

ASCO 2023 Unleashed New Era of Patient Power and Cutting-Edge Therapies. Here Are the PR Takeaways

Media Analysis Summary



The ASCO 2023 Annual Meeting showcased groundbreaking cancer research with thousands of abstracts presented over 5 days, impacting cancer care practices.

The event focused on advancements in breast cancer treatment, particularly highlighting CDK4/6 inhibitors' potential in early-stage and metastatic breast cancer. These inhibitors block proteins in cancer cells, slowing their growth.

Top 5 cancer types in the ASCO 2023 debate by share of voice



Breast cancer

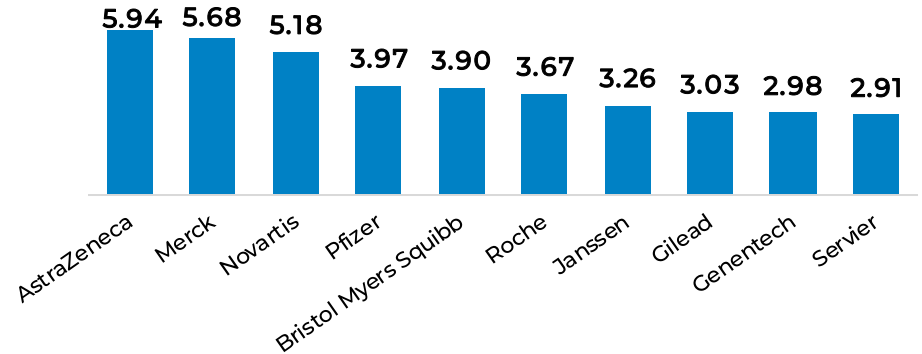
Lung

Colorectal

Brain

Liver

Top 10 companies in the ASCO 2023 debate by media impact score



AstraZeneca became the most influential company in terms of media impact. The company's robust representation, presenting over 130 abstracts featuring 22 approved and potential new medicines across their oncology portfolio, undoubtedly contributed to this considerable media attention.

5 takeaways from the ASCO 2023 Annual Meeting:

- Breast cancer was in the spotlight again
- Merck's Keytruda stole the show
- AstraZeneca shined with its crown jewel
- There was a renewed focus on antibody-drug conjugate pipelines
- Patient-centred care emerged as a new priority

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