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Publisher's ASCO Spotlight: Compare Your Insights To Oncologists'

by

Inspired by next week's ASCO conference, Informa is crowdsourcing insights from cancer experts, including their predictions on cancer prescribing patterns, trial outcomes and advances in new types of oncology treatments. Scrip readers are invited to participate.

Scrip publisher Informa is currently experimenting with ways to tap into expert wisdom on biopharma R&D, treatment practice, and clinical and market outcomes, particularly in rapidly evolving major treatment areas. One key pilot will use a crowdsourcing methodology to obtain consensus predictions in the oncology field, with an eye to the American Society of Clinical Oncology's annual meeting in Chicago. We invite *Scrip* readers to provide the wider biopharma industry perspective by participating. Participants will have access to the results of the physician and *Scrip* reader predictions.

The crowdsourcing specialists will ask a series of questions to a panel of practicing oncologists from Informa's Skipta physician network. Skipta is the leading social network of specialized online medical communities and includes more than half of US oncologists.

MEDiSTRAVA, an information strategy consulting group, is collaborating on the project, and will also provide oncology

experts to join Informa oncology experts to make up a second panel. The third panel will be *Scrip* readers. The goal is to compare predictions among oncologists, Informa/MEDiSTRAVA analysts, and *Scrip* survey participants.

Learn More

If you would like to participate in an online panel, to be conducted next week, or if you would simply like to know more about the approach and the results, [please register here](#).

The questions will address topics including prescribing patterns of specific drugs, efficacy of new

treatment approaches, effects of diagnostics, and clinical trial results. It will also include a few descriptive questions aimed more at understanding collective insight than predictive opinions of experts; for example, what factors influence oncologists' decisions to consider newly available options in the clinic. We will share some of the results in upcoming *Scrip* articles. Stay tuned for more!

[Go here](#) if you're interested in participating.