

NCODA Webinars: A Virtual Platform for Oncology Education and Engagement

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Background

Oncology education is essential to delivering high-quality, patient-centered cancer care. As treatment modalities and care delivery models evolve, timely access to educational resources empowers providers to stay informed and improve outcomes. Webinars, defined as web-based seminars that enable real-time, interactive learning across distances, have proven effective in both professional and academic settings. A meta-analysis of 15 independent sources comparing 716 webinar participants with 698 controls found significant gains in both knowledge and skills among webinar attendees¹.

NCODA's oncology webinars provide a scalable, virtual platform for delivering timely, practical education to the entire oncology care team. This original research evaluates participation and engagement trends from webinars conducted between October 1, 2024, and August 15, 2025. Live unique viewership was tracked throughout the full period, while attendee characteristics, including U.S. state, practice site, and clinical credential, were collected beginning March 1, 2025. Feedback data from post-webinar surveys were analyzed quantitatively and qualitatively to assess perceived value, relevance, and satisfaction.

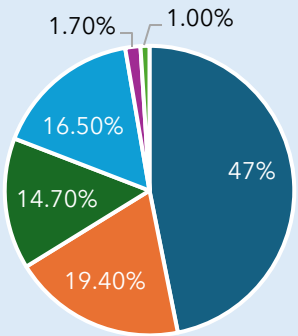
Objectives

- Identify trends in viewership and feedback on NCODA's oncology webinar series.
- Summarize key oncology education themes delivered through NCODA webinars.
- Demonstrate how webinar engagement data can inform educational planning and partner outreach strategies.

Participation & Reach

Preliminary results show a consistent pattern of engagement, with an adjusted average of ~57 unique attendees per webinar. Attendance peaked at 108 views, with monthly averages ranging from ~38 to ~81. From March to July 2025, webinars reached an average of ~23 U.S. states and ~39 practice sites per event, spanning academic centers, health systems, and community oncology settings.

Audience Composition

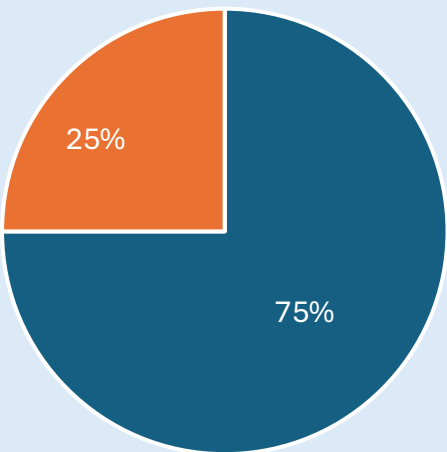


- Pharmacists
- Nurses
- Pharmacy Technicians
- Other
- Advanced Practice Providers
- Physicians

Clinical Impact

Across multiple sessions, 90-95% of respondents stated they learned something likely to improve patient care. In confidence-building webinars, 59-78% reported feeling *very confident* applying what they learned in practice.

Engagement & Satisfaction



- Really enjoyed the webinar and would love to attend more
- Found the session good and would consider attending again
- Didn't meet expectations

Resource Needs

Attendees consistently identified the following tools as most helpful for managing patients on complex therapies:

- Patient education materials
- Clinical education materials
- Staff training and competency tools
- Additionally, up to 61.1% expressed that a Positive Quality Intervention (PQI) resource would be "*absolutely valuable*" to their practice.

Conclusion

Findings reinforce NCODA webinars as a high-impact tool for professional development and partner engagement. The platform's measurable reach and consistently high satisfaction ratings make it a compelling model for oncology education. Future enhancements will further expand the reach and strategic value of this initiative.

References

1. Gegenfurtner A, Ebner C. Webinars in Higher Education and Professional Training: A Meta-Analysis and Systematic Review of Randomized Controlled Trials. *Educ Res Rev.* 2019;28:100293. doi:10.1016/j.edurev.2019.100293

Disclosure

There are no relevant financial relationships or conflicts of interest to disclose