

# A DAY IN THE LIFE OF AN ONCOLOGIST

## EXTREMELY BUSY SCHEDULE = LACK OF TIME FOR CONTENT CONSUMPTION

### EXTREMELY BUSY SCHEDULE



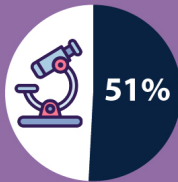
≥17 min  
with each  
patient



≥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:



### 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
- 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



Constantly regularly  
updated sources =  
ability to engage with  
content at any time in  
their busy schedule



Interactive content  
= faster learning

**SPRINGER NATURE**