



ASCO Domestic Member Survey: Perceptions of Health Equity (December 2020 – February 2021) *A Summary*

Introduction

ASCO recently conducted a survey of its members in the United States to assess their perceptions of and awareness about health equity in cancer care and gauge their interest in engaging in addressing health equity issues within their own professional practices.

The cross-sectional market research study was designed to help inform the development and execution of an ASCO health equity awareness and action plan, which will focus on supporting ASCO members in addressing inequities in the oncology workforce and in patient care—and on encouraging ASCO members to become engaged in this effort.

Increasing awareness and action is a recommendation of the [ASCO Policy Statement on Cancer Disparities and Health Equity](#), as a mechanism to increase engagement—accompanied by the statement’s other recommendations—by informing, educating, and empowering the oncology community to address inequities in cancer care.

ASCO has long worked for equitable cancer care and research in its many educational, professional development, meetings, volunteer, and policy and advocacy activities—but little data exists on what ASCO members think about health equity, their perceptions about equity issues, and their interest in engaging to address inequities. These are all important considerations as the society moves forward in communicating around these issues.

Guiding Actionable Insight: The survey results suggest that members have awareness and interest in addressing inequities, thus suggesting that ASCO has an opportunity to be a bolder force to educate and engage members in addressing health equity.

Methodology

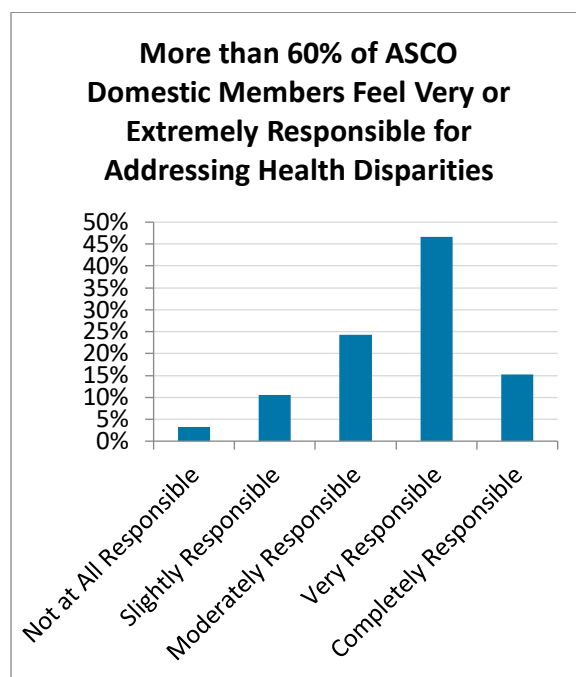
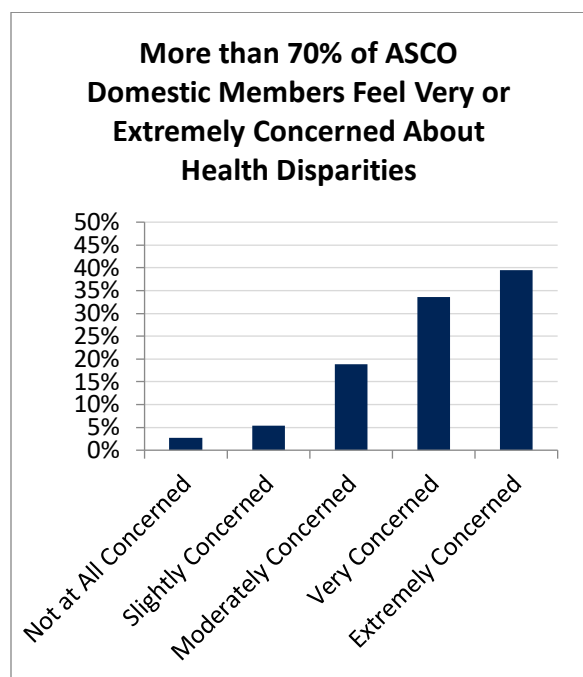
The online survey was released in late 2020 to a random sample of ASCO domestic members via direct email, newsletter, and website pop-up invitation. Survey questions were primarily designed to be structured, i.e., offering a closed number of answer choices from which to

select, but there were additionally a number of opportunities for survey takers to comment in open-ended, free text.

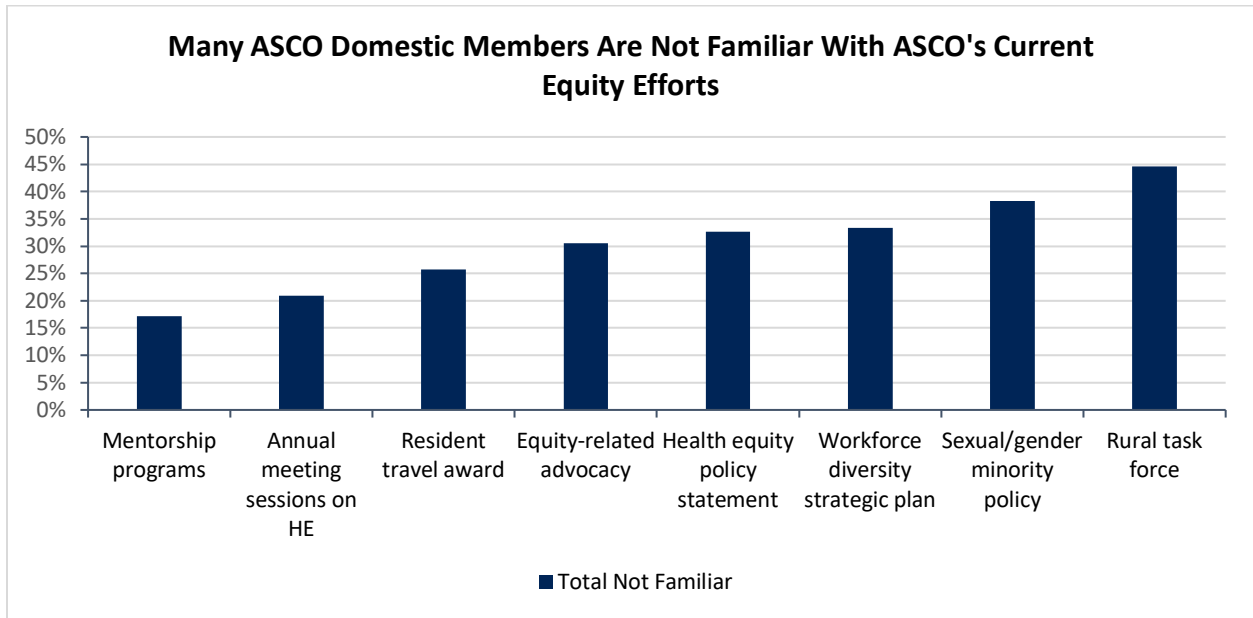
By early 2021 the survey received 370 complete responses, which meets the market research industry standard confidence threshold at a 5% margin of error (based on a total domestic membership size of appx. 29,500). The margin of error tells you how much you can expect your survey results to reflect the views from the overall population. The responding sample was statistically representative of ASCO’s total domestic members according to gender, race/ethnicity, age, and practice setting with two exceptions: members under the age of 35 and pharmaceutical industry representatives were underrepresented. Data was cross-tabulated in analysis to compare responses demographically; only those showing significant differences were included in the report.

Major Survey Take-Aways

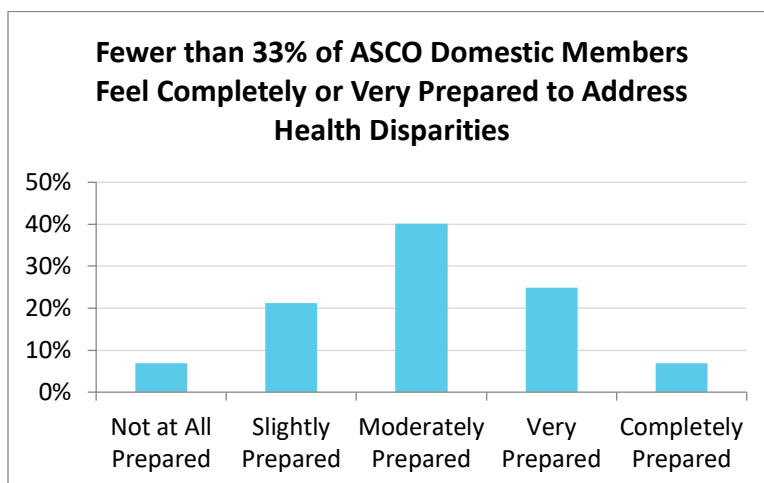
- **Health Equity Awareness and Receptivity.** ASCO members have a high-level of awareness of and interest in health equity issues. As shown in the tables below, a strong majority of domestic members feel concerned about and responsible for addressing health disparities among patients with cancer. Not shown below, more than 70% of ASCO members are also very aware of “Social Determinants of Health” (SDOH) and their impact on cancer care and outcomes. The same percentage strongly agrees that action is required to remedy injustice and improve health.

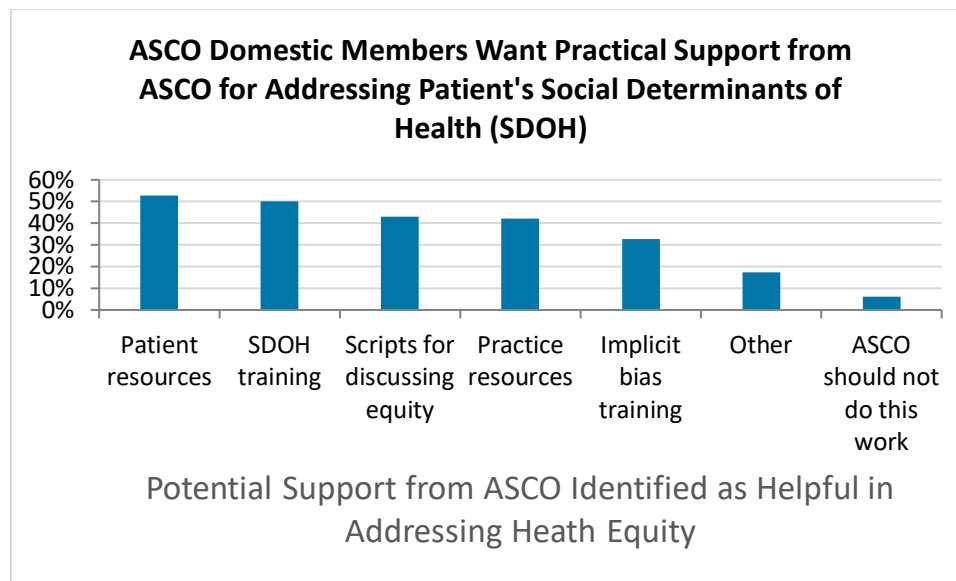


- Awareness of existing ASCO resources.** Although ASCO has developed a number of activities and resources related to health equity, many ASCO members are not familiar with what ASCO has available, suggesting a need for ASCO to better promote these resources.



- Preparedness to Address and Desired Support from ASCO.** Most ASCO members do not currently feel completely or very prepared to address health disparities. They want to be empowered through practical resources and support that they can use with their patients, such as scripts for discussing equity, as well as additional training on social determinants of health. Additionally, new resources were identified that members say would empower them to address disparities in their work.





Next Steps & Opportunities

ASCO Health Equity Awareness & Action Plan

- ASCO will begin to develop a health equity awareness and action plan that will be in sync with ASCO’s equity, diversity, and inclusion strategic priorities and activities. The objective is to provide a trusted source for ASCO members to empower them to take action to address health inequity.
- This will be a multi-year, multi-prong approach involving the entire organization. As one aspect of ASCO’s efforts envisioned by the ASCO Cancer Disparities and Health Equity Policy Statement, the awareness and action plan will compliment and support other ASCO health equity efforts over a multi-year period.
- The survey findings suggest ASCO’s plan include audience segmentation, with tailored messaging/tactics for different cohorts of our membership.

ASCO Resources. ASCO will conduct an audit of ASCO health equity resources to see if these resources are fitting member needs, if they need to be packaged or promoted differently, or if new resources must be developed.

Follow-up Survey. This survey helped to establish a baseline on ASCO members’ perceptions and awareness about health equity issues. ASCO plans to conduct a follow-up survey in 2022 using the same methodology, to see how cross-sectional perceptions have changed and to capture trend data.

For More Information

If you are interested in learning more about ASCO’s health equity and diversity efforts, please visit asco.org/equity.