

ASCO ANNUAL REPORT 2017



ASCO[®]

AMERICAN SOCIETY OF CLINICAL ONCOLOGY

Dear Colleagues,

I hope you enjoy ASCO's 2017 Annual Report in its all-new format.

As you scroll through this site, you will see high-level summaries of our collective (and remarkable) accomplishments from the past year. ASCO members and employees dedicated countless hours and an endless supply of energy toward advancing our Society's mission in 2017, and we selected just some of the advances to highlight here.

Organized by ASCO's three mission pillars and grounded in our core values, these accomplishments are just the beginning. Each one is brought into focus with expanded information that includes links to videos, official announcements, photos, and more. Please take some time to peruse this report and think about how you might contribute over the coming year!

As we look ahead to new opportunities for success in 2018, I encourage you to take a moment to reflect on all that we recently achieved together, even as the need for rapid progress remains. Thanks to generous supporters, dedicated volunteers, and each of you, I am proud to say that we are truly making a difference in cancer care.



Clifford A. Hudis, MD, FACP, FASCO
ASCO and Conquer Cancer Foundation
Chief Executive Officer



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RESEARCH

RESEARCH

EVIDENCE

Created CENTRA, a New Research Hub to Drive Innovation, Inform Policy, and Improve Patient Outcomes



Expanded TAPUR Study Enrollment Three-Fold to Nearly 600 Patients



ASCO's Conquer Cancer Foundation Surpassed Its \$150 Million Fundraising Goal and Supported All Fundable Young Investigator Award Applicants



Created CENTRA, a New Research Hub to Drive Innovation, Inform Policy, and Improve Patient Outcomes

Through its Center for Research & Analytics (CENTRA), ASCO assembled both the expertise and capabilities needed to build and analyze a growing repository of cancer-related data. This evidence base will position ASCO to unlock new insights, fill knowledge gaps, and improve the delivery of high-quality cancer care.



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[Requests can now be made for data from a variety of ASCO sources](#), including ASCO's quality programs, the annual census of oncology practices, CancerLinQ Discovery, scientific meeting abstracts, and data that will become available through ASCO's Targeted Agent and Profiling Utilization Registry (TAPUR) Study. ASCO is also interested in collaborating with researchers in studies helping to support cancer policy initiatives, advance the practice of oncology, and improve the quality and efficiency of cancer care.

“With the launch of CENTRA as the ‘research hub’ of ASCO, we aim to significantly increase ASCO’s capacity to support the research programs of ASCO members as well as ASCO’s own research initiatives and to increase the utility, accessibility, and impact of ASCO data.”

Richard L. Schilsky, MD, FACP, FSCT, FASCO
ASCO Senior Vice President and Chief Medical Officer

Expanded TAPUR Study Enrollment Three-Fold to Nearly 600 Patients

ASCO is deepening its understanding of how targeted therapies perform in patients with advanced cancer through the [Targeted Agent and Profiling Utilization Registry \(TAPUR\) Study](#), which will ultimately reveal the benefits of precision medicine in expanded patient populations.



TAPUR is a non-randomized clinical trial with the goal to describe the performance, including both safety and efficacy, of commercially available, targeted anti-cancer drugs prescribed for treatment of patients with advanced cancer based on prospectively defined and potentially actionable genomic variants.

A YEAR IN REVIEW: Highlights from ASCO's TAPUR Study

~600
PARTICIPANTS
ENROLLED



**113 clinical site
locations across
20 states**

8

NEW
CLINICAL
CENTERS
ACTIVATED



**12 YEARS OLD
BECAME NEW MINIMUM
ENROLLMENT AGE**



**4 cohorts
expanded**

**—
1 permanently closed**

“This growth in the TAPUR Study will help further our understanding of how these targeted therapies perform in patients with advanced cancer who have exhausted all other treatment options.”

Richard L. Schilsky, MD, FACP, FSCT, FASCO
ASCO Senior Vice President and Chief Medical Officer

ASCO's Conquer Cancer Foundation Surpassed its \$150 Million Fundraising Goal and Supported All Fundable Young Investigator Award Applicants



[Conquer Cancer's](#) The Campaign to Conquer Cancer surpassed its goal of raising \$150 million by December 31, 2017, securing more than \$166 million to support cancer research, patient and caregiver education, global oncology, and quality of care since its launch in November 2011.

“The fact that we exceeded our fundraising goal is a testament to the importance of this work and we are grateful that many supporters recognize this.”

Claire A. Huang

Conquer Cancer Board of Directors Secretary and Co-Chair of
The Campaign to Conquer Cancer

Throughout the record-breaking year, Conquer Cancer also reinforced the promise delivered by well-conducted clinical research—and the importance of funding young investigators—with inspiring stories like [Dr. Breelyn A. Wilky's](#), whose [Young Investigator Award](#) (YIA)-funded research resulted in a clinical trial that gave hope to six-time cancer survivor Brittany Sullivan. Thanks to generous supporters, Conquer Cancer awarded research grants to every qualifying YIA candidate in 2017.

[View Photos From Our 2017 Conquer Cancer Dinner](#)



Conquer Cancer Dinner, “An Evening to Conquer Cancer,” at the 2017 ASCO Annual Meeting.

EDUCATION

EDUCATION

IMPACT



Highlighted Workforce Needs with a Strategic Plan for Increasing Racial and Ethnic Diversity



Debuted New Meetings Focused on Immuno-Oncology and the Business of Oncology Care



Brought the Voice of Cancer Physicians to People Living with Cancer



Conducted Our Inaugural National Cancer Opinion Survey and Issued a Statement About Alcohol as a Modifiable Risk Factor



Increased Access to Cutting-Edge, Actionable Information Through Several New Journals



Conducted Our Inaugural National Cancer Opinion Survey and Issued a Statement About Alcohol as a Modifiable Risk Factor

ASCO published results from its [inaugural National Cancer Opinion Survey](#), a large, nationally representative survey conducted online by Harris Poll. Among other findings, the survey found that most Americans (70%) are unaware that alcohol is a risk factor for cancer, closely followed by another majority (69%) who do not realize that obesity is a risk factor, even though it is the [second leading preventable cause of the disease](#).

In response to these findings, ASCO issued a [statement](#) that proactively addressed alcohol as a definitive risk factor for cancer, raising the Society's visibility as a leading voice on cancer prevention and increasing public awareness of how to reduce the risk of developing the disease. The combined news coverage of both the statement and survey reached more than 250 million readers and viewers across a broad range of major news outlets.

ASCO's National Cancer Opinion Survey and Related Statement Widely Covered by Major News Media



16 radio interviews

440+
ONLINE
PUBLICATIONS



15+
print
stories

300+
television
stories



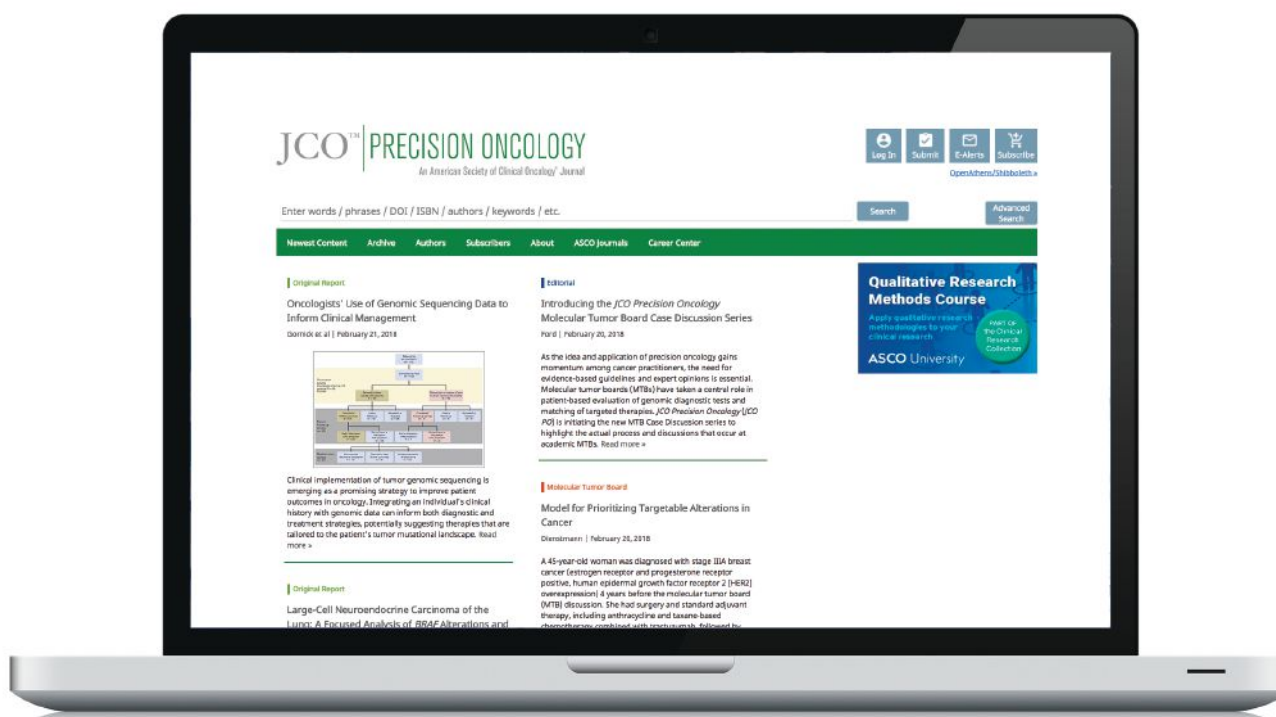
Increased Access to Cutting-Edge, Actionable Information Through Several New Journals

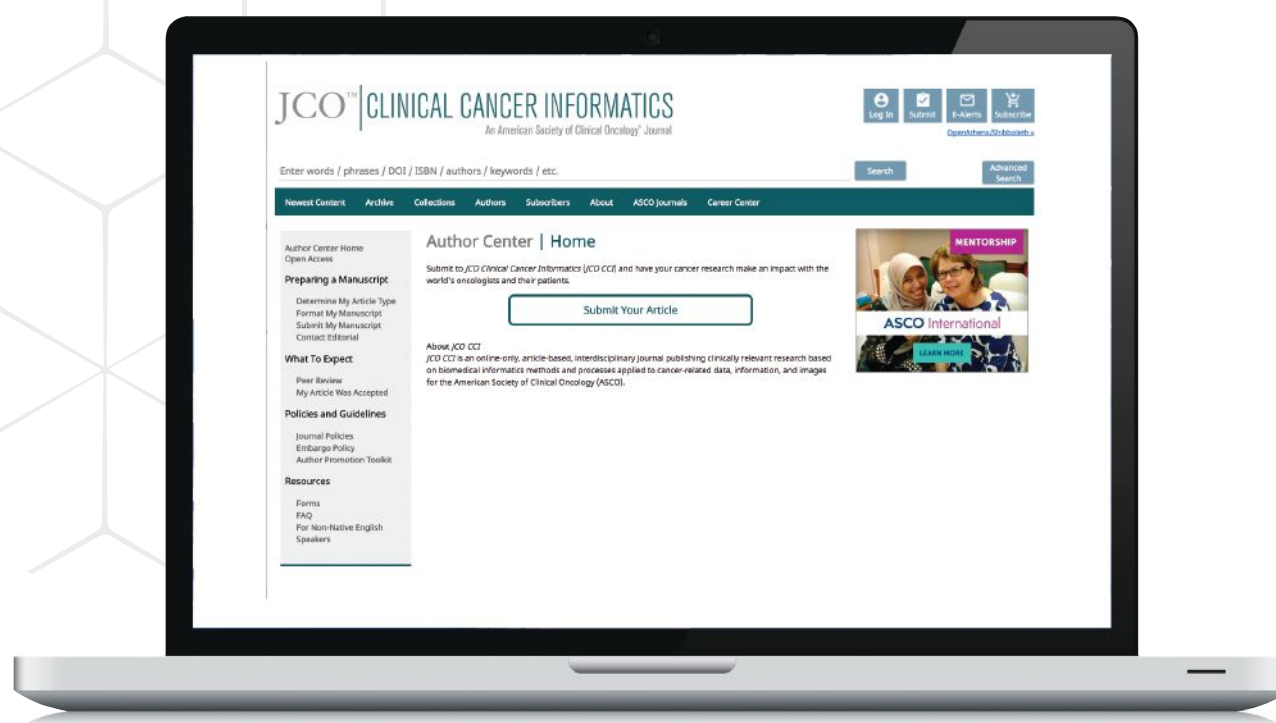
ASCO made it easier and faster than ever for oncology professionals to develop a deeper understanding of genomics-driven clinical care, and to apply biomedical informatics to the care and treatment of people with cancer. Its two new, online-only publications, *JCO Precision Oncology* (*JCO PO*) and *JCO Clinical Cancer Informatics* (*JCO CCI*), explore the latest topics in oncology and fill a void for the oncology community.

“In general, JCO PO is trying to look at clinical research that is cutting edge in terms of science and genetics and transfer it back to patient care.”

James M. Ford, MD

JCO Precision Oncology Editor-in-Chief





“JCO CCI will help inform clinicians, researchers, and administrators on how to integrate systems of care delivery to enhance the care of the patients we serve.”

Debra A. Patt, MD, MPH, MBA

JCO Clinical Cancer Informatics Editor-in-Chief

JCO PO primarily focuses on all types of clinical research (basket trials, exceptional response results, informatics, mechanism and evidence-based case reports, and small series of educational value), as well as extensive expert-driven commentary, editorials, and reviews considering the challenges and value of targeted therapies based on genomic analyses.

JCO CCI features original research, editorials, and commentaries reporting on biomedical informatics studies relevant to cancer treatment, care delivery, outcomes, and prevention.

Highlighted Workforce Needs with a Strategic Plan for Increasing Racial and Ethnic Diversity

In launching and implementing this strategic plan, ASCO has strengthened its commitment to achieving an oncology workforce that reflects the demographics of the US population it serves.

Its multi-year [Strategic Plan for Increasing Racial and Ethnic Diversity](#) focuses on recruiting, training, and retaining oncology professionals from diverse backgrounds to not only foster research and discovery in minority populations but also influence policymakers to meet the health care needs of underserved communities.

Within these communities, this diverse workforce will provide high-quality cancer care to racial and ethnic populations who experience persistent disparities in access to cancer prevention, diagnosis, and treatment—and poorer health outcomes.

Visit the [ASCO in Action YouTube playlist](#) for additional perspectives.



“We are going to do everything we can to make sure all brilliant minds have an opportunity to succeed as oncology professionals.”

Karen M. Winkfield, MD, PHD

ASCO Health Disparities Committee Immediate Past Chair

Awards for Medical Students and Residents from Underrepresented Populations

Medical students and residents who are underrepresented in oncology are encouraged to apply for two awards offered by ASCO’s Conquer Cancer Foundation:

[Medical Student Rotation for Underrepresented Populations](#), which supports an oncology rotation and pairs medical students with clinical oncologists who provide ongoing academic and career guidance.

[Resident Travel Award for Underrepresented Populations](#), which provides financial support to medical residents to attend the ASCO Annual Meeting.



Recipients of Conquer Cancer’s 2017 Resident Travel Award for Underrepresented Populations.

Debuted New Meetings Focused on Immuno-Oncology and the Business of Oncology Care

The first ASCO-SITC Clinical Immuno-Oncology Symposium armed attendees with knowledge of the most significant and timely scientific discoveries in immune-based therapies to bring to patient care, including [findings from seven studies](#) that offered new insights on evaluating and predicting both responses and outcomes in patients treated with immunotherapy. Cancer.Net, ASCO's patient information website, provided a [summary of major findings for patients](#).



Attendees and faculty during a networking event at the 2017 ASCO-SITC Clinical Immuno-Oncology Symposium.

ASCO's inaugural Oncology Practice Conference guided health care professionals on providing optimal treatment in an ever-changing regulatory landscape. Topics included the Medicare Access and CHIP Reauthorization Act (MACRA), lessons in sustaining a practice, alternative payment models (APMs), and addressing physician burnout.



ASCO Oncology Practice Conference Co-Chair Robin T. Zon, MD, FACP, FASCO, presents opening remarks during the General Session.

**SAVE
THE
DATE**

ASCO Oncology Practice Conference

September 27, 2018

Phoenix, AZ



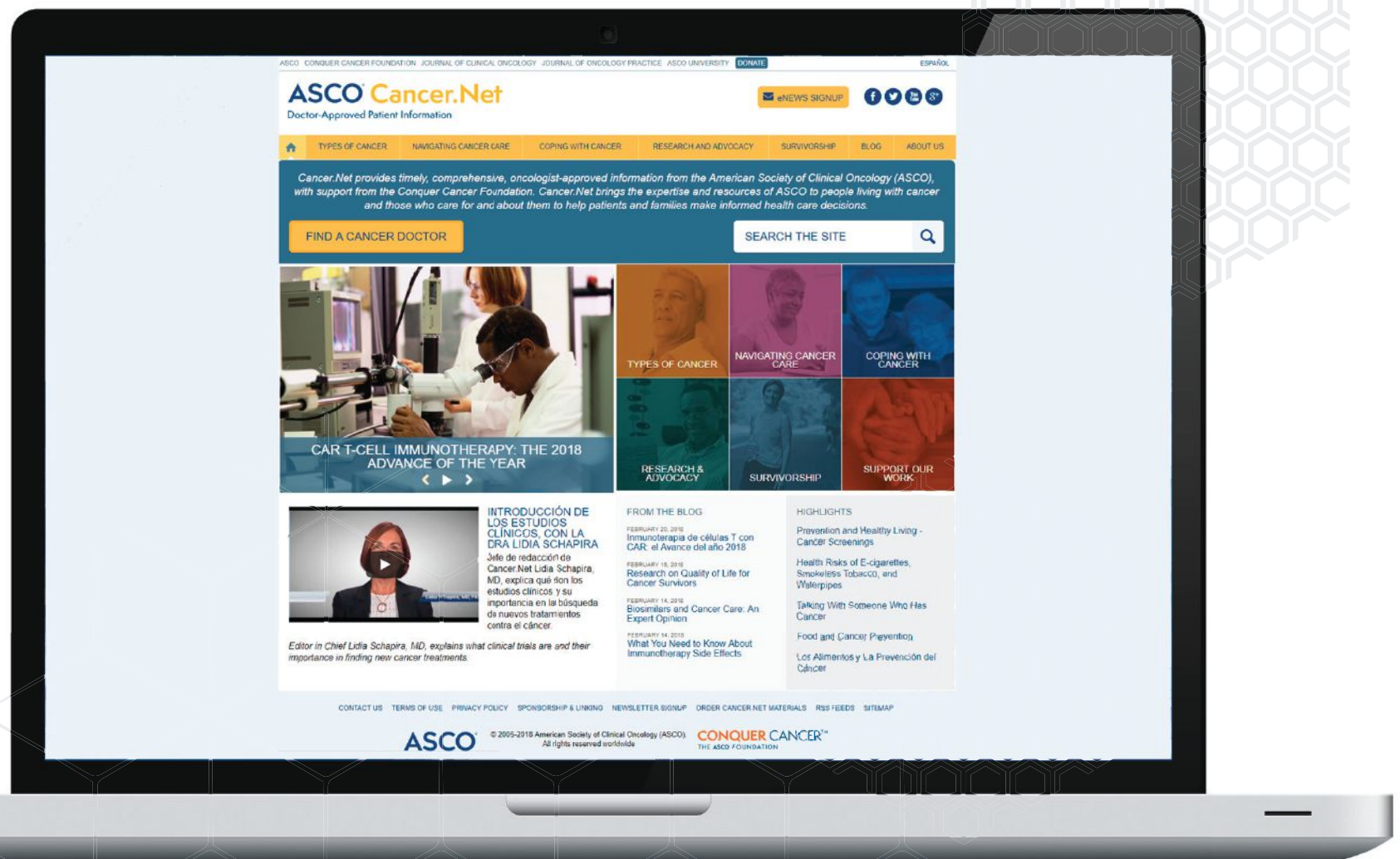
ASCO-SITC Clinical Immuno-Oncology Symposium

February 28 - March 2, 2019

San Francisco, CA

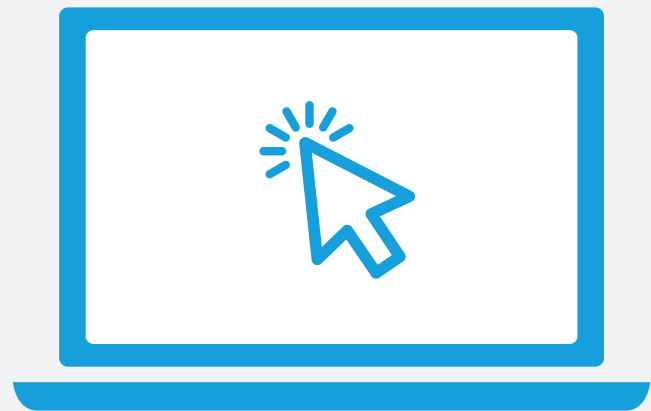
Brought the Voice of Cancer Physicians to People Living with Cancer

The use of ASCO's patient information website, [Cancer.Net](#), has soared over the past five years by 560%. The site attracted a record 31 million visitors in 2017 expanding the Society's capabilities to deliver high-quality educational resources directly to people with cancer, their caregivers, and loved ones.



2017: A Record-Breaking Year for Cancer.Net Site Traffic

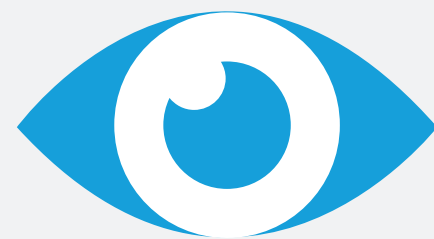
31 million visitors



59%

of visits from
outside the US

1.1 million views



of the
Spanish-language
breast cancer page, a
77% increase over 2016

QUALITY

QUALITY

CARE

Launched ASCO's Volunteer Corps to Give Our Members More Ways to Contribute



Addressed Global Oncology Priorities Through Our Leadership Role in the City Cancer Challenge



Increased Our Impact on Key National Health Policy Issues



Expanded CancerLinQ's Promise Through Network Growth and Strategic Collaborations



Increased Number of International Practices Using Our QOPI Standards



Launched ASCO's Volunteer Corps to Give Our Members More Ways to Contribute

ASCO connected members eager to give back to the oncology community with a host of rewarding opportunities to make life better for patients around the world. The Volunteer Corps' appealing range of activities—from committee support roles to virtual assignments that allow for flexible time commitments—represent ASCO's determination to give everyone who wants to participate a chance to participate.

All ASCO members are eligible for the Volunteer Corps, and those who volunteer can gain experience in how ASCO's committees and other volunteer activities work. Through their service, volunteers have the opportunity to help shape ASCO's direction while building new relationships with fellow professionals in the oncology field. In addition, volunteers earn credits toward a designation as a Fellow of ASCO (FASCO).



“Volunteering within ASCO is personally and professionally rewarding, and honestly, it’s also fun. But, as with everything we do, volunteering serves a higher purpose: there’s a patient sitting there, and we’re going to make their care better than it is now.”

Daniel F. Hayes, MD, FACP, FASCO
2016-2017 ASCO President

ASCO® Volunteer Corps

Apply for ASCO’s Volunteer Corps

Gain experience and credits toward a FASCO designation.

Flexible opportunities based on interests and time commitment.

Visit volunteer.asco.org for details.

Addressed Global Oncology Priorities Through Our Leadership Role in the City Cancer Challenge

As part of a global strategy to address rising rates of cancer in low- and middle-income countries, ASCO proudly became a founding collaborator in the newly announced Union for International Cancer Control (UICC) City Cancer Challenge, which brings the international community together to dramatically improve care in cities in low- and middle-income countries. ASCO joins other prominent founding collaborators in



54%

OF THE WORLD POPULATION CURRENTLY LIVES IN CITIES



WITH

66%

PROJECTED BY 2050

Challenge to target **200 cities** to improve health of **~500 million people** by 2025





supporting this first-of-its-kind multisector initiative, including the World Economic Forum, World Bank, Icon Group, National Cancer Institute, University of Pittsburgh Medical Center, and a coalition of 22 pharmaceutical companies.

The City Cancer Challenge aims to enhance access to quality cancer diagnostics, treatment, palliation, and supportive care in participating cities. The first cities to participate are Asunción, Paraguay; Cali, Colombia; Yangon, Myanmar; and Kumasi, Ghana, and the first stage of the program is a detailed needs assessment of the capabilities, resources, and challenges in each of these cities. ASCO and its member volunteers will be contributing technical assistance and linking the challenge's requirements with relevant ASCO programs and resources.

“This is a milestone for the health and development communities in that it is the first time such an international coalition of multisectoral organisations has been established to work with cities on improving cancer treatment and care.”

Cary Adams

Union for International Cancer Control (UICC) Chief Executive Officer

Increased Our Impact on Key National Health Policy Issues

From health care reform and drug pricing to “right to try” and National Institutes of Health (NIH) funding, ASCO contributed to the national dialogue on several important policy issues, working to ensure that all people affected by cancer have access to safe, affordable, high-quality care.

BY THE NUMBERS: ASCO’s Policy Impact

11 ASCO policy
statements
released



192 HILL MEETINGS
ATTENDED BY **124** ASCO
VOLUNTEERS




ASCO HILL
DAYS HELD



20 members
of Congress participated
in ASCO events

ASCO Advocates for Patient Care and Access to Vital Cancer Drugs

ASCO [released principles for patient-centered health care reform](#) to help ensure that everyone affected by cancer receives high-quality care. In addition, ASCO released a [position statement](#) seeking to rein in drug costs without compromising innovation or access to care. ASCO also [co-signed a letter](#) opposing “right to try” legislation and urging lawmakers to develop policies that would safely increase access to promising investigational therapies for patients.



“My job...is to enlighten our policymakers on the real-world experience. The experience of patients that I see in the clinic every day, who are struggling to pay for their oral chemotherapy. Patients who might not be benefiting from that breakthrough that was never funded...these are the stories that I want to talk to my lawmakers about.”

Yousuf Zafar, MD, MHS

ASCO Government Relations Committee Member

ASCO Voices Strong Support for NIH Funding

ASCO issued a [statement](#) opposing a proposed federal funding cut of \$6 billion to the NIH. ASCO also [applauded Congress](#) for its leadership in providing an additional \$2 billion in funding for the NIH, but noted it will continue to strongly advocate for robust funding levels for 2018.

Expanded CancerLinQ's Promise Through Network Growth and Strategic Collaborations

CancerLinQ is poised to accelerate data-driven insights in the coming year.

CancerLinQ BY THE NUMBERS:

100+

PARTICIPATING HEALTH CARE ORGANIZATIONS



2,000+ medical oncologists contribute

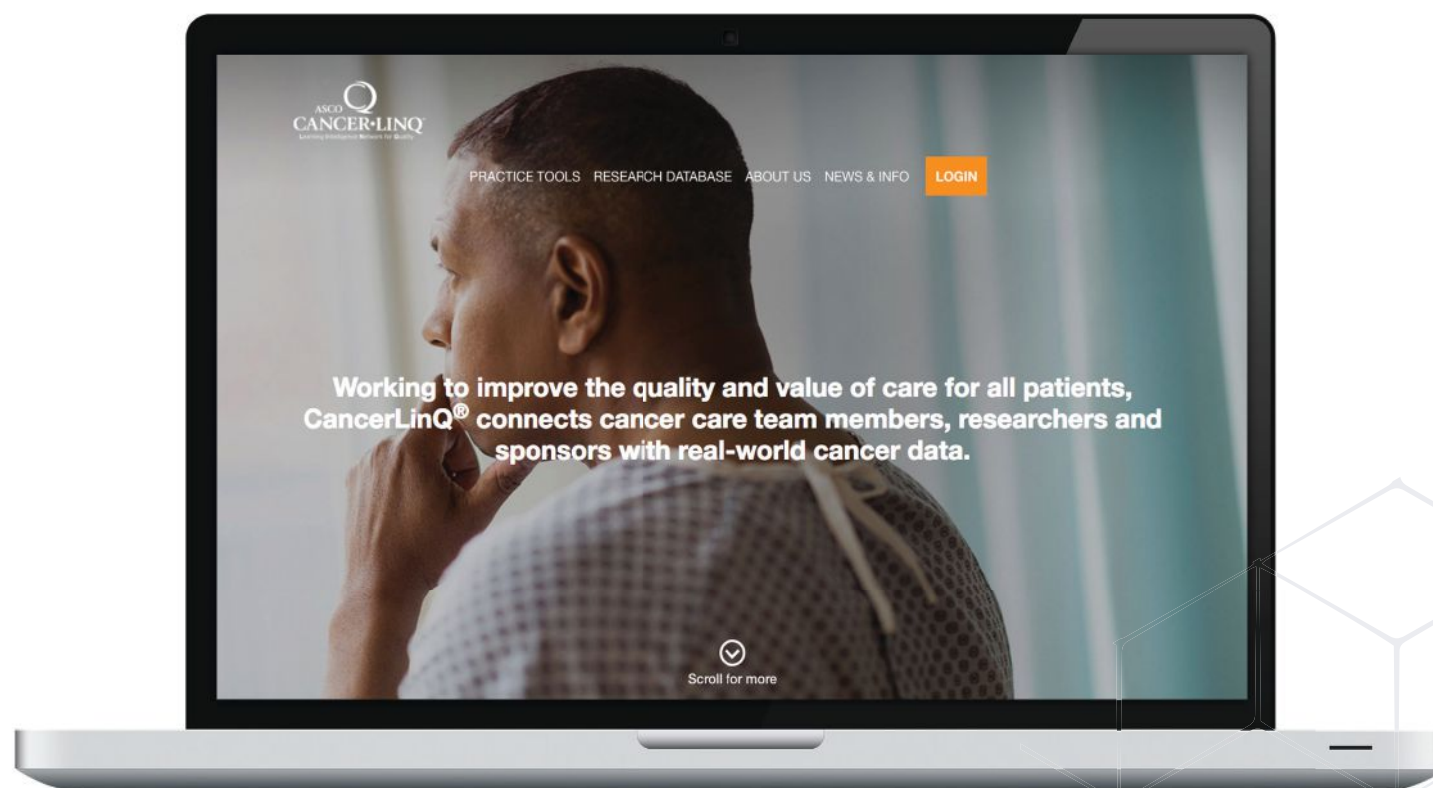


1.2 million+ cancer patient records in platform



Expanding the CancerLinQ Platform

CancerLinQ LLC and the data services companies Tempus and Precision HealthAI entered into an [agreement](#) that will accelerate the ability to build a high-quality, de-identified clinical database for use by CancerLinQ®, its oncology subscribers, partners, and the broader cancer community.



“Tempus and Precision HealthAI bring first-rate technical capacity that complements CancerLinQ’s existing strengths. They share our vision for improving patient care and have the right combination of experience and commitment to innovation to help us provide useful information, faster, to subscribing practices and the entire cancer community.”

Clifford A. Hudis, MD, FACP, FASCO

ASCO Chief Executive Officer and Chair of the CancerLinQ Board of Governors

CancerLinQ Forms Coalitions, Strengthens Resources for the Future

CancerLinQ LLC has also formed the Oncology Leadership Council, which [brings together thought leaders](#) across the full spectrum of the cancer care community. This partnership will offer the CancerLinQ® team invaluable guidance and insights that can ultimately contribute to the quality, efficiency, and value of the entire cancer care continuum.

Increased Number of International Practices Using Our QOPI Standards

Reinforcing Quality of Cancer Care Worldwide

ASCO has a robust portfolio of programs around the world that improves access to quality cancer care, supports cancer care professionals and leaders, and accelerates innovative cancer research. ASCO has been [expanding internationally](#) both the [Quality Oncology Practice Initiative](#) (QOPI®) and QOPI Certification Program™ (QCP). This year, ASCO continued its global work by certifying practices in [Spain](#) and [Brazil](#) through its QCP, which offers specialty three-year certification to outpatient oncology practices demonstrating commitment to quality.



Three Spanish practices received Quality Oncology Practice Initiative (QOPI®) Certification during an ASCO Quality Reception at the European Society of Medical Oncology (ESMO) 2017 Congress in Madrid, Spain.

“The continuous improvement of the quality of cancer care that we provide is a worldwide effort. We commend these practices for demonstrating their commitment to high quality and safety excellence in the delivery of care to patients and for forging new ground within their country.”

Bruce E. Johnson, MD, FASCO
2017-2018 ASCO President

Launch of QOPI Reporting Registry

ASCO and the American Society for Radiation Oncology (ASTRO) launched the [Quality Oncology Practice Initiative](#) (QOPI®) Reporting Registry to measure the quality of care provided to patients and enable medical and radiation oncologists to comply with the Merit-Based Incentive Payment System (MIPS) reporting required by the Centers for Medicare and Medicaid Services.

Revenues and Expenses

ASCO programs continued to expand, with two new meetings and two new journals launched in 2017. Attendance at the Annual Meeting and thematic meetings continues to increase. Operating revenue ended the year at \$125 million, led by meetings, publications, member dues, and journal subscriptions. Operating expenses of \$137 million reflect an increased investment in quality programs, including CancerLinQ. ASCO's most significant expenditure is for educational activities, such as meetings and journals. Member Services includes work on policy and advocacy on behalf of the Society's members.

Non-operating activities primarily relate to long-term investments and the financing plan for ASCO's Headquarters building. Return on ASCO's investments added \$20.5 million to the bottom line in 2017.

The results of ASCO's combined operating and non-operating activities resulted in a surplus of \$8 million for the year; bringing total net assets to \$109.7 million.

Balance Sheet

Current Assets	18,557,020
Long-term Investments	157,205,162
Property & Equipment	50,811,604
Total Assets	226,573,786

Current Liabilities	45,303,847
Bonds Payable	58,605,000
Other Non-Current Liabilities	12,949,327
Net Assets	109,715,612
Total Liabilities & Net Assets	226,573,786

Revenues

Meetings	50,195,218
Publications	33,129,775
Dues & Subscriptions	16,287,991
Grants & Sponsorships	14,223,457
Royalties	7,664,000
Certification	1,761,916
Leasing	1,655,713
Total Revenues	124,918,070

Expenses

Education	52,459,350
Quality of Care	30,716,184
Member Services	21,133,899
Communication & Patient Information	9,799,788
Research	8,110,863
Administration	10,552,270
Fundraising	4,615,457
Total Expenses	137,387,811

Net from Operations	(12,469,741)
Investment Income	20,498,098
Change in Net Assets	8,028,357
Net Assets Beginning of Year	101,687,255
Net Assets End of Year	109,715,612

ASCO's Conquer Cancer Foundation Supporter Acknowledgement

Conquer Cancer gratefully acknowledges the individuals and organizations whose 2017 donations are funding breakthrough cancer research and sharing cutting-edge knowledge. Visit CONQUER.org to make your 2018 gift.

CHAMPIONS

Champions are donors who have given \$1,000,000 or more cumulatively in their lifetime.

Anonymous

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Incyte Corporation

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Janssen Oncology

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Conquer Cancer gratefully recognizes members of the Conquerors Circle who made gifts of \$1,000 or more in 2017.

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