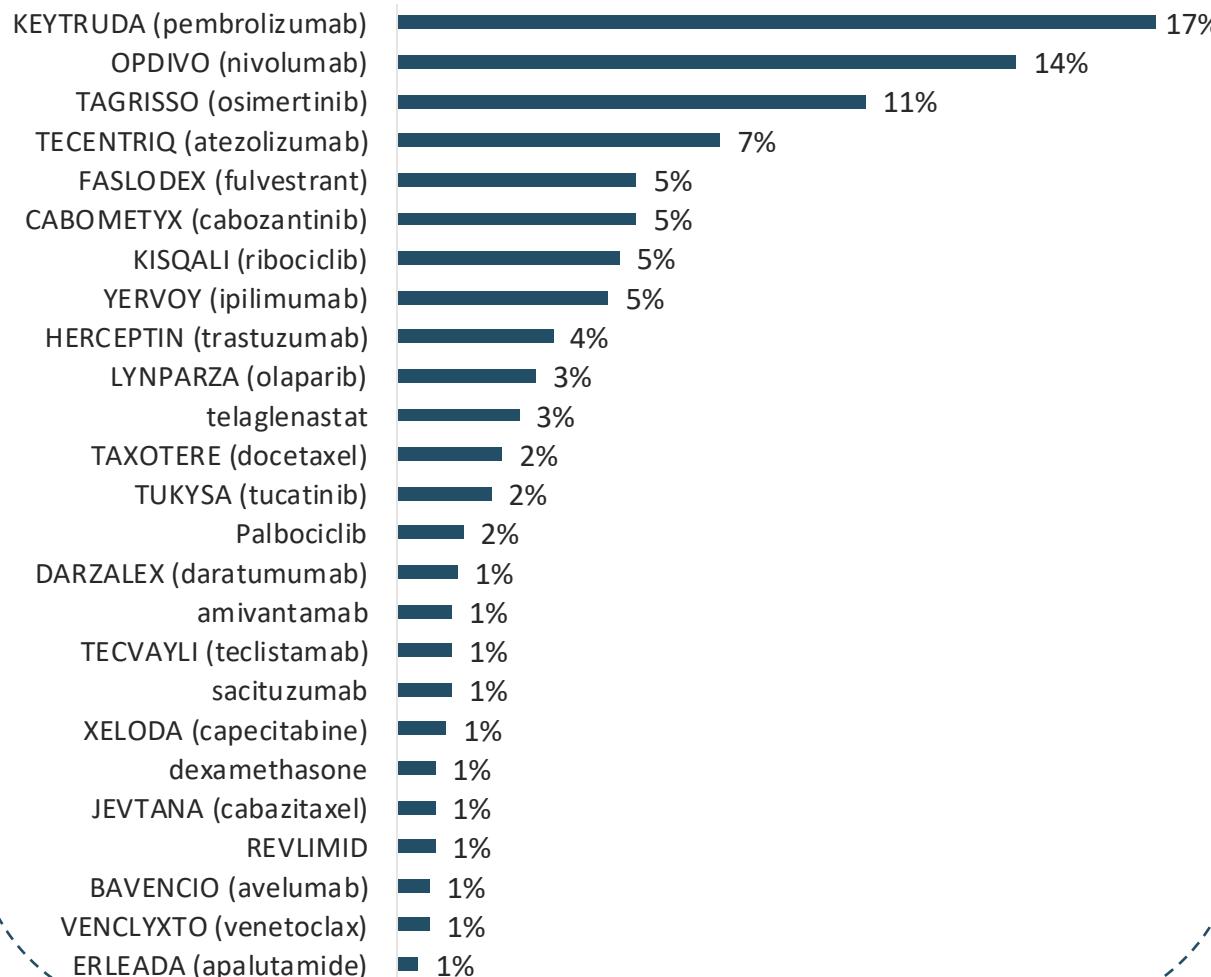
The official hashtag #asco23 was the most used one with the variation #ash2023 in second place. Note the use of rallying hashtags such as #medtwitter and #onctwitter used by HCPs to facilitate connection.



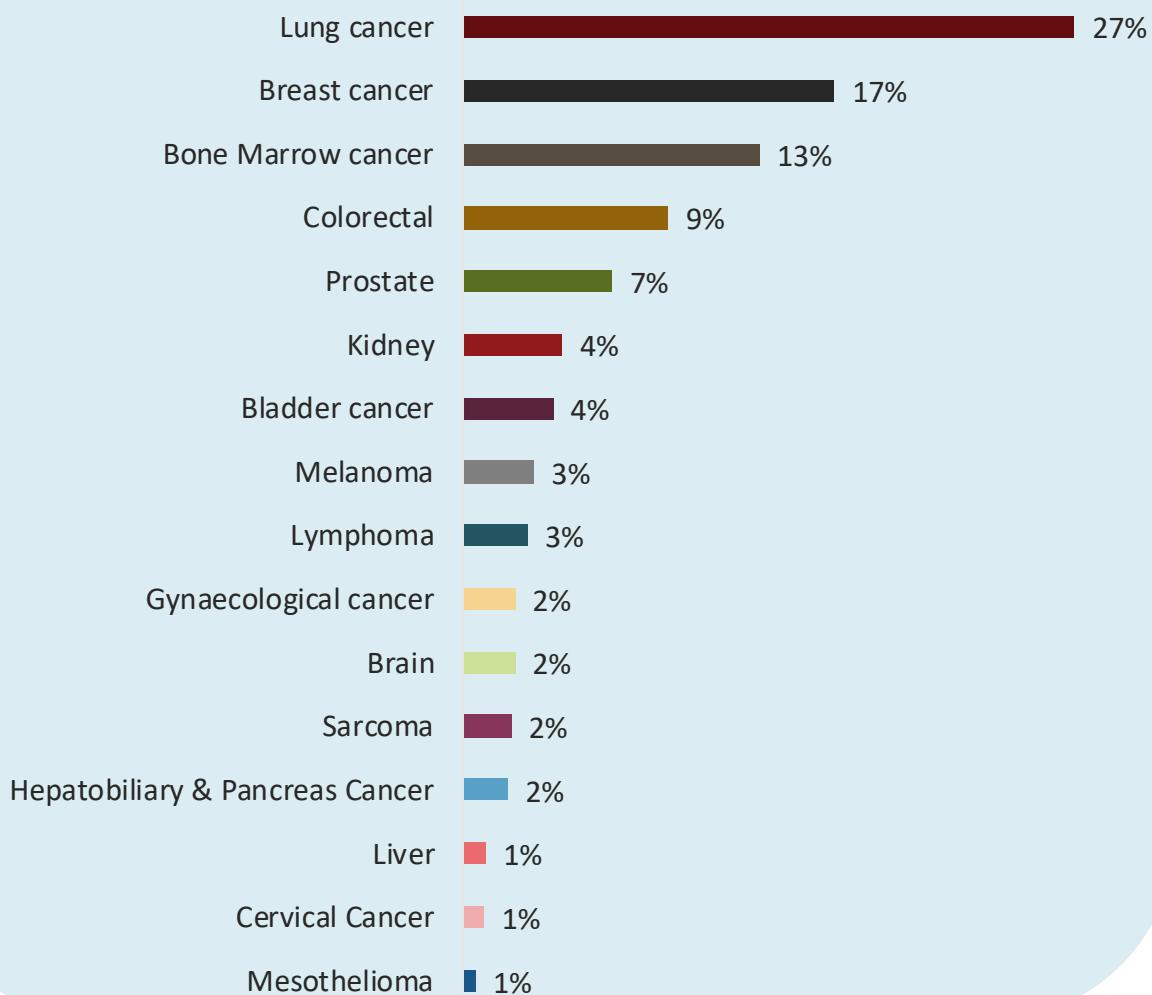
Top #ASCO	
#asco23	30,046
#asco2023	3480
#cancer	516
#medtwitter	502
#onctwitter	497

SOV Product and cancer type amongst HCPs

SOV products



SOV cancer type



HCPs Product SOV N= 797 HCPs mentions & Cancer type SOV: 2838 (exc. RT)
Listening period: May 26th, 2023, to June 20th, 2023

Note: Stomach, Carcinoma of unknown primary, Head and neck cancer, Esophageal, Bile duct cancer, Skin, Thymic, Blood cancers at less than 1%



KEYTRUDA (pembrolizumab)

Keynote 671 was of particular interest to HCPs, showing improved event free survival as well as a reduced risk of disease recurrence, progression or death by 42% in resectable stage II, IIIA or IIIB non-small cell lung cancer.

Type of cancer mentioned



- Lung cancer
- Kidney
- Cervical Cancer
- Mesothelioma
- Liver
- Bladder cancer
- Gynaecological cancer
- Melanoma
- Breast cancer
- Hepatobiliary & Pancreas Cancer

Most engagement

Most liked, retweeted and replied (ctrl + right click to access tweets)

KEYNOTE826 - longer OVERALL SURVIVAL for patients w/ recurrent #CervicalCancer who received pembrolizumab +/- bevacizumab in combination with chemotherapy #ASCO23 #gynccm #ImmunoOnc
 STANDARD OF CARE

Honored to present #ASCO23 4-year fu of EV-pembro in Cis-ineligible mUC pts in Cohort A. @DrRosenbergMSK @MattMilowsky @TomFlaigMD @DrRanaMcKay @sandysrimd @DrChrisHolmes @JasonBrownMDPhD @CleClinicMD @caseccc @tompowles1 @apolo_andrea @Uromigos @PGrivasMDPhD @montypal

Top 5 #bladdercancer studies I'm eagerly awaiting this week @ASCO #ASCO23 -- #EV103 cohort A from @shilpaonc #THOR from @y_joriot #NORSE from @ArleneSiefkerRadtke pembro/gem/XRT from @minaseconomides @SWOG S1011 from @slernerbcmedu among many more... @OncoAlert

OPDIVO (nivolumab)

Several results from clinical trials in RCC cancer were presented. Of note **checkmate 914** reporting subgroup analyses benefiting some RCC patients. Other clinical trial mentioned include **checkmate 214** and **checkmate 9ER**.

Type of cancer mentioned



■ Kidney ■ Lung cancer ■ Lymphoma ■ Melanoma
■ Sarcoma ■ Mesothelioma ■ Prostate ■ Stomach Cancer

Most engagement

Most liked, retweeted and replied (ctrl + right click to access tweets)

The laptop screen displays three tweets from different users, each with a heart icon (representing likes), a retweet icon (representing retweets), and a reply icon (representing replies). The tweets are as follows:

- User 1:** Huge congratulations to Dr Herrera and all @SWOG colleagues on the **#ASCO23** plenary presentation on S1826. 1L Hodgkin lymphoma with advanced stage: PFS HR 0.48 favoring Nivo-AVD over BV-AVD, 94% at 1 year. Dr LaCasce described as "practice changing", eagerly awaiting > follow up
- User 2:** New kid in the block **⌚** of NEO CT+IO in resectable NSCLC. After nivo, durva, and toripalimab, pembrolizumab arrives. Similar outcome!! 70% receive ADJ!! pending **👉** what patient could deescalate ADJ treatment? How to test pCR before surgery? Is it surgery necessary if pCR? **#ASCO2023**
- User 3:** It's a banner yr for @cityofhope at **#ASCO23** for a number of reasons! Excited for @EbrahimiHedjeh, a stellar new fellow from **#Iran** in our group who has an oral prez re: cab/oivo +/- **#CBM588** in a **#microbiome** sesh w @KimmieNgMD @SPiawah @mcquadeMDLAc **#Gajewski** @derosa_lisa (1/5)



OPDIVO N= 624 mentions

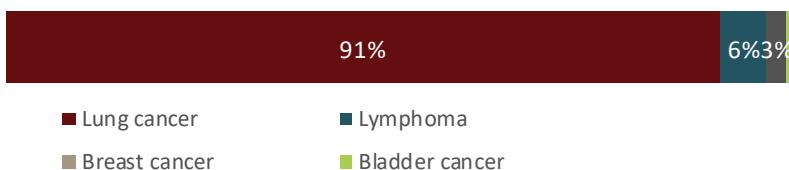
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TAGRISSO (osimertinib)

The main news when it comes to TAGRISSO comes from the **ADAURA** trial which showed **improved survival** in resected EGFR mutated **NSCLC**. Results were deemed **groundbreaking, impressive and reinforcing** **adjuvant osimertinib as a standard of care** for patients with stage IB to IIIA EGFR-mutated **NSCLC**

Type of cancer mentioned



Most engagement

Most liked, retweeted and replied (ctrl + right click to access tweets)

So only 79 of 343 patients (23%) in placebo arm got subsequent osimertinib in **#ADAURA**. Would love to see OS results subgrouped by those who got subsequent osi versus those who did not. **#ASCO23**

MET IHC is a strong predictive factor for the efficacy of amivantamab + lazertinib in pts with EGFRmut NSCLC, independently of the resistance mechanism to osimertinib. PFS 12.2/4.2mo in MET+/. Might be useful if the 1st line setting becomes crowded (FLAURA2, MARIPOSA...). **#ASCO23**

ADAURA; look at NEJM supplementary ; 7% 5y landmark advantage for those who got adjuvant chemo. My view will be to recommend adjuvant chemo before adjuvant osimertinib **#ASCO23 #LCSM**

A. Patients Who Received Adjuvant Chemotherapy



TAGRISSO N= 493 mentions

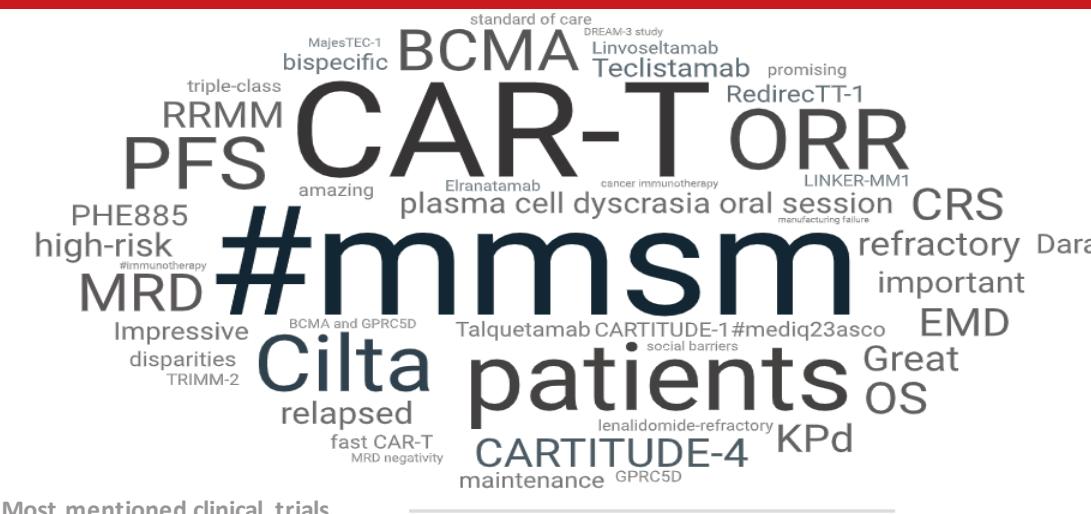
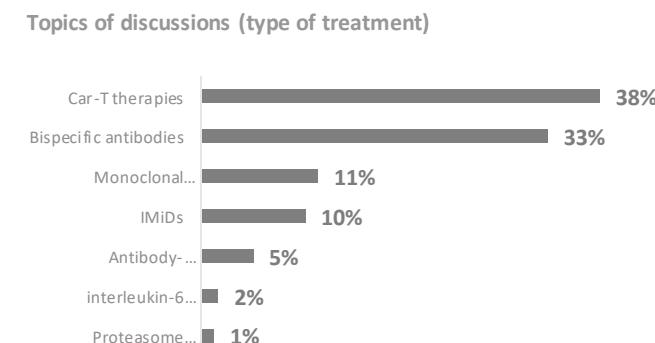
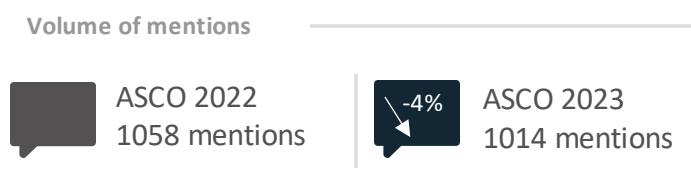
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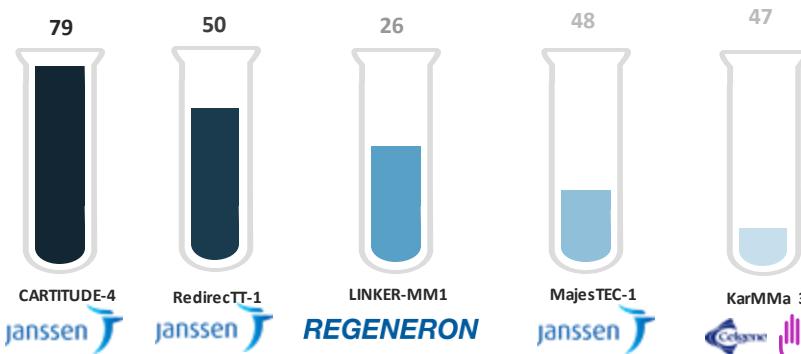
Focus on multiple myeloma

This year's edition was heavily focused on **CAR-T cell therapies** and **bispecific antibodies**.

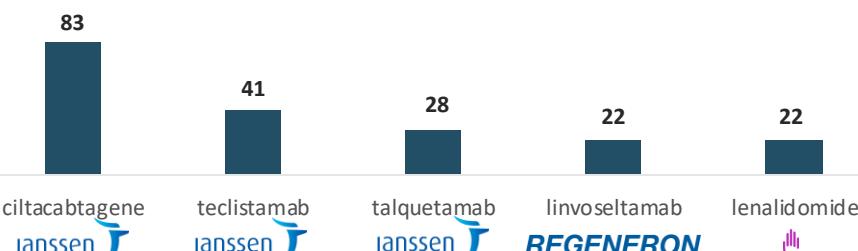
Highly anticipated results from the **CARTITUDE-4** reflect this. Other development of note include **teclistamab** and **talquetamab** and corresponding trials **RedirecTT-1** and **MajesTEC-1**.



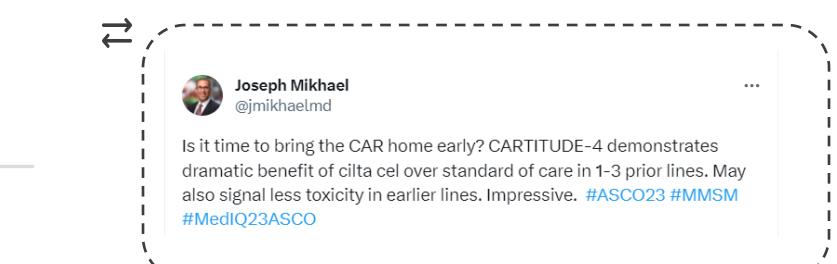
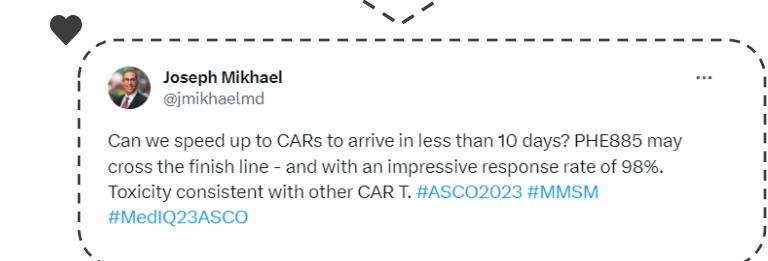
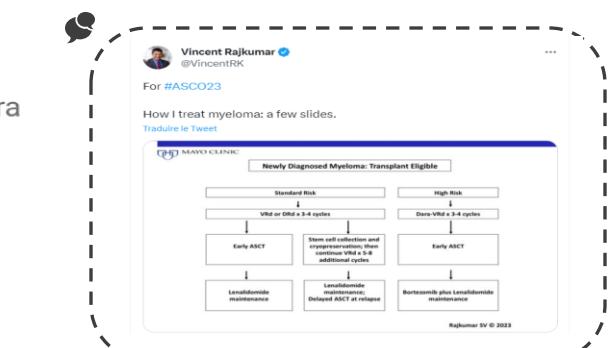
Most mentioned clinical trials



Most mentioned molecules



Top posts from HCPs per engagement



Activity During ASCO 2022: Top 15 commercial twitter accounts by Volume of posts (original content, excl. retweets or comments)



Comparison year to year

- The total number of mentions related to ASCO 2023 was **down a mere 1,74%** when compared to the 2022 edition going from 87k mentions to 86K mentions in 2023.
- The volume of mentions from HCPs **slightly went down 3,91%** year to year going from 31 024 in 2022 to 29,812 in 2023.
- The volume of mentions from pharma companies **went down** when compared to last year, going from 1458 in 2022 to 855 in 2023, **a decrease of 41,36%**.
- The volume of mentions from organizations was **down** going from 10604 in 2022 to 8667 in 2023, **a decrease of 18%**.



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