Analysis of oncologists' anticipation of and response to clinical data dissemination at ESMO 2023 and ESMO 2024

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Conclusion

Oncologists consistently demonstrated high expectations and engagement with data dissemination at ESMO 2023 and ESMO 2024, particularly in the fields of breast and lung cancers. This interest and enthusiasm translated to a high likelihood of changing treatment approach across numerous tumour types based on the data presented at the congresses, highlighting the importance of timely and impactful data dissemination to healthcare professionals in raising awareness of new treatment modalities. These findings also underscore the critical need for enhanced post-conference data communication strategies and the integration of real-world evidence to drive meaningful changes in clinical practice.

Results

Expectations and perceptions:

At ESMO 2023 (n=78), 82% of oncologists reported moderate to high expectations for impactful data. ESMO 2024 (n=100) saw a slight fall in expectations, with 75% indicating moderate to high anticipation.

Impact on treatment preferences:

The likelihood of changing treatment approach based on data presented varied between cancer types, with gynaecologic cancers scoring highest during 2024 (29% extremely likely), above breast and lung cancer. This represented a shift from 2023 when gynaecologic cancers ranked eighth, and breast, lung and gastrointestinal cancers represented the areas with the highest likelihood of changing treatment approach based on data presented (Figure 1).

Most impactful clinical data presented:

Post-conference, 2024 oncologists highlighted trastuzumab deruxtecan data in HER2+ breast cancer (47%) and pembrolizumab in triple-negative breast cancer (46%) as most impactful, compared to the prominence of urothelial cancer data (enfortumab vedotin + pembrolizumab; nivolumab + chemotherapy) at ESMO 2023 (41% and 33%, respectively).

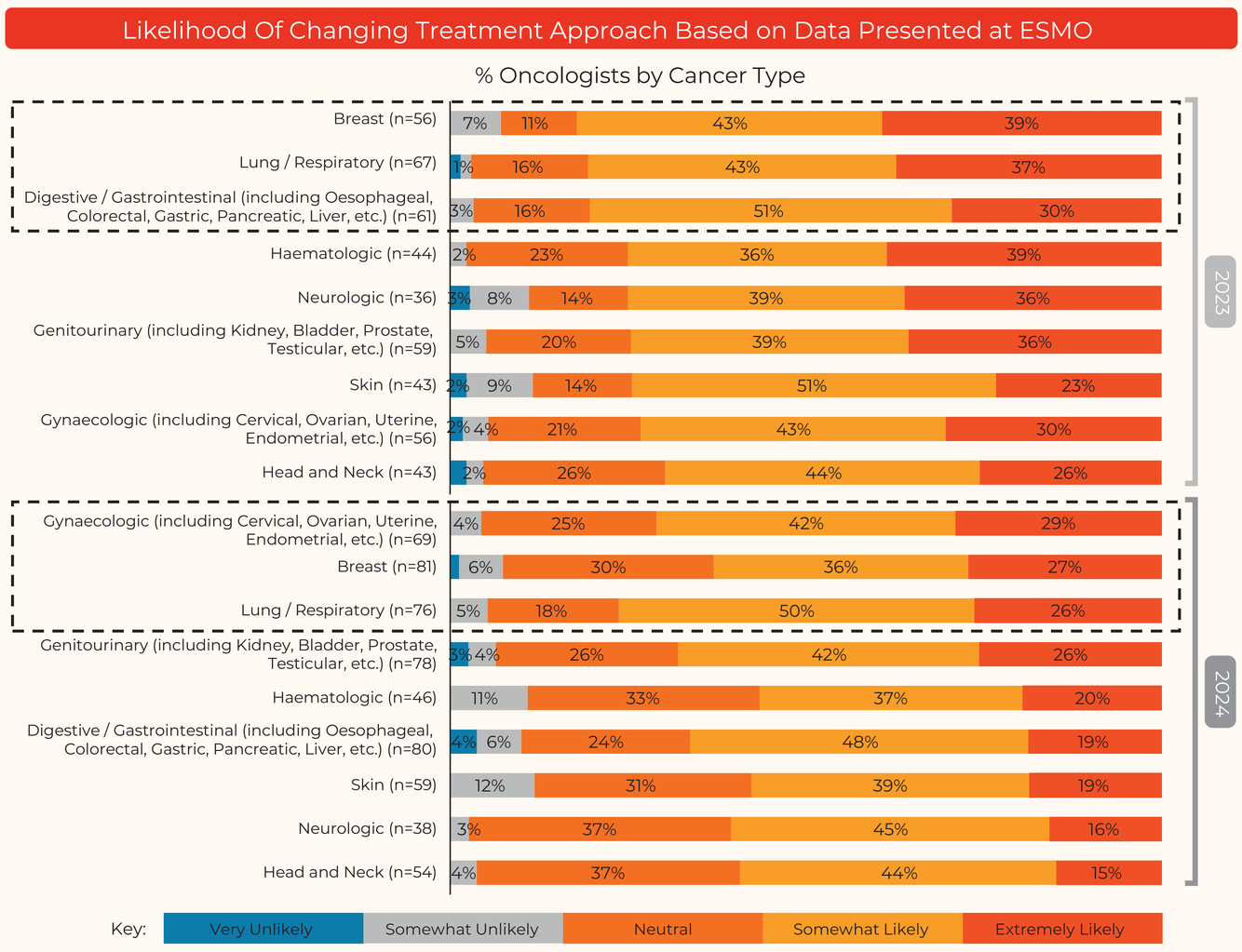
Interest in treatment modality and mechanism of action:

At ESMO 2023 and 2024, healthcare professionals expressed the greatest excitement for targeted and immunotherapy treatments, particularly multi-targeted antibodies (e.g., bispecifics), next-generation small molecules, and antibody-drug conjugates (Figure 2).

Dendritic cell therapy generated the highest level of excitement among attendees for cell-based cancer therapies at ESMO 2023. In contrast, ESMO 2024 attendees expressed the greatest level of excitement for autologous chimeric antigen receptor T-cell (CAR-T) therapies (Figure 3).

The oncologists surveyed (n=178) had an average of ~15 years of clinical experience and spent most of their time (>85%) in direct patient care, each seeing an average of >500 cancer patients per year.

Figure 1: Likelihood of changing treatment approach based on data presented at ESMO 2023 and 2024



Background and objective

Medical conferences are critical for dissemination of impactful clinical data, particularly in oncology, where rapid advancements in therapies and diagnostics are common.

The European Society for Medical Oncology (ESMO) Congress is the leading European medical society for the presentation of cutting-edge clinical data with the potential to shape patient management in oncology.

Understanding how oncologists perceive and respond to such data is critical for optimising the subsequent impact on patient care. However, gaps often exist between the anticipation of new findings and their translation into clinical practice.

This study explores the differences in oncologists' pre-conference expectations and post-conference responses to the dissemination of impactful clinical data presented at ESMO 2023 and ESMO 2024. The focus is on understanding how these expectations and responses have evolved and the impact on anticipated changes in clinical practice.

Research design and methods

Surveys were conducted with oncologists attending ESMO 2023 (Madrid, Spain, October 20–24, 2003) and ESMO 2024 (Barcelona, Spain, 13–17, 2024) in-person; respondents predominantly focused on patient care and represented 9 countries (USA, Spain, Italy, UK, France, Germany, Switzerland, Netherlands, Greece).

Respondents rated their pre-congress expectations for impactful data dissemination across key cancer types (breast, lung, gynaecologic cancers, etc.).

The survey evaluated their post-conference assessment of the most significant clinical data and their likelihood of implementing changes in treatment approaches.

Analysis was conducted to evaluate shifts in expectations, perceptions of impactful data, and anticipated practice changes across the 2 years.

Figure 2: Level of excitement from oncologists regarding various treatment modalities for targeted and immunotherapy treatments for cancers

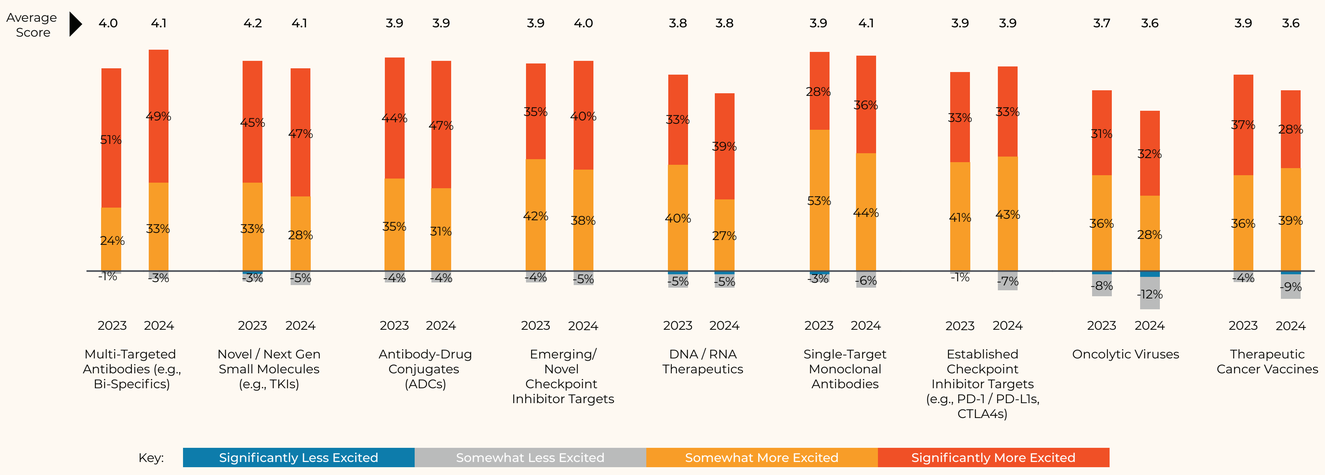
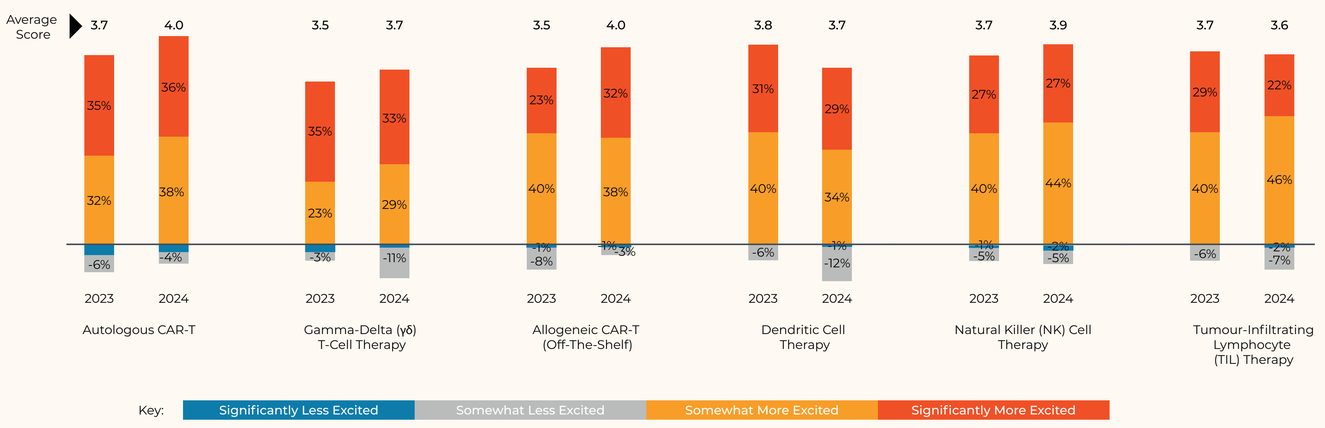


Figure 3: Level of excitement from oncologists regarding various treatment modalities for cell-based therapies for cancers



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