A DAY IN THE LIFE OF AN ONCOLOGIST

EXTREMELY BUSY SCHEDULE = LACK OF TIME FOR CONTENT CONSUMPTION

**EXTREMELY BUSY SCHEDULE**
- 59% ≥ 17 min with each patient
- 35% ≥ 10 h/week seeing hospital patients
- 55% ≥ 10 h/week on admin
- Half of oncologists find it difficult to stay up-to-date with research

**CONTENT CONSUMPTION**
- Primarily occurs on Monday to Wednesday
- Tends to occur during working hours 8 a.m. to 8 p.m.

**MOST EFFECTIVE CONTENT**
- Concise
- Includes 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

**Oncologists want to remain informed on:**
- 94% Treatment advances
- 75% Research
- 74% Clinical trial information

**SPRINGER NATURE**