



**Cancer resources for
patients, caregivers and
healthcare professionals.**

2020 Highlights



OncoLink® has been providing **reliable cancer information** since 1994. Our content supports **patients, caregivers, and healthcare providers** by providing up-to-date, evidence-based cancer education that addresses informational needs from risk assessment through **diagnosis, treatment, and survivorship**. At the heart of our mission is providing this education to enable patients and caregivers to make **educated treatment decisions** and to become active participants in their care.

OncoLink by the Numbers in 2020



7.3
million
pageviews

5
million
users



67.6% Mobile



28.73% Desktop



3.65% Tablet



Breakdown of visits by device

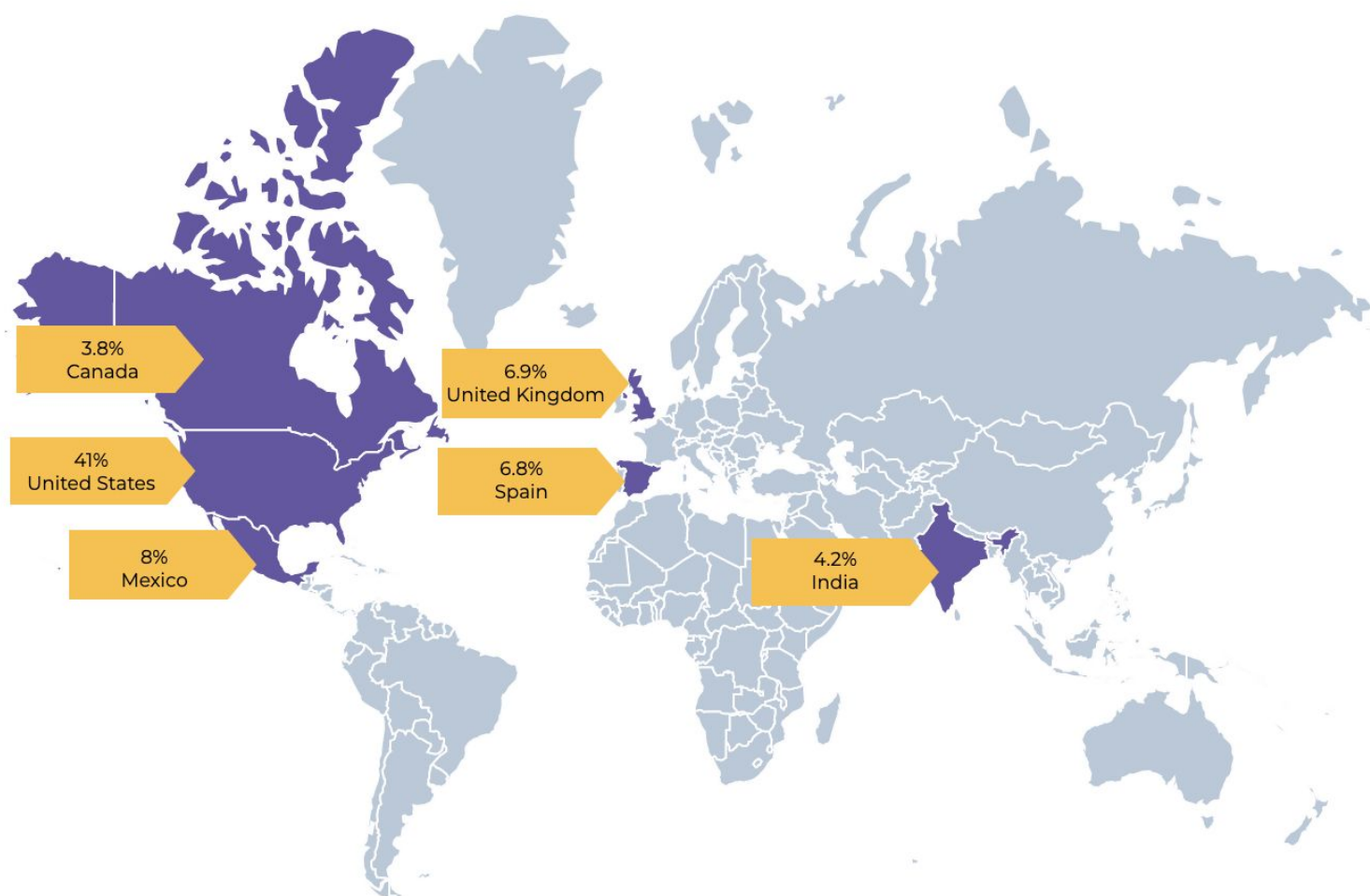
OncoLink Use by Location in 2020

41%

of users come from
the United States

233

other countries are
represented



OncoLink Education

We maintain a large, in depth library of educational articles:

- Over 310 medication teaching sheets in English & Spanish.
- Over 1000 Informational articles/handouts, many also available in Spanish.
- Tools for creating survivorship care plans and learning about cancer risk reduction.
- A busy blog with inspirational and informative articles.

In 2020, healthcare providers created over 7,900 Treatment Binders of educational materials to support their patients.

OncoLink Editorial Board

OncoLink content is written by a team of oncology care providers who understand the needs of patients and providers. Our editorial board consists of providers from many oncology disciplines, all providing their unique expertise. Content is written using plain language principles to make it accessible for patients and families.

OncoLink has received numerous awards over the years. Most recently, OncoLink was awarded the **Excellence in Patient Education Award** from the Cancer Patient Education Network.



Testimonials

From Healthcare Providers

“Oncolink educational resources have been invaluable for me as a nurse navigator to be able to personalize patient’s educational and support resources dependent upon what information they need based upon the treatments they are receiving. The materials are easy to provide to patients by email or printed per patient’s preference. As the patient’s nurse navigator, I receive statements from patients saying how much the materials provided have helped them understand how to navigate their diagnosis, treatments, and how to cope with their emotions.”

– Dana S., RN, BSN, MSHA, CBCN, CN-BN, ONN-CG
Nurse Navigator, Breast Cancer
Sarah Cannon Cancer Institute at Good Samaritan Hospital

“Oncolink is my first choice in providing patient education. The amount of information a newly diagnosed patient receives can be overwhelming and add to their stress. I appreciate that the Oncolink site is easy for the nurse to navigate, the content is vast, and the materials are concise and easy to read. Many of the site-specific informational materials also include links to supplemental information and resources, which is beneficial to those patients who desire additional information but does not overwhelm those who do not. Oncolink’s well designed website, appropriate informational materials and options for additional information provides a valuable resource for patient education.”

– Rochelle C., RN, OCN
Nurse Navigator, Complex GI Cancer
Sarah Cannon Cancer Institute at Riverside Community Hospital

Testimonials

From Patients

“This site has been very helpful to me. As a caregiver for my daughter, I am trying to find sites like this that explain what I need to know without being so technical that it scares me. Thank you!”

“I am a nurse but also now a patient with a brain tumor working in palliative care. Your information answered my questions well and I have also found it useful to refer to in my practice. It is very easy to understand and very informative. It really gives the pertinent information I needed.”

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Testimonials

From Integration Partners

“Oncolink provides the best possible patient facing cancer related information. Our patients, families, and nurses rely exclusively on Oncolink to educate our patients on cancer, treatment, side effects, and recovery. Everything is easy to access, easy to read, and easy to use.”

– *Randall A. Oyer, MD*
Medical Director, Ann B. Barshinger Cancer Institute
Lancaster General Health

“As a healthcare software vendor with customers around the world, we’ve partnered with Oncolink to provide the patient educational resources used by our Oncology customers. Oncolink’s education articles are comprehensive, evidence based, and written specifically for patients. The Oncolink team reviews and updates content regularly, and their change management practices makes it easy for us to identify and update changes in our library. Having worked with the Oncolink team for many years, I truly appreciate their professionalism, timeliness, and their commitment to always get it right.”

- *Malcolm Wright*
VP, Product Management
Equicare Health

Oncolink Survivorship Care Plan

Oncolink has two easy to use survivorship care plan tools. Both tools allow a user to create a comprehensive survivorship care plan in just a few minutes.

- OncoLife, which is designed for survivors of adult cancer diagnoses.
- Smart ALACC, which is designed for survivors of childhood cancers.



Testimonials

From Care Plan Users

“I have been using the Oncolink Survivorship Care Plan for 5 years now. It has been extremely useful in providing patient education for our Survivorship Care Planning visits. It only takes a few minutes to enter the patient's treatment information. All of the information is reviewed with the patient at the time of his or her survivorship visit. Patients find the Oncolink Care Plan to be extremely helpful and written in a way they can understand. Thank you to the Oncolink Team for creating this very user-friendly tool not only for us but also for our patients!!”

– *Sandy C., CRNP, AOCNP*
Survivorship Program Coordinator, Chester County Hospital

“OncoLife has been a valuable resource for our practice and our patients. It provides an easy-to-use tool to enter the needed details regarding a patient's diagnosis and care received. In addition, it provides the resources necessary to educate the patient as to their recommended follow up for their specific cancer, how to manage side effects they may be still experiencing, how to live a healthy lifestyle, and how to move forward in life, with tips on how to overcome the fear of recurrence. I can pull together this 10–20-page document for the patient in under 3 minutes! So helpful and easy to use, with evidence-based information.”

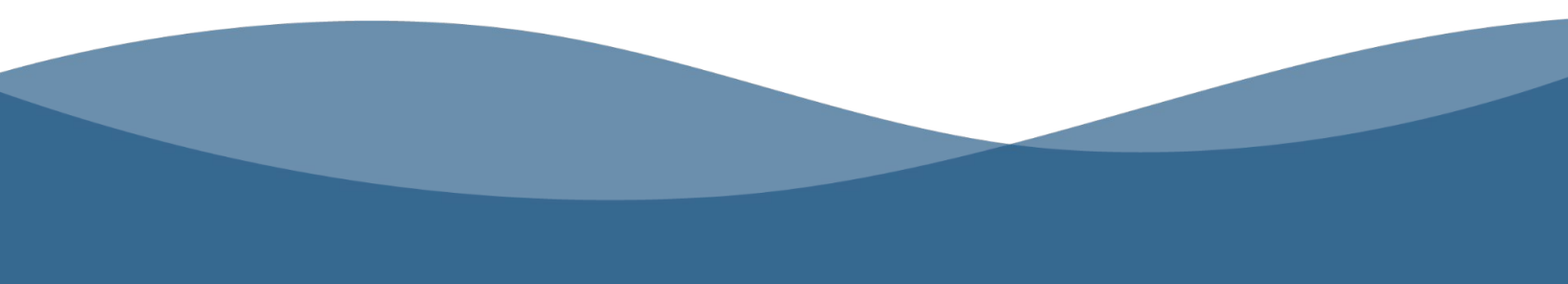
– *Alicia W., MAN, RN, APRN, AGPCNP-BC, AOCN*
Survivorship Nurse Practitioner, Minnesota Oncology

How Can OncoLink Support You?

OncoLink educational materials and tools can support cancer centers and practices by:

- Support patient engagement and satisfaction through improved healthcare provider and patient communication.
- Enable more impactful patient interactions and treatment compliance based on patient's understanding of the disease, treatment protocol and side effects.
- Improve efficiency and decrease costs through access to a “one-stop shop” for oncology education. This reduces time to compile materials and enable standardization of the patient education process.
- Use of educational materials and survivorship care plans to meet regulatory compliance and accreditation mandates.
- Educational content is available in English and Spanish and can be branded with your center's logo.

OncoLink educational materials can support technology partners by:

- Providing oncology expertise in the development of patient-focused oncology education platforms.
 - Delivering industry-leading educational content for your platform using standardized formats.
 - Providing support for integration with various EMR platforms.
 - Enabling branding of content with your customer's logo.
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**For partnership opportunities, please contact
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For more information, visit
our website at oncolink.org.

