

Understand and connect with **oncology nurses**

Oncology nurses play an integral role in the healthcare journey, interacting with different types of cancer patients and oncologists, and recommending treatments. **M3 MI's Oncology Nursing Study** provides essential data for understanding the motivations and behaviors of these HCPs, and how to effectively reach them, empowering informed marketing plans and decisions.



Identify and profile the oncology nursing audiences important to your communication plan

- ✓ 10+ oncology specialties
- ✓ Actions taken after reading medical-related social media posts
- ✓ Demographics, years in practice, role
- ✓ Employment locations (e.g. primary practice setting, hospital, etc.)
- ✓ Patients seen in an average week
- ✓ Products recommended or administered
- ✓ Professional activities, association membership
- ✓ Professional social media connections & impact on Rx/treatment decisions
- ✓ Use of technology for work

Develop media plans for your target audiences

Trusted media measurement data across 50 media properties:

- Oncology Nursing journals
- Oncology Nursing-specific and HCP-focused websites
- Reference websites
- Professional and consumer social media
- Mobile apps
- Email & print newsletters
- + media attitudes & opinions

Support omnichannel marketing strategy

Oncology nurses' channel preferences and usage across all their information sources:

- Conferences & meetings (remote & in-person)
- Professional Associations
- Professional Portals
- Newsletters
- Professional Journals (print/websites)
- Social Media
- Webinars, podcasts
- Pharma/Device Websites
- Sales Reps
- Preferred information like to acquire via certain channels & channels like to use for different types of information
- + much more

Pro Health Resources



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- ✓ Unbiased, independent survey research
- ✓ Large sample sizes
- ✓ Cost-effective syndicated data

Oncology Nursing Study details

| | |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Latest release: | March 2024 |
| Survey respondents: | 400+ |
| Sample source: | Random selection from Oncology Nursing Society Database of Members and M3 MI's internal panel of oncology nurses from previous surveys |
| Methodology: | Online oncology nurse interviews, weighted and projected to the U.S. universe of active oncology nurses |
| Data access options: | Dashboard, charts & tables, crosstabulation & planning tools |

Counts by oncology nurses who see these patients

| | | | |
|-----------------|-------|--------------------------|-------|
| Breast cancer | N=324 | Anemia | N=251 |
| Prostate cancer | N=288 | Neutropenia | N=344 |
| Colon cancer | N=304 | Leukemia | N=276 |
| Lung Cancer | N=314 | Multiple Myeloma | N=297 |
| Lymphoma | N=317 | Myelodysplastic syndrome | N=271 |
| Melanoma | N=251 | Renal cancer | N=244 |

M3 MI Professional Health Other Syndicated Offers



Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.



HCP specialties & health verticals

Media measurement and strategic omnichannel insights for 23 medical/surgical physician specialties, and other health verticals including: dentistry, eyecare, hospital management, managed care, oncology nursing, PA/NP, pain medicine, pathology, pharmacy, and radiology/radiation oncology.



MARS Consumer Health

MARS is the industry's most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI's annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI

For more information contact us or visit our website:

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M3 MI provides media insights and marketing intelligence to the healthcare market's advertisers, agencies and media companies.