

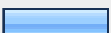






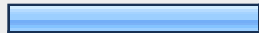
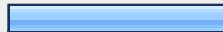
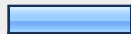



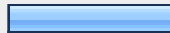
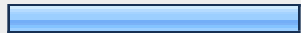
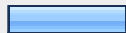


The Society of Surgical Oncology, Inc.
Readership Survey
Annals of Surgical Oncology
July 2007








1. Which <u>one</u> of the following best describes your work setting?			
		Response Percent	Response Count
University/teaching hospital		70.7%	376
Other hospital/healthcare facility		7.0%	37
Private practice		15.8%	84
Pharma/biotech company		0.2%	1
Government organization		2.8%	15
Other (please specify)		3.6%	19
		answered question	532
		skipped question	3


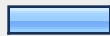



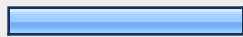

2. Which <u>one</u> of the following best describes your professional activity?			
		Response Percent	Response Count
Surgeon		91.5%	487
Clinician (not surgeon)		0.4%	2
Researcher/scientist		1.1%	6
Teaching professional		1.5%	8
Administrator		1.1%	6
Trainee		2.1%	11
Other (please specify)		2.3%	12
		answered question	532
		skipped question	3

3. What is your specialty area (please select up to three)?			
		Response Percent	Response Count
Bone and Soft Tissue		11.5%	61
Breast Oncology		53.6%	284
Endocrine Tumors		11.7%	62
Gastrointestinal Oncology		54.7%	290
Gynecologic Oncology		1.7%	9
Head and Neck Oncology		5.8%	31
Hepatica and Pancreatic Tumors		27.9%	148
Laboratory Research		6.4%	34
Medical Oncology		0.6%	3
Melanomas		30.9%	164
Nero-Oncology		0.2%	1
Pediatric Oncology		1.1%	6
Reconstructive Oncology		0.9%	5
Thoracic Oncology		4.2%	22
Urologic Oncology		1.1%	6
Does not apply		0.8%	4
Other (please specify)		4.3%	23
		answered question	530
		skipped question	5

4. Please indicate your age.			
		Response Percent	Response Count
Under 35		4.9%	26
35 – 44		38.4%	203
45 – 54		33.1%	175
55 – 70		18.8%	99
Over 70		4.7%	25
		<i>answered question</i>	528
		<i>skipped question</i>	7

5. On average, how many patients do you see <u>each week</u> ?			
		Response Percent	Response Count
25 or less		25.0%	131
26 – 50		44.8%	235
51 – 75		17.9%	94
More than 75		8.4%	44
None		4.0%	21
		<i>answered question</i>	525
		<i>skipped question</i>	10


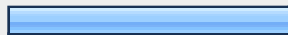

6. How often do you refer patients to a prescribing oncologist on your team?				
			Response Percent	Response Count
Very often		53.6%	279	
Often		29.6%	154	
Sometimes		6.9%	36	
Not often		1.0%	5	
Rarely		2.5%	13	
Never		1.0%	5	
Not applicable		5.6%	29	
			answered question	521
			skipped question	14

7. On average, how many drug orders (inpatient or outpatient) do you or a trainee under your supervision prescribe <u>each week</u> ?				
			Response Percent	Response Count
5 or less		10.0%	52	
6 – 10		15.2%	79	
11 – 15		13.1%	68	
16 – 20		9.8%	51	
21 – 25		11.3%	59	
More than 25		35.8%	186	
None		4.8%	25	
			answered question	520
			skipped question	15

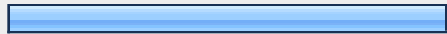

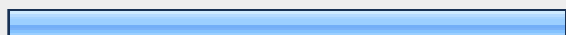

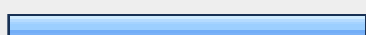

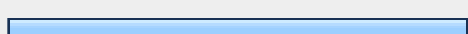
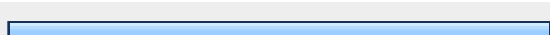
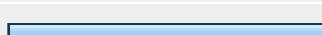

8. On average, how many times each week do you prescribe, recommend or administer products in the following therapeutic categories?

	1 - 5	6 - 10	11 - 20	>20	Never	Response Count
Analgesics	14.7% (70)	32.2% (153)	25.5% (121)	24.2% (115)	3.4% (16)	475
Antibiotics, antivirals, antifungals	35.3% (165)	32.3% (151)	16.5% (77)	11.8% (55)	4.3% (20)	468
Antiemetics	35.6% (149)	26.6% (111)	14.8% (62)	11.7% (49)	11.2% (47)	418
Anticoagulation	51.1% (205)	18.2% (73)	8.0% (32)	4.5% (18)	18.2% (73)	401
Antiinflammatory agents (including steroids)	49.9% (201)	23.1% (93)	9.9% (40)	5.5% (22)	11.7% (47)	403
Cardiovascular agents	41.3% (157)	16.1% (61)	6.3% (24)	1.6% (6)	34.7% (132)	380
Diuretics	48.1% (186)	18.1% (70)	2.1% (8)	2.3% (9)	29.5% (114)	387
Gastrointestinal agents	36.7% (146)	25.4% (101)	9.8% (39)	4.8% (19)	23.4% (93)	398
Hormone agents	43.5% (173)	14.1% (56)	6.0% (24)	2.8% (11)	33.7% (134)	398
Chemotherapeutic agents	20.9% (78)	4.8% (18)	3.2% (12)	1.3% (5)	69.8% (261)	374
Growth factors (bone marrow)	24.9% (91)	3.0% (11)	0.3% (1)	0.3% (1)	71.6% (262)	366
Heparin products/antithrombosis	35.9% (140)	22.1% (86)	12.3% (48)	10.0% (39)	19.7% (77)	390
Monoclonal antibodies	16.0% (59)	5.2% (19)	0.0% (0)	0.0% (0)	78.8% (290)	368
Neuropsychiatric agents	39.1% (143)	5.5% (20)	1.1% (4)	0.3% (1)	54.1% (198)	366
Respiratory agents	44.0% (159)	11.4% (41)	4.7% (17)	1.9% (7)	38.0% (137)	361
Other (please specify)						7
answered question						479

9. Over the last twelve months, have you ordered or prescribed a recently approved therapy or therapy under investigation?

		Response Percent	Response Count
Yes		51.2%	250
No		43.0%	210
Not applicable		5.7%	28
		answered question	488
		skipped question	47

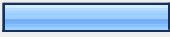
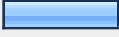


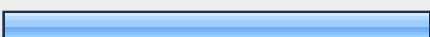
10. Which of the following equipment/devices have you used within the past year? (Check all that apply.)

		Response Percent	Response Count
Portable ultrasound		67.5%	318
Venous access devices		60.5%	285
Surgical stapling products		85.8%	404
Access & trocar products		69.9%	329
Hand instruments		55.0%	259
Suction/irrigation devices		87.3%	411
Gamma probes		70.7%	333
Biopsy products		83.4%	393
Liver resection equipment		48.4%	228
Other (please specify)		6.4%	30
		answered question	471
		skipped question	64

11. How often do you access <i>Annals of Surgical Oncology</i> in print and online?						
	Daily	Weekly	Monthly	Less than Monthly	Never	Response Count
Print	1.5% (7)	23.1% (111)	59.9% (288)	12.5% (60)	3.1% (15)	481
Online	0.7% (3)	20.9% (84)	27.2% (109)	25.4% (102)	25.7% (103)	401
	<i>answered question</i>					492
	<i>skipped question</i>					43

12. To what extent do you turn to <i>Annals of Surgical Oncology</i> for updates in the following areas?						
	Always	Usually	Sometimes	Rarely	Never	Response Count
Multidisciplinary cancer care	14.0% (65)	31.3% (145)	40.2% (186)	9.5% (44)	5.0% (23)	463
Surgical care of the cancer patient	23.1% (110)	39.1% (186)	30.0% (143)	6.3% (30)	1.5% (7)	476
Results of clinically relevant research	17.5% (83)	41.1% (195)	34.5% (164)	5.3% (25)	1.7% (8)	475
Multidisciplinary management of surgical patients	17.2% (80)	35.6% (166)	33.9% (158)	10.3% (48)	3.0% (14)	466
Basic science reviews	5.0% (23)	14.1% (65)	36.7% (169)	34.1% (157)	10.2% (47)	461
Advances in surgery	12.7% (60)	38.0% (179)	35.5% (167)	11.3% (53)	2.5% (12)	471
Pre and postoperative systemic therapy	7.8% (36)	22.3% (103)	44.0% (203)	20.0% (92)	5.9% (27)	461
	<i>answered question</i>					483
	<i>skipped question</i>					52


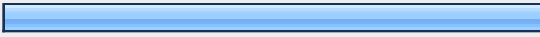
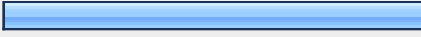



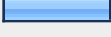
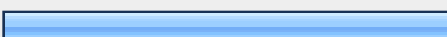
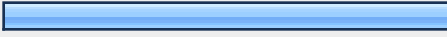



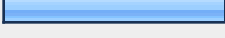
13. From *Annals of Surgical Oncology's* commercial advertising over the past year, which of the following statements are true? (Check all that apply.)

		Response Percent	Response Count
I learned useful new product information		25.1%	121
I learned new indications for using products		17.2%	83
I purchased or prescribed an advertised product		6.4%	31
I recommended the use of an advertised product by another physician		5.4%	26
None of the above		65.6%	317
		<i>answered question</i>	483
		<i>skipped question</i>	52

14. Please evaluate *Annals of Surgical Oncology* by indicating the extent to which you are satisfied with each of the following factors:

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Response Count
Quality of research articles	25.1% (122)	60.5% (294)	12.3% (60)	1.9% (9)	0.2% (1)	486
Timeliness of articles reported	24.2% (117)	56.5% (273)	16.1% (78)	2.9% (14)	0.2% (1)	483
Relevance to your practice	28.3% (137)	58.1% (281)	9.5% (46)	4.1% (20)	0.0% (0)	484
Quality of educational articles	26.1% (126)	60.8% (293)	11.2% (54)	1.9% (9)	0.0% (0)	482
						<i>answered question</i>
						486
						<i>skipped question</i>
						49

15. Please list the products, services, and features of <i>Annals of Surgical Oncology</i> that are important to you.		
		Response Count
		84
<i>answered question</i>		84
<i>skipped question</i>		451

16. Which of the following journals are important to your information needs?			
		Response Percent	Response Count
<i>American Journal of Surgery</i>		33.1%	158
<i>Annals of Surgical Oncology</i>		83.2%	397
<i>Annals of Surgery</i>		64.4%	307
<i>Archives of Surgery</i>		31.7%	151
<i>Clinical Breast Cancer</i>		11.1%	53
<i>Clinical Colorectal Cancer</i>		2.3%	11
<i>Diseases of the Colon & Rectum</i>		16.1%	77
<i>Journal of the American College of Surgeons</i>		68.6%	327
<i>Journal of Clinical Oncology</i>		68.6%	327
<i>Oncology</i>		13.6%	65
<i>Oncology News International</i>		6.5%	31
<i>Oncology Times</i>		6.9%	33
<i>Surgery</i>		34.0%	162
		<i>answered question</i>	477
		<i>skipped question</i>	58

17. Please list any other professional journals that are very important to you.		Response Count
		183
	<i>answered question</i>	183
	<i>skipped question</i>	352

18. What is one important change you would make to <i>Annals of Surgical Oncology</i> to better meet your needs?		Response Count
		182
	<i>answered question</i>	182
	<i>skipped question</i>	353