

ASTRO *and* Industry *Partners in Public Awareness*

PROSPECTUS AND ACTION PLAN

This document is an overview of an ASTRO public awareness campaign aimed at raising visibility and awareness of radiation therapy as a safe and effective treatment option for patients with cancer and other diseases.



ASTRO AND INDUSTRY
PARTNERS IN PUBLIC AWARENESS



INTRODUCTION

The ASTRO Board of Directors supports launching a comprehensive public awareness campaign aimed at raising visibility and awareness of the positive and life saving benefits of radiation therapy.

This effort is a direct result of industry's recommendations. Through work done by the ASTRO Corporate Advisory Council and the response we received to a survey of all Corporate Members, we learned that industry strongly believes that increasing public awareness of the specialty is a critical priority of the Society and the specialty. This project will not only benefit the field of radiation oncology but collateral benefits will flow to corporate partners.

ASTRO has responded. The plan (see below) prepared by ASTRO's Communications Committee outlines the details of the initiative.

ASTRO PUBLIC AWARENESS CAMPAIGN PLAN

A radiation therapy public awareness campaign would build positive awareness of radiation therapy. In addition, the campaign would help build "brand equity" for ASTRO, which would serve as a valuable commodity for the Society and its corporate partners as they work to achieve future regulatory and legislative goals.

GOALS	
PRIMARY	To increase awareness of radiation therapy as a safe and effective treatment option for patients with cancer and other diseases.
SECONDARY	To position ASTRO as the leading authority on radiation therapy, and to build a brand name for ASTRO that can be leveraged in a variety of venues.

AUDIENCE	
PRIMARY	Future patients, their families, referring physicians, and patient advocacy organizations.
SECONDARY	Current patients, the general public, the media, regulatory agencies and legislators.



OBJECTIVES

- Raise awareness of radiation therapy as a treatment option both for curative and palliative intents.
- Create awareness of the importance of radiation oncology as a specialty.
- Become more proactive in media relations by delivering the message to the media rather than reacting to media inquiries.
- Promote ASTRO as the premier resource of accurate information for patients, the media, regulators and legislators.
- Evaluate public perceptions about radiation therapy over time.

National Survey

Nationwide random-digit dialing telephone survey of 500 people conducted in October.

- Of those randomly surveyed, 36 percent had cancer or someone in their immediate household had cancer.
- When asked where they got their information on types of cancer treatment,
 - o 33 percent said off the Internet.
 - o 31 percent said from brochures in their doctor's office.
 - o 30 percent said from books, medical journals or publications.
 - o 14 percent said from cancer societies.
 - o 10 percent said from other cancer patients.
- When asked how they made decisions about what type of treatment to get:
 - o 56 percent said on advice from an oncologist.
 - o 45 percent said on advice from a primary cancer doctor.
 - o 20 percent based it on their own research.
 - o 7 percent made their decision after talking to friends and family.
 - o 5 percent made a decision after talking to other patients.
- Respondents were asked to rate radiation therapy at the beginning of the 12-minute survey and again at the end.
 - o Just hearing about radiation therapy caused participants to raise their opinion of radiation 30 points.
 - o Conversely, negative impressions decreased 21 points.



ACTIONS

PRE-CAMPAIGN ACTIVITIES

These activities set the stage for a successful campaign by identifying the target audience, developing a clear message and setting goals by which the success of the campaign will be measured.

- Conduct a survey and/or focus group.
- Develop mission and vision statements.
- Possibly recruit a well-known spokesperson.

MEDIA OUTREACH ACTIVITIES

These are activities to communicate ASTRO's message to its audience.

- Public service announcements for radio and/or television stations.
- Press releases.
- Print columns.
- Radio news releases.
- Video news releases.
- B roll.
- Internet discussion boards.
- Internet live chats.
- Web casts.
- Web banners made available for free to key Web sites.
- Editorials.
- Letters to the Editor.
- Partner with patient advocacy groups.
- Partner with other healthcare organizations.

WEB SITE

These are outreach activities utilizing ASTRO's Web site.

- Create a public awareness campaign section of the Web site.
- Develop patient materials.
- Create an "Ask the Expert" section for patients on our Web site.
- Help patients use the "find a radiation oncologist" functionality.
- Encourage all corporate members to link to ASTRO's site.

PRINTED MATERIALS

These are materials for members to give patients and for ASTRO to give to patients who contact ASTRO directly. These materials would also be used to educate media professionals as well as healthcare legislators and regulators.

- Understanding radiation therapy brochures.
- Careers in radiation therapy brochure.
- About ASTRO brochure.
- Videos.
- Brochures about specific aspects of treatment

FEEDBACK MECHANISMS

To measure response to the campaign, put systems in place to verify that the audience is being reached.

- Track hits on the public awareness section of the Web site.
- Measure traffic on patient discussion boards.
- Count calls to a hotline that provides more information.
- Gauge readership, listenership and viewership from newspaper, radio and television spots generated from the campaign.



ASTRO PUBLIC AWARENESS CAMPAIGN
Three-Tiered Approach

CAMPAIGN ACTION PLAN - PHASES

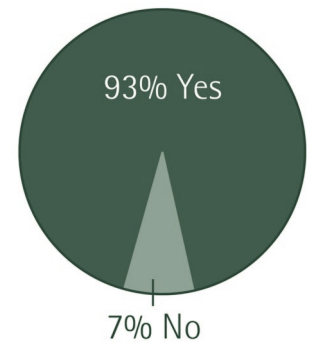
PHASE I	PHASE II	PHASE III
<ul style="list-style-type: none"> • Focus Groups/ National Surveys • Media Training • Video/Photography • Print Media • Patient Literature • Web Site - Patient site 	<ul style="list-style-type: none"> • Message Testing • Media Spokespersons • Public Service Announcements • Radio Messages • Media Tours • Target Marketing to Referring Physicians 	<ul style="list-style-type: none"> • Media Primer • Video News Releases • "Chat with Expert" (live chats on Web site) • Public Education Supplements

**Corporate Advisory
Council's Top Two
Priorities for 2003:**

- **Public Awareness**
- **Healthcare Policy
and Economics**

2003 Membership Survey

*Do you support ASTRO launching
a public awareness campaign to
educate the public and referring
physicians about the benefits of
radiation therapy and the spe-
cialty in general?*



TIMELINE

The launch of the campaign is expected to begin in 2004 with extensive activities extending over a three-year period. It is worth noting that public awareness is an existing activity for ASTRO and will be sustained long after the conclusion of an intensive campaign.



AN INVITATION

Since industry has been a major participant in the development of the plan, we officially invite corporate partners to actively participate in the execution and fulfillment of the plan and seek unrestricted seed funding to help us achieve our objectives over a three-year period.

The following schedule provides options for support based on corporate size. Once your company selects your level of commitment, payment fulfillment can be made over the three-year life of the campaign, one time, or in annual installments.

PARTNERS IN PUBLIC AWARENESS	
CORPORATE SALES VOLUME	FUNDING RANGE
\$0 - \$49 million	\$10,000 - \$24,000
\$50 - \$99 million	\$25,000 - \$74,000
\$100 - \$249 million	\$75,000 - \$99,000
\$250 million +	\$100,000 - unlimited

INVOLVEMENT BENEFITS:

- A seat on the Partners in Public Awareness Task Force.
- Input by your public relations and communications professionals into themes, tasks, and campaign direction
- A confidential copy of the final report of the public opinion survey and focus group results.
- Web site recognition with hyperlink to corporate home page or patient education site.
- First opportunity to support project specific activities (i.e. brochures, videos, etc.)
- Recognition on print material as appropriate.



ASTRO PARTNERS IN PUBLIC AWARENESS RESPONSE FORM

MY COMPANY:

- Will participate in the Partners in Public Awareness Program and will support the program as outlined in the prospectus with an educational grant.
- Will not be able to participate in the Partners in Public Awareness Program.
- Requests more information on the program. Please call us.

CHECK THE BOX FOR APPROPRIATE SUPPORT GIVING LEVEL:

PARTNERS IN PUBLIC AWARENESS	
CORPORATE SALES VOLUME	FUNDING RANGE
\$0 - \$49 million	\$10,000 - \$24,000
\$50 - \$99 million	\$25,000 - \$74,000
\$100 - \$249 million	\$75,000 - \$99,000
\$250 million +	\$100,000 - unlimited

The campaign will span over three years. Contribution options offer flexibility in payment terms. Please check your preference:

- Three annual payments of \$ _____ for a total of \$ _____.
- One time payment of \$ _____.
- Other _____.

PLEASE COMPLETE THE FOLLOWING CONTACT INFORMATION FOR THE DESIGNATED INDIVIDUAL FROM YOUR COMPANY WHO WILL SERVE ON THE TASK FORCE:

Contact _____ Title _____

Corporation _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ E-mail _____

PLEASE RETURN COMPLETED FORM BY MAIL OR FAX TO:

ASTRO Corporate Relations
12500 Fair Lakes Circle, Suite 375
Fairfax, VA 22033
correlations@astro.org
Phone: 703-227-0154
Fax: 703-502-7852



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