

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

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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.

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 Tweepmap was collected and analyzed to assess global reach and engagement.

RESULTS

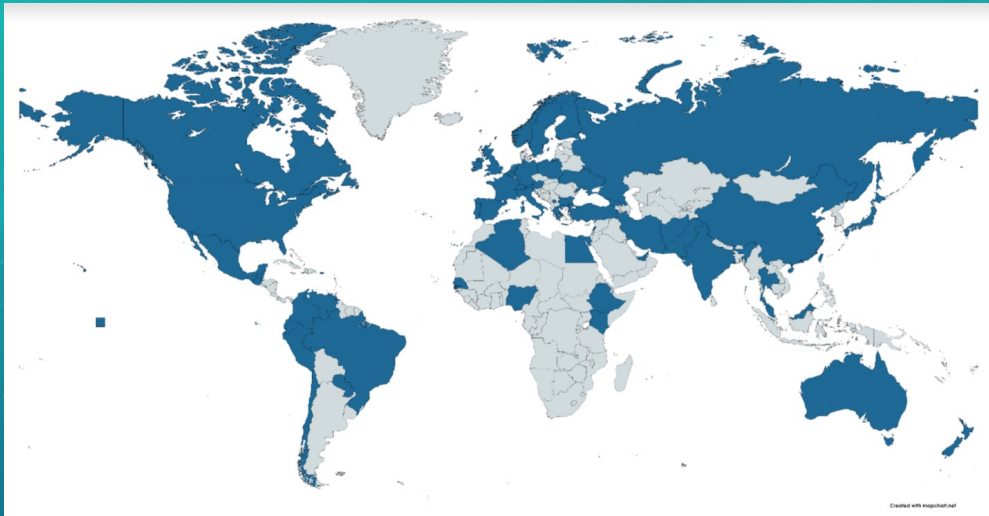


Figure 1- MedNews Week global attendance.

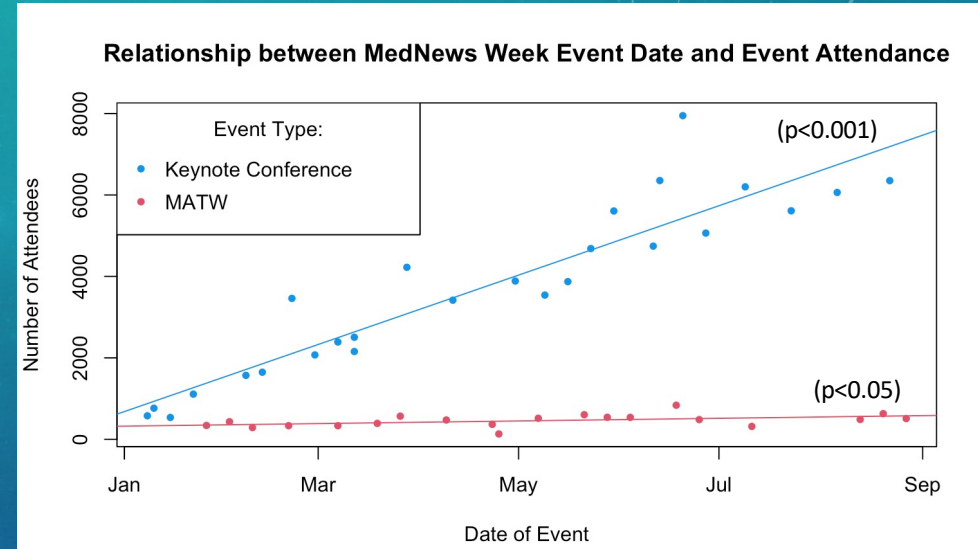


Figure 2- Regression Plot for MedNews Week show attendance is demonstrating positive linear growth.

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.