



Oncology Medical Physics Sponsorship Guide

OMP

ONCOLOGYMEDICALPHYSICS.COM

Who is OncologyMedicalPhysics.com?

Initially launched in February 2019, OncologyMedicalPhysics.com (OMP) is an online radiation oncology and medical physics educational resource. OMP operates under the guiding principle that radiotherapy patient outcomes can be improved by increasing practitioner's understanding of the physics underlying radiotherapy practices and technology. To that end, OMP provides written articles and practice tests designed to prepare medical physicists and radiation oncologists for professional board examinations, especially those administered by the American Board of Radiology (ABR).

Who Visits OncologyMedicalPhysics.com?

OncologyMedicalPhysics.com users consist primarily of early career medical physicists and radiation oncologists actively studying for professional examinations. Visitors of written articles are typically either learning about a topic for the first time or seeking a high-level refresher. Practice test takers are typically seeking practice for professional examinations and to identify weaknesses in their understanding.

User Survey Metrics

- ⇒ 95% obtained a masters or doctorate degree related to radiation oncology
- ⇒ 79% are actively working in radiation oncology
- ⇒ 75% are working in North America
- ⇒ 46% currently enrolled in or have completed residency
- ⇒ Median age: 33 years
- ⇒ Median years of radiation oncology work experience (excluding those not yet in residency): 4 years

Page Analytics Metrics

- ⇒ 51,932 annual users (5/1/2020-5/1/2021)
- ⇒ 143.5% year-over-year user growth
- ⇒ 33.2% of visitors are located in North America
- ⇒ Average session duration (Year-to-date, 1/1/2021 - 4/30/2021): 2.05 minutes
- ⇒ Average pages per session (Year-to-date, 1/1/2021 - 4/30/2021): 1.82

1. Data based on OMP user survey of 204 paid users between 4/5/2019 and 12/3/2020

2. Note, higher percentage of paid users from North America than of all site users.



What is Sponsorship?

OncologyMedicalPhysics.com sponsorship is intended to be an ongoing partnership benefiting both sponsors and the larger radiation oncology community. Sponsorship differs from traditional banner ads placed online or in scholarly journals in three key areas.

First, our audience is comprised largely of early career medical physicists and radiation oncologists. These are the people who most often drive clinical development and acceptance of emerging technologies.

Secondly, our audience visits OMP with the specific intention of being educated about current and emerging technologies just like yours. Compare this with scholarly journal adverts which are often ignored or viewed as a hinderance to reading the journal's contents.

Third, OMP sponsorship is intended to build a lasting connection between companies driving radiation oncology innovation and future leaders in radiation oncology at the individual level. This is accomplished by establishing our sponsors as supporters of high-quality, low-cost educational materials at a time where spending \$200 on a text book and \$100-500 on a membership to a competing site can be a very real financial burden. OMPs highest membership tear is priced at \$25 and we have the goal of reducing that price to \$0 by the end of 2021. Our user base will know that your support is what makes this pricing possible.




Sponsorship Benefits

Inline Product Education

Information about your product's operation and benefits are seamlessly integrated into relevant articles using your product and brand name. Educational materials may include photos, product demonstration videos, and external links to product website and relevant publications.

Prostate HDR brachytherapy is typically accomplished using 15-25 interstitial needles inserted through the perineum. Needles are indexed for planning using a template and are guided by rectal ultrasound imaging. Once the needles are inserted, CT imaging is most often used to produce a 3D planned dose distribution in a treatment planning system.



(Band) Product Name

Product Background

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Product Operation

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Learn More

[Backlink to sponsor page \(external link\)](#)

[Link to relevant paper \(external link\)](#)



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Brachytherapy Sites

Brachytherapy Sites

Sponsorship Benefits (Cont.)

Product Exclusivity

Directly competing products will not be eligible to sponsor OMP and will not be the subject of product education. In situations where competing products are discussed, the sponsoring product will be used as the reference or benchmark product.

Questions, Prompts and Solutions

Practice test questions related to your product will feature your product name and solutions backlink to the relevant OMP page.

Content Control

You control what aspects of your product are highlighted and review related content updates prior to publication. Updates to inline product education can be made as needed by the sponsor.

Connect With Users

Connect with registered users to explain recent product updates, distribute relevant publications, or deliver an OMP hosted lecture.

Acknowledgement of OMP Sponsorship

Your sponsorship will be highlighted on the OncologyMedicalPhysics.com homepage using text or logo.

Example Quiz

Your answers are shown below:

1. Which medical device might be most appropriate for this procedure?

- **Awesome Medical device** ✓
- Device B
- Device C
- Device D

[Show Solution](#)

Solution

[Learn more about medical device here \(backlink to relevant OMP page\)](#)

The screenshot shows the OncologyMedicalPhysics.com homepage. At the top is the OMP logo and the website name. Below that is a navigation menu with links for Practice Tests, Radiation Physics, Medical Imaging, Radiation Therapy, Book Store, and Log Out. The main banner features the headline 'Medical Physics Made Simple' and a sub-headline 'Are you a Premium Member?' with a 'Join Today!' button. Below the banner is a 'Meet Our Sponsors' section with the text 'OncologyMedicalPhysics.com is made possible by our corporate partners.' and the 'Awesome Medical' logo, which consists of a yellow star on a blue background.





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