



**NRG Communications & Publications**  
**General Session**  
**July 21, 2023**



**NRG**  
ONCOLOGY

*Advancing Research. Improving Lives.™*

# Communications Committee

## Staff

Angela Pier  
Michelle Shepard  
Cathy Galoppo  
Cheryl Leow (FORTE)

- New staff mailbox: [Communications@NRGOncology.org](mailto:Communications@NRGOncology.org)



# Communications Committee

Chair: Tom Julian

## Members

Hope Alcorn  
James Bates, MD  
Sally Bialy  
Michael Cowher, MD  
Martha Duncan, RN, MSN  
Thomas George, MD  
Jade Gibson  
Kristin Higgins, MD

## Members

Matthew Hudson, PhD  
Skyler Johnson, MD  
Jon Kiddy  
Miriam Knoll, MD  
Carol Lam  
Tambre Leighn  
Pamela Mason, RN  
Malcolm Mattes, MD  
Debbie Miller, PhD

# Social Media Analytics for 2023

- Twitter Followers – 7,553
- Facebook Followers – 613
- LinkedIn Followers – 1,709
- Instagram Followers – 1,313

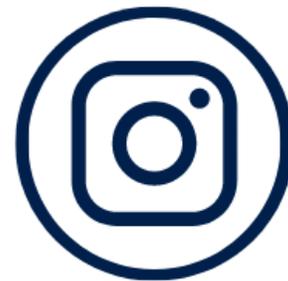
## FIND US ON SOCIAL MEDIA



**Twitter**  
@NRGOnc



**Facebook**  
@NRG  
Oncology



**Instagram**  
@NRGOnc



**LinkedIn**  
@NRG  
Oncology



**YouTube**  
@NRGOnc

# Social Media Ambassadors for July NRG Meeting

#NRG2023 #NRG10

## Social Media Ambassadors

10 Years  
**NRG**  
ONCOLOGY  
2023 SUMMER MEETING



**James Bates, MD**  
Winship Cancer Institute of Emory University

 @JamesBatesMD

**Tambre Leigh**  
NRG Patient Advocate  
Well Beyond Ordinary

 @tambreleighn



**Anna M Brown, MD, MPhil**  
Aspirus Cancer Care

 @jaguaranna27

**Brian Ramnarain, MD FACP**  
University of Florida Health Cancer Center

 @RamnarainMD



*Celebrate*

10 Years of NRG Oncology

**Philadelphia**  
**July 20-22, 2023**

# Communications Initiatives

- **Monthly Newsletters**

- Disease site awareness months
- Advocate, nurse, & physician interviews
- New trials, Upcoming trials
- Study video interviews
- Outreach to committee chairs
- Protocol Support Committee, SDMC, FORTE, and NCORP updates.
- ~ 18,000 contacts

- **NRG Presentation Slides**

- Updates coming for the NRG presentation templates pending review and approvals.

- **Weekly Email Broadcasts**

- Protocol Activity (Closures, Activations, etc.)
- Publications updates
- Safety reports
- Meeting information
- Other priority news

- **Special Email Broadcasts**

- Time-sensitive protocol items
- Activations
- Closures
- Important announcements
- Leadership opportunities/openings

# Communications Initiatives

- **Recent Major Changes on Website**
  - Creation of a patient materials table that is filterable by cancer type and patient-friendly study name.  
[www.nrgoncology.org/Patients/Patient-Study-Search](http://www.nrgoncology.org/Patients/Patient-Study-Search)
- **Upcoming Major Changes on Website**
  - New templates in development for the NRG Committee pages
- **PI Toolkit Items**
  - Patient Study Brochures
  - Patient Study Webpages
  - Social media at activation and through study's lifetime
  - Study Site Flyers
  - Study-specific Newsletters
  - Webinars or Protocol Overview Sessions
  - Tracking all PI toolkit items centrally in NRG Operations
- **Press Releases**
  - Major NRG publications
  - Plenary or Special Session presentations at scientific conferences
  - NRG leadership changes
  - Major news items

# NRG Website

NRG  
ONCOLOGY

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Search...



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Meetings ▾

Support NRG

## Register Today

Join us in celebrating our 10th anniversary at our NRG 2023 Summer Meeting in Philadelphia. Registration is open and the agenda is now available. Keep checking back as we update this section as more meeting content becomes available. Click



- 579,148 Pageviews from January 1, 2023 – July 1, 2023
- Most Viewed Areas: Homepage, Protocol Table, Meeting Webpages, the Center for Innovation in Radiation Oncology (CIRO)
- Feedback welcome and can be sent to: [communications@nrgoncology.org](mailto:communications@nrgoncology.org)

# NRG Patient Engagement Effort

- **Activated Patient Study Webpages:**

- NRG-BR007, NRG-BR008, NRG-BN003, NRG-BN009, NRG-BN011, NRG-BN012, NRG-CC005, NRG-CC008, NRG-CC009, NRG-GI004, NRG-GI005, NRG-GI006, NRG-GI008, NRG-GU008, NRG-GU009, NRG-GU010, NRG-GU011, NRG-GU012, NRG-HN001, NRG-HN005, NRG-HN009, NRG-HN010, NRG-LU006, NRG-LU007, NRG-LU008, EAY191-N2 and EAY191-N4 (ComboMATCH)

**TOTAL WEBPAGES FOR ACTIVE STUDIES: 27**

- **Upcoming Webpages for Activation:**

- NRG-BR009, NRG-GU013, NRG-BN005, NRG-GI003

# Publications Committee

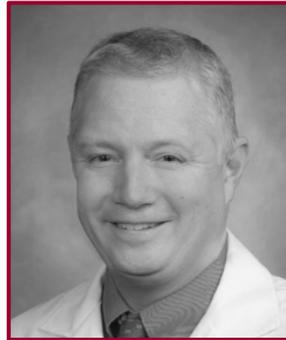
## Staff

<b>Pittsburgh</b>	<b>Philadelphia</b>	<b>Buffalo</b>
Sheila Evans Francy Fonzi Wendy Rea	Sharon Hartson Suzanne Baldwin Jessica Faucher Jeanine Martin Eileen Quenzer	Sally Bialy Kim Blaser Anne Reardon

# New Publication Leadership and Committee Members



David G Mutch, MD-  
Chair



William Small, Jr, MD-  
Vice Chair



Christi Kim, MD



Janice Lu, MD



Alexis Giron Santos



# Publications Committee Members

**Deputy Group Chair:** Harry Bear, MD

**Chair:** David G Mutch, MD

**Vice-Chairs:** William Small, Jr, MD, Tom Julian, MD

## Members

Michael J Birrer, MD, PhD  
James J Dignam, PhD  
Laurel A Habel, PhD  
Christi Kim, MD, FACP  
Janice Lu, MD, PhD  
Benjamin Movsas, MD  
Gilbert D Padula, MD

## Members

Stephanie Pugh, PhD  
Priya Rastogi, MD  
Rachel Rabinovitch, MD  
Alexis D. Giron Santos, BS  
Aaron H Wolfson, MD  
Ying Xiao, PhD  
Sue S Yom, MD, PhD

# NRG Publications Volume Report

Jan 1, 2014-Dec 31, 2022

## Abstracts and Manuscripts

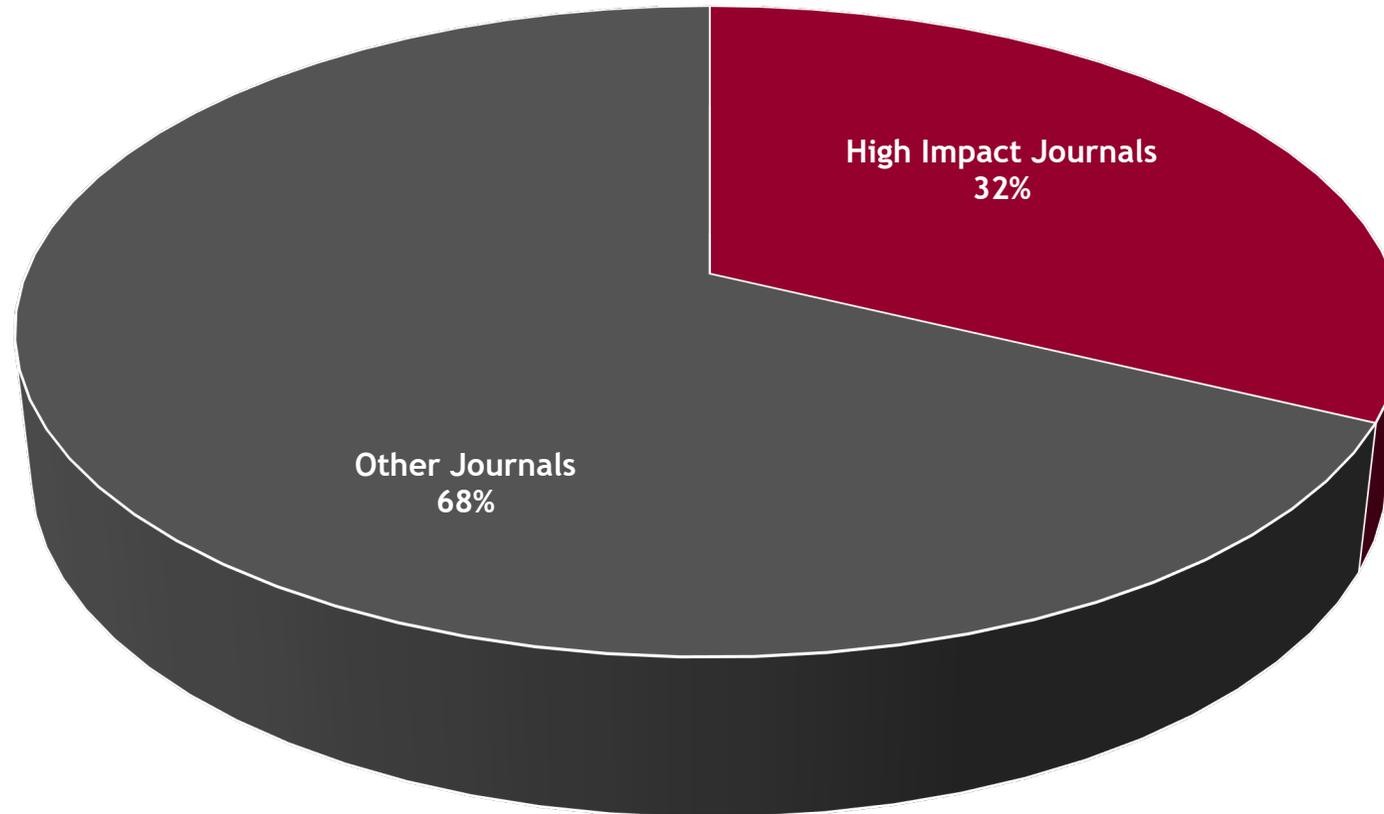
Published/Presented	1/1/14-6/30/23
Abstracts Presented	718
Manuscripts-Miscellaneous Publications	789
Total Publications	1507

# Pubs in High impact journals Jan 2014-Jun 2023

Journal Published and e-Pub	Impact Factor	Total Jan-Jun 2023
Lancet	202.731	13
NEJM	176.082	18
JAMA	157.375	3
JCO	50.717	123
Lancet Oncology	51.100	17
Annals of Oncology	50.500	6
JAMA Oncology	33.012	37
European Urology	24.344	6
JNCI	11.816	31
<b>Total</b>		<b>254</b>

# Publications in High impact journals

## Jan 1, 2014-June 30, 2023





# Questions/Concerns

Is there something that we can do better,  
please lets us know.

## Contact Information

[NRG-Publications@NRGOncology.org](mailto:NRG-Publications@NRGOncology.org)