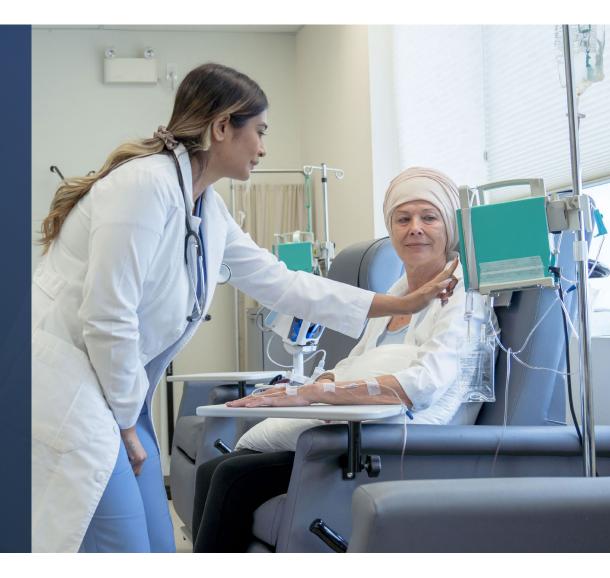
Understand and connect with oncology nurses

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



Download the latest Professional Health content directory <u>here</u> or visit our <u>website</u> for other relevant materials.



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
Prostate cancer	N=288
Colon cancer	N=304
Lung Cancer	N=314
Lymphoma	N=317
Melanoma	N=251

Anemia	N=251
Neutropenia	N=344
Leukemia	N=276
Multiple Myeloma	N=297
Myelodysplastic syndrome	N=271
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.