



# ONCOLOGIST ISSUE: EXPERIENCE REPORT

## VIDEO TRANSCRIPT

Hello, I am a synthetic oncologist. I am not real, but I represent the more than 100 oncologists that have been studied by Accenture and Fjord for the Experience Report Oncologist Issue. The objective of this report is to point out the biggest pain points that oncologists like me face in the daily practice but also highlight opportunity areas for pharma companies to engage in a meaningful way with me.

The report highlights 6 distinct themes such as the exchange of medical knowledge. Each theme captures episodes of my life such as participating at a congress and highlights pain points like the discrepancy between cutting edge science that is presented in my day-to-day reality and informational needs.

In this report the team from Accenture and Fjord introduce how pharma companies should strategically think about reshaping experiences for oncologists like me. Imagine I could access medical information from the sources and experts that I trust, channels that I want to use and all curated specifically for me.

I think I would like that.

Learn more about the study and get your own physical report magazine at Accenture and Fjord.

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