



## SCRS Global Oncology

### Oncology Site Assessment and Engagement Meeting Summary April 2021

The Site Assessment and Engagement team took this month's gathering as an opportunity to dive deeper into each of the project concepts for their work in 2021. Starting with marketing campaigns and concepts, much of the discussion centered around first targeting potential new members. This is done through emphasis on what the SCRS Oncology program focuses on and what makes our program different than others, honing into how we specialize in site operations and excellence. The team also mentioned that a breakdown of learnings and key focus areas from the Summit would also make great marketing material, as well as facilitate our goal of deepening connections.



Discussion shifted to target audience for upcoming engagement. Most were in agreement that community-based sites would be most valuable for our first campaigns, and even those focused in pediatrics. Many of these sites are highly collaborative and eager to grow and develop. It was also mentioned that CROs often have community resources made available that we may be able to leverage.



The meeting was concluded with excitement around reviewing the benefit analysis survey results that were issued several weeks ago. The next meeting will be spent reviewing these results as well as how they will be applicable to the subsequent work this team has set out to accomplish.