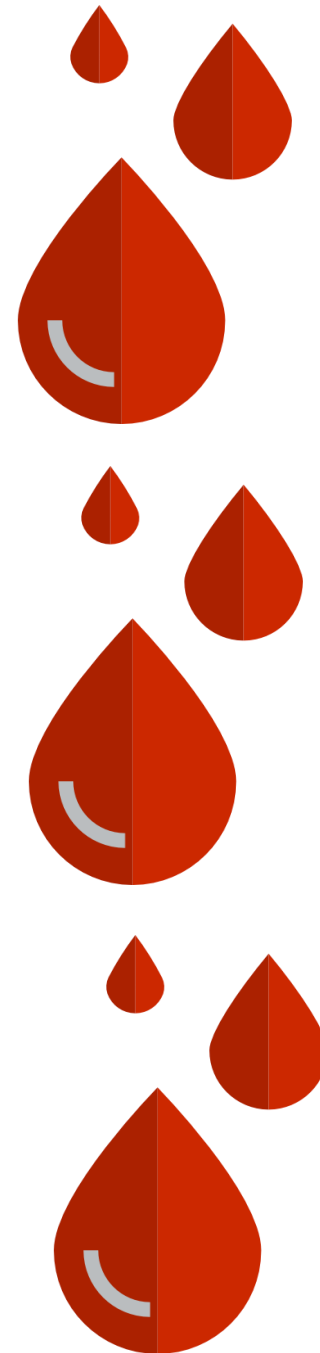


Supplemental Data – ASH Annual Meeting Attendance



ASH Annual Meeting Attendance

CE Outcomes conducted a survey among US-practicing hematologists to understand attendance & engagement in satellite symposia in 2019: N = 100 (47% academic) and 2020: N = 84 (31% academic)

Attendance at ASH annual meeting



Participation in satellite symposia among ASH attendees

2019



65%

2020

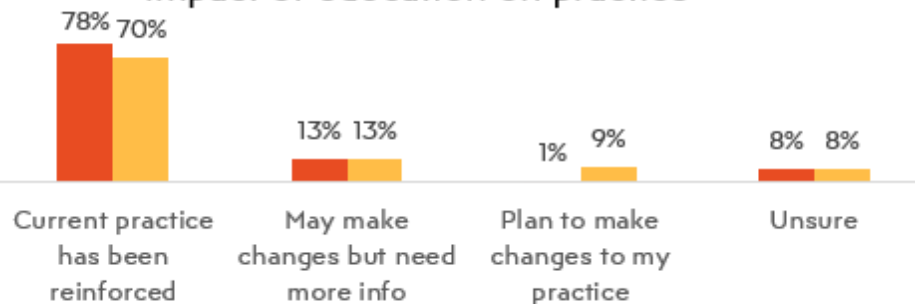


74%

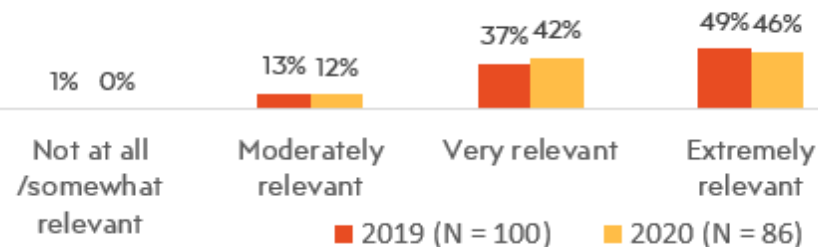
- 87% accessed “live” online content on Friday Dec 4, 2020
- 53% accessed content on-demand later

Perceptions of satellite symposia

Impact of education on practice



Relevance of content to your practice



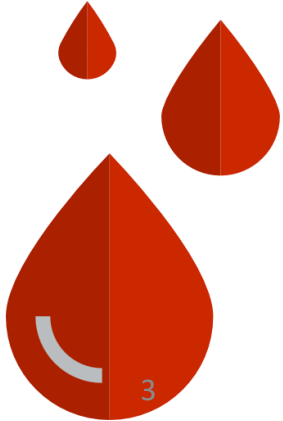
As compared to 2019, the % of hematologists attending ASH was lower in 2020, yet engagement in satellite symposia was higher. This may be due to the ability to engage in the content on-demand. Reported impact and relevance of content were similar for both live and virtual formats.



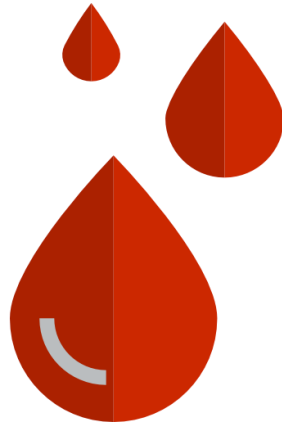
Respondent Characteristics

A survey was fielded to US hematologists in December 2019 to assess attendance at the ASH annual meeting and engagement in industry supported satellite symposia. Given the ASH annual meeting was presented virtually in 2020, we again assessed engagement in ASH and the virtual satellite symposia with a survey to US hematologists in December 2020 to understand how engagement changed.

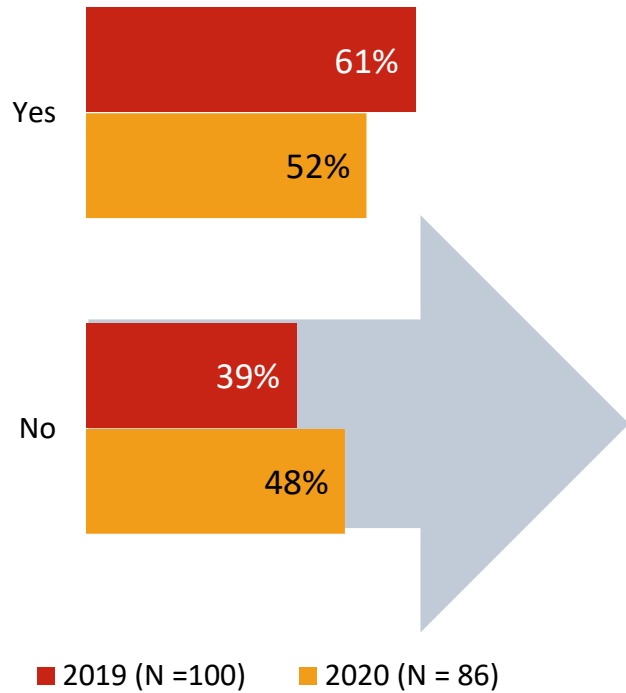
		2019 (N = 100 US hematologists)	2020 (N = 86 US hematologists)
Hematology Specialty			
	Hematology	7%	9%
	Hematology/Oncology	75%	85%
	Pediatric Hem/Onc	18%	6%
Primary Practice			
	Community	53%	67%
	Academic	47%	33%
Patients seen per week (mean)		70 patients	80 patients



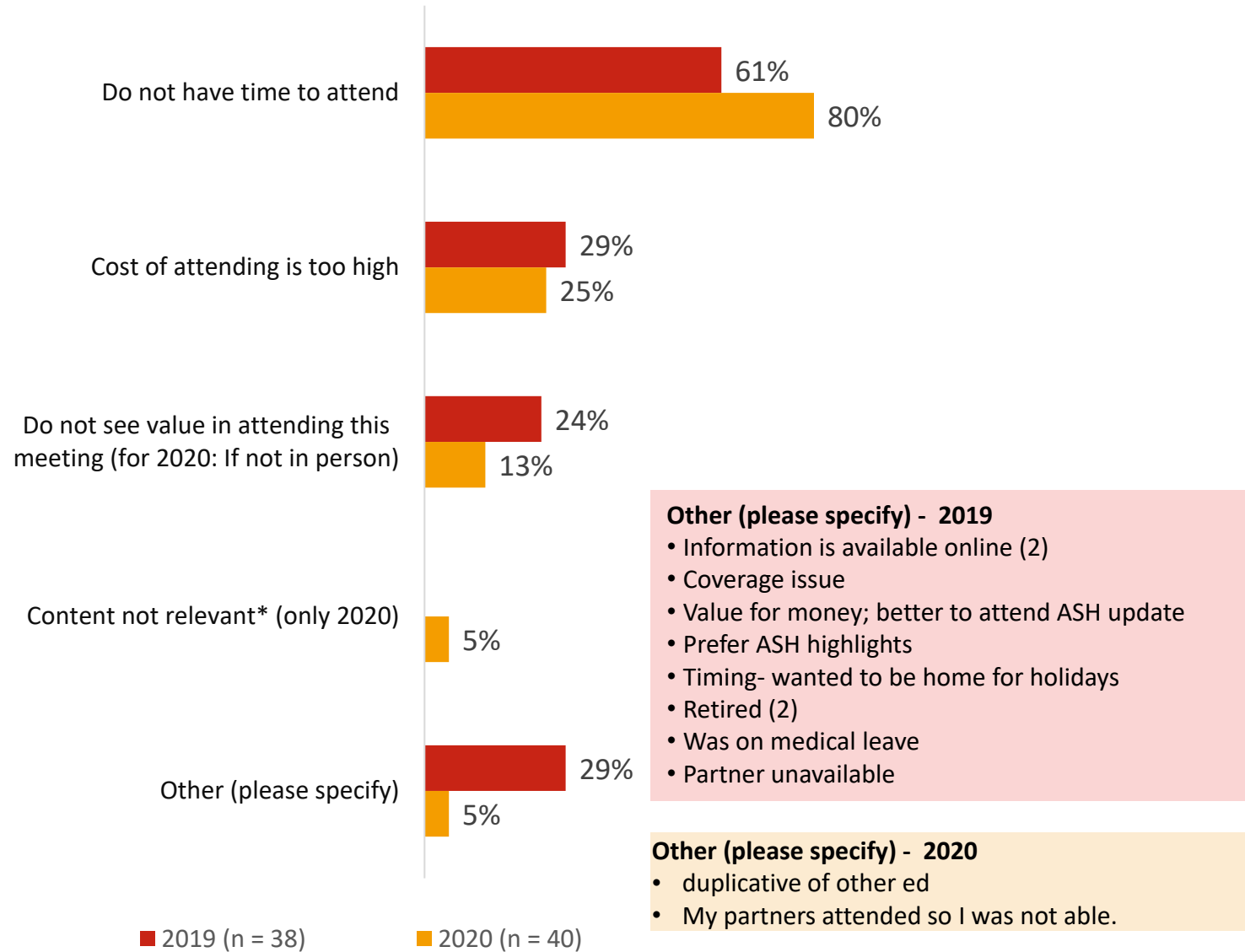
ASH Attendance



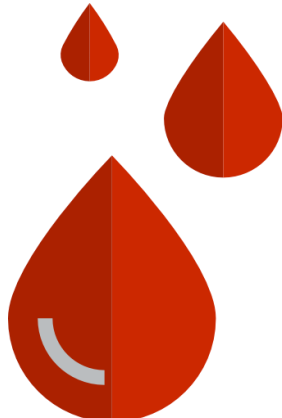
Did you attend the ASH Annual Meeting 2019?



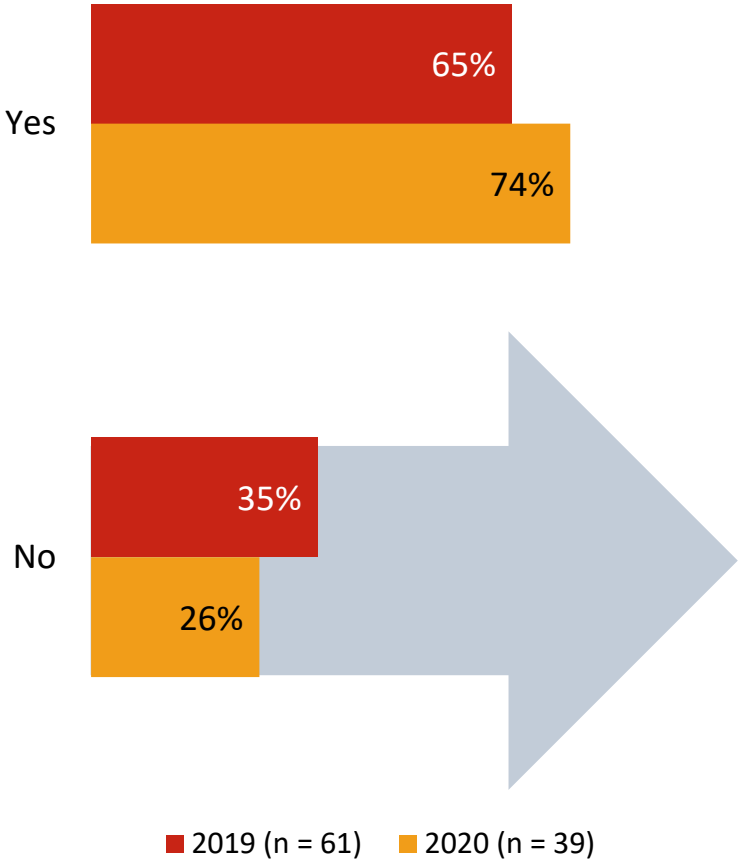
Why did you not attend ASH 2019? (select all that apply)



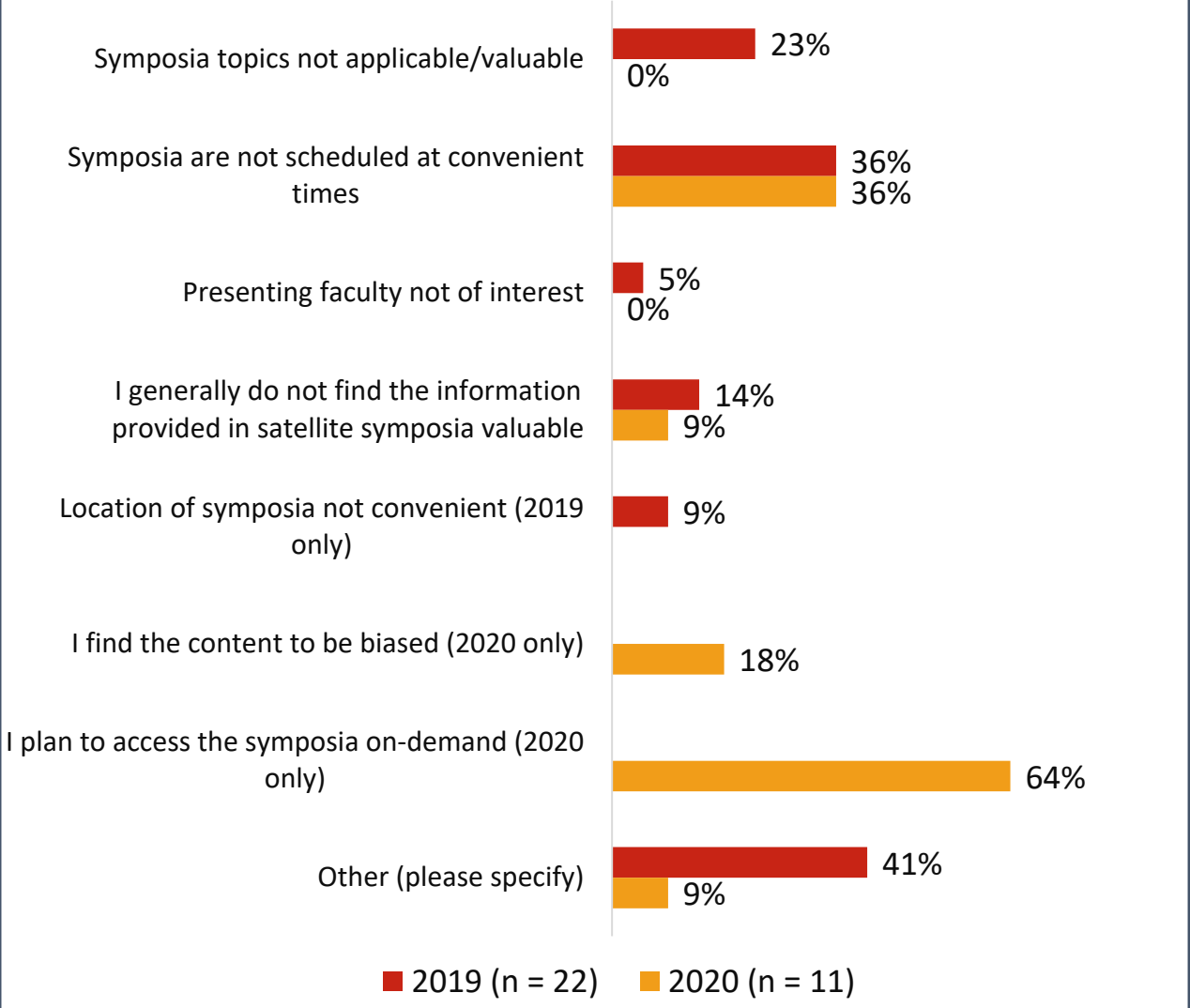
Satellite Symposia Attendance



Did you attend any satellite symposia?



Why did you not attend any of the satellite symposia? (select all that apply)



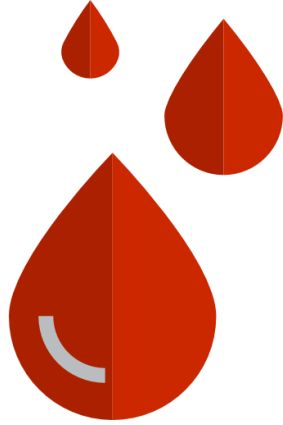
Other 2019:

- Conflicted with other obligations/meetings (7)
- Couldn't attend this year
- Flew in Friday after work

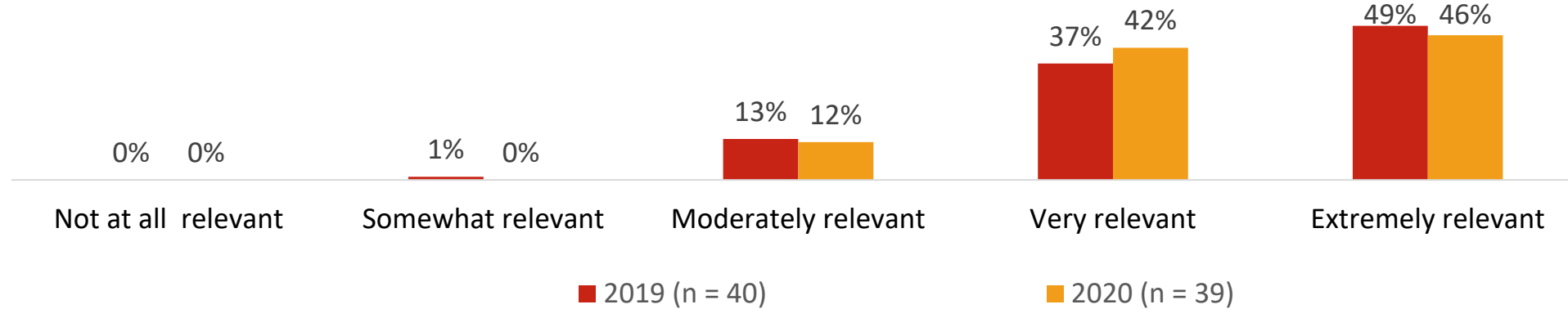
Other 2020:

- time

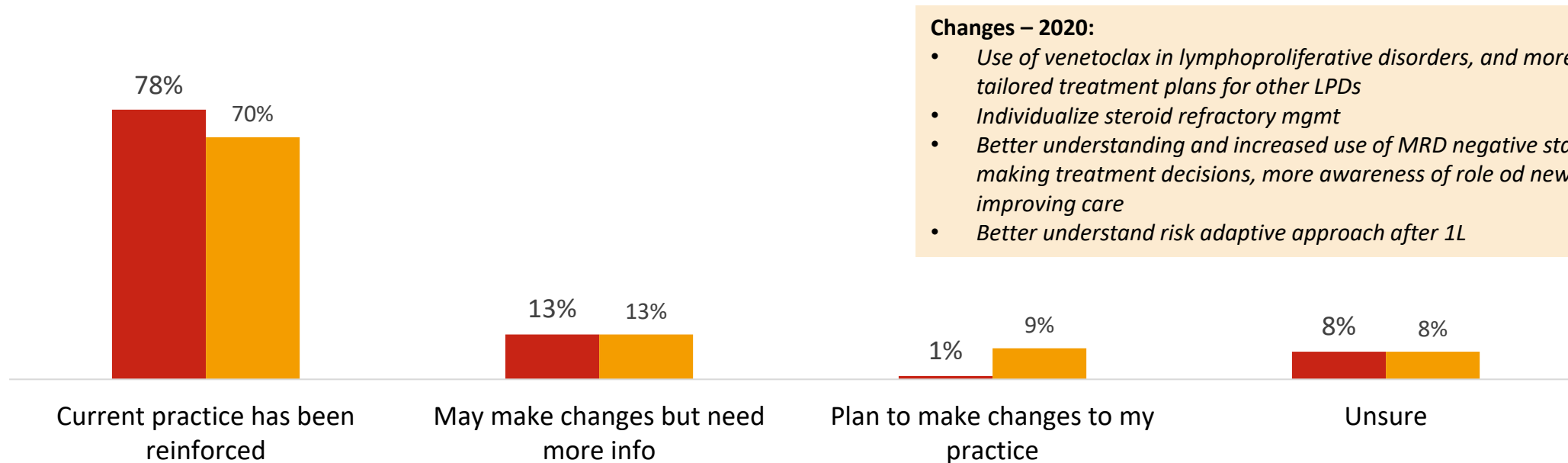
Relevance and Impact of Symposia Content



Relevance of content to your practice



How will the educational content presented support your practice?

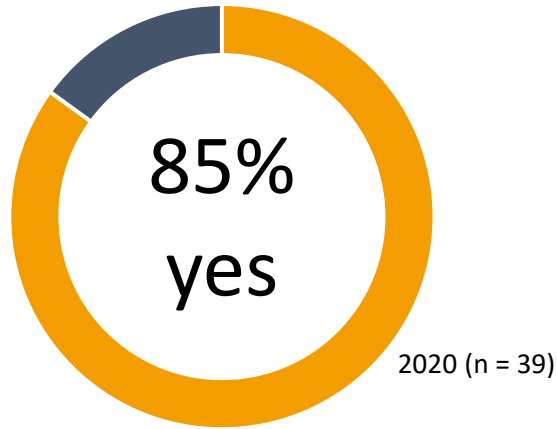


Changes – 2020:

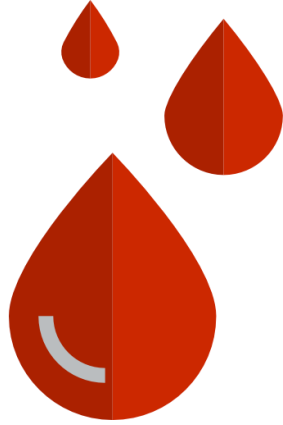
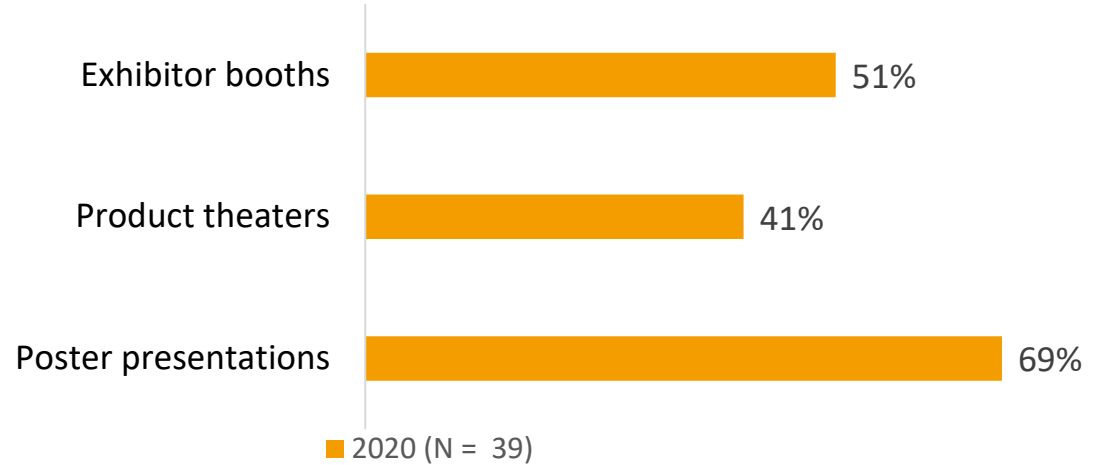
- *Use of venetoclax in lymphoproliferative disorders, and more targeted, tailored treatment plans for other LPDs*
- *Individualize steroid refractory mgmt*
- *Better understanding and increased use of MRD negative status in making treatment decisions, more awareness of role of new agents in improving care*
- *Better understand risk adaptive approach after 1L*

ASH 2020

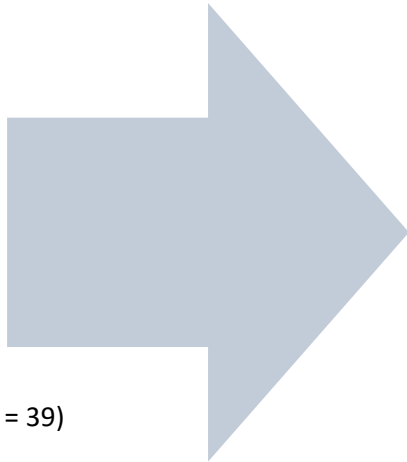
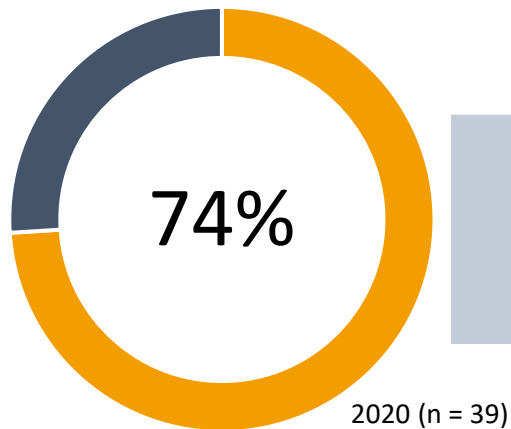
% attending ASH who anticipate they will access content from the on-demand satellite symposium following the meeting?



Did you access or participate in any of the following resources at the All-Virtual ASH 2020 Annual Meeting?



% attending satellite symposia



Did you participate in the "live" online presentation on Friday December 4th or access the content on-demand?

