



NRG Communications & Publications

General Session

July 21, 2023



Communications Committee

Staff

Angela Pier
Michelle Shepard
Cathy Galoppo
Cheryl Leow (FORTE)

- New staff mailbox: 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



Anna M Brown, MD, MPhil
Aspirus Cancer Care

 @jaguaranna27



Tambre Leighn
NRG Patient Advocate
Well Beyond Ordinary

 @tambreleighn



Brian Ramnaraigh, MD FACP
University of Florida Health Cancer Center

 @RamnaraighMD

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
- **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



The screenshot shows the NRG Oncology website homepage. At the top, there is a dark red navigation bar with links for 'Contact Us', 'News', 'Member Login', and a 'Search...' field. Below this is a white header area containing the NRG Oncology logo on the left, which includes the tagline 'Advancing Research. Improving Lives.™'. To the right of the logo are several menu items: 'Patients', 'Clinical Trials', 'Committees & Programs', 'About Us', and 'Meetings', each followed by a downward arrow. A red button labeled 'Support NRG' is positioned to the right of these menu items. The main content area features a large, dark image of a city skyline at dusk. Overlaid on the right side of this image is a large white hexagon containing the text '10 Years NRG ONCOLOGY' and '2023 SUMMER MEETING'. On the left side of the image, the text 'Register Today' is prominently displayed in white, followed by a paragraph encouraging registration for the 10th anniversary meeting in Philadelphia. At the bottom of the page, a red-bordered box contains a bulleted list of website statistics and contact information.

NRG ONCOLOGY
Advancing Research. Improving Lives.™

Contact Us News Member Login Search...

Patients ▾ Clinical Trials ▾ Committees & Programs ▾ About Us ▾ 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

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

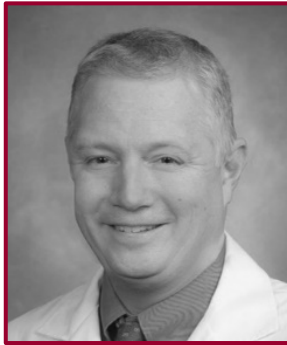
Staff

Pittsburgh	Philadelphia	Buffalo
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

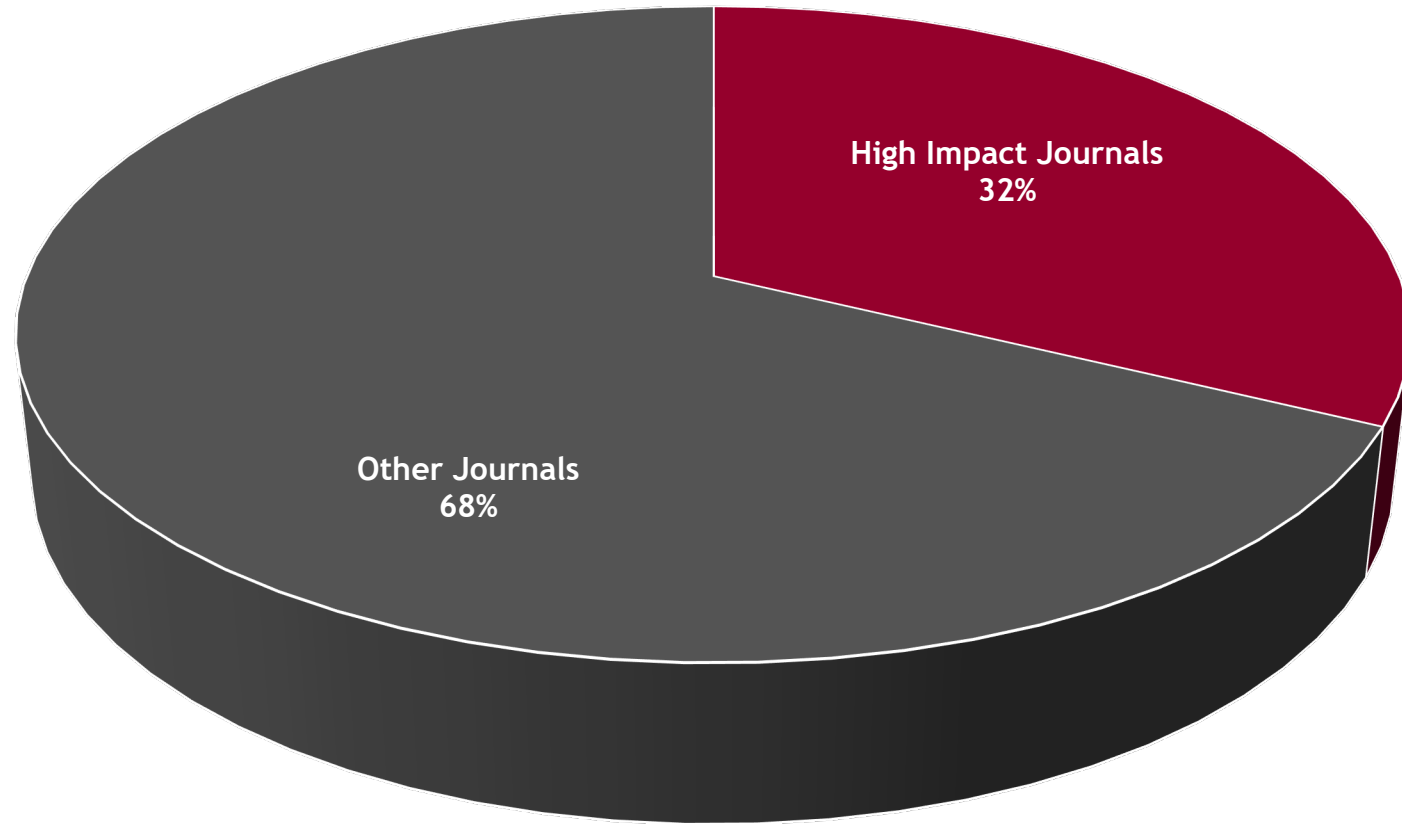
Published/Presented	1/1/14-6/30/23
Abstracts Presented	718
Manuscripts-Miscellaneous Publications	789
Total Publications	1507

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
Total		254

Publications in High impact journals

Jan 1, 2014-June 30, 2023



Clinical-Trials Tab → Publications Tab

NRG Oncology Publications Policy and Guidelines

- Pubs Policy v.02/18/2020

NIH Manuscript Submission Requirements

- What Corresponding Authors Need to Know

Data Sharing Policy

- Data Sharing Policy v2 10-2-15

Presentation Templates

- PowerPoint Presentation
- Poster Oblong
- Poster Square



NRG Staff Resources

- Central manuscript submission
- Help with NIHMS

Questions/Concerns

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

Contact Information

NRG-Publications@NRGOncology.org