



SCRS Global Oncology

Oncology Site Assessment & Engagement Meeting Summary March 2021

The first part of 2021 has been spent by this particular working group focused on the direction and purpose of their work through the rest of the year. The primary objectives, while still being refined will be focusing on driving membership in the oncology space and meeting the needs of our oncology community. After discussing briefly what this might look like and continuing to refine the mission, vision, and goals the team shifted attention to the actual plans.

The major objectives as determined by the group are as follows:

- Marketing concepts and campaigns – All focusing on a targeted audience and with a targeted message. The plan will be to have 3 campaigns in 2021
- New Benefits/Benefit Overhaul – Identify and develop 1 – 2 new benefits or restructure current ones to make them applicable to oncology sites
- Site Assessments – produce and distribute 2 additional surveys throughout 2021 to identify the needs of the community
- Make Connections – Assess: What can our benefits do to create connections and get site voice heard?

The team then spent some time discussing the survey that was distributed and feedback requested. While there was some minor feedback, a majority of the response was positive and the survey will be distributed soon.