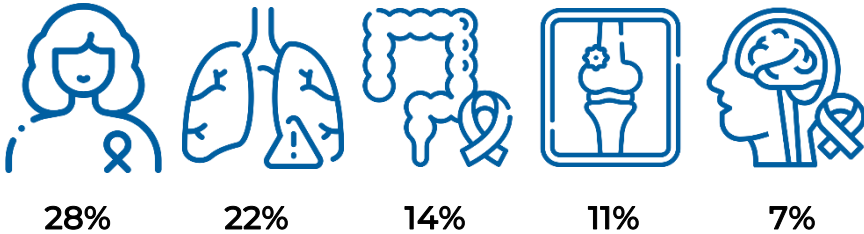


ASCO 2022: What Are the PR Takeaways from Oncology's Biggest Event?

Media Analysis Summary



Top 5 cancer types in the ASCO 2022 debate by share of voice

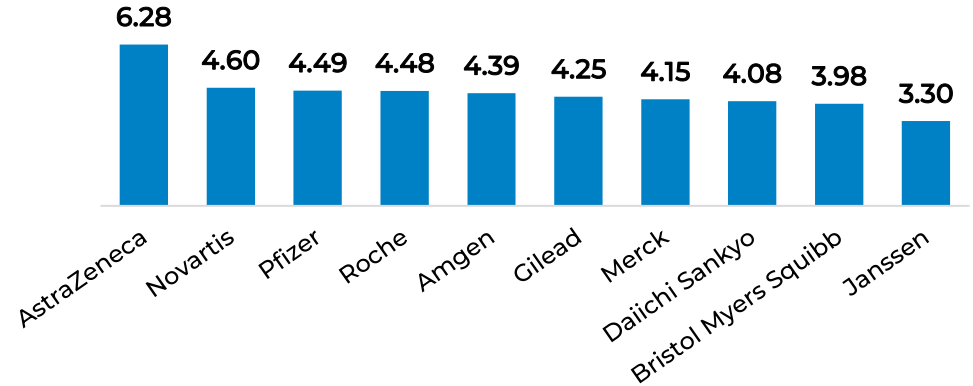


Breast cancer Lung cancer Colon cancer Myeloma Brain cancer

Many publications focused on the new treatments announced for breast cancer, the most common form of cancer in women aside from skin cancer, making it the most widely discussed disease at the ASCO 2022 event.

One particular announcement grabbed headlines: the data from the phase 3 Destiny-Breast study of AstraZeneca and Daiichi Sankyo's Enhertu, used to treat adults with unresectable or metastatic HER2-positive breast cancer.

Top 10 organisations in the ASCO 2022 debate by media conversation impact score



5 key takeaways from ASCO 2022

- There's a new narrative about revolutionising breast cancer treatments
- Drug combos can generate nearly as much media interest as new treatments
- There's growing interest in gentler cancer care without radio and chemo
- Precision medicine goes from strength to strength
- Health equity becomes a bigger issue in oncology

Read the whole analysis here:

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