TACKLING HEALTHCARE INEQUITIES:
DEVELOPMENT & IMPLEMENTATION OF A VIRTUAL
PLATFORM TO IMPROVE GLOBAL ACCESS TO ONCOLOGY
EDUCATION

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METHODS

- From January 2022-August 2022, 26 Global Leaders (mean h-index=60) were featured as speakers on Keynote Conference as speakers who discussed the latest developments in oncology and COVID-19 affecting cancer patients.
- During this same time period, 20 MedNews Week Around the World shows were hosted discussing the latest developments in cancer diagnostics, therapeutics, and preventative care.
- Viewership, impressions, and outreach data from MedNews Week's social media accounts, Twitter, Symplur, and Tweepsmap was collected and analyzed to assess global reach and engagement.

BACKGROUND

- The growth of medical misinformation has contributed to fear and public distrust of healthcare that was exacerbated during the COVID-19 pandemic.
- MedNews Week was developed in response to educate the mainstream public about the latest developments in oncology and related topics through its two shows—Keynote Conference and MedNews Week Around the World.
- The aim of this study was to assess the ability of MedNews Week to reach a global audience and contribute to global medical education.
RESULTS

Figure 1- MedNews Week global attendance.

Figure 2- Regression Plot for MedNews Week show attendance is demonstrating positive linear growth.
CONCLUSION

• MedNews Week has demonstrated sustainable growth and an ability to reach international audiences including those in lower socioeconomic regions.
• The platform’s ability to provide rich medical content and presentations from global leaders to mainstream viewers for free offers a promising approach to tackle inequity and reform global oncology education.