



2025 ASCO[®] ANNUAL MEETING

American Society of Clinical Oncology 2025 From Insight to Action

A Cross-Network Perspective from Omnicom Health

July 2025

OmnicomHealth

One Congress. Many Voices. One Network Perspective.

ASCO 2025 brought together more than 44,000 leaders in oncology to share the latest thinking, science, and strategies shaping the future of cancer care. But what made this year's meeting so compelling wasn't just the data—it was the conversation around it. Across sessions and disciplines, topics like AI, biomarker-driven care, patient-centered delivery, and equitable access emerged as connective threads. These themes point to a future where the boundaries between clinical advancement and human experience are increasingly blurred.

To capture the moments that mattered—and explore what they mean for healthcare marketers, clients, clinicians, and patients—we've gathered reflections from four individuals across the Omnicom Health network who attended this year's meeting: **Brenda Aske (Biolumina), Steve Mason (HCG), Aishah Sheikh (TBWA\WorldHealth), and John Hennessy (Valuate Health Consultancy).** Each offers a distinct lens shaped by their discipline, their agency, and their role within the evolving oncology landscape.

Together, their insights reflect how multi-disciplinary thinking can illuminate where the field is going—and how we can help guide it forward.



From Breakthrough to Brand: Translating Science into Storytelling

By Brenda Aske, Biolumina

At Biolumina, we believe every transformative brand story begins with curiosity. This year's ASCO Annual Meeting made one thing clear: oncology is evolving at a pace that demands marketers be as innovative—and as agile—as the scientists shaping the future of care.

1. The Biomarker-First Era Has Arrived

Where we once treated tumors based on location, we're increasingly treating based on molecular identity. Trials like SERENA-6, KOMET-001, and DESTINY-Gastric04 signal a growing cross-tumor strategy, targeting ESR1 mutations, NPM1 mutations, and HER2 amplification. The ability to intervene earlier, before resistance emerges, is revolutionizing treatment paradigms.

2. AI Moves From Tool to Teammate

AI was not just a topic—it was an actor. From Microsoft's orchestrator embedded in tumor boards to Tempus' expanding trial-matching integrations, AI is accelerating treatment decisions. It's moving from an invisible assistant to a clinical co-pilot.

3. Booths That Spark Curiosity Win Big

Brands like Novartis captivated attendees with kinetic tile installations, while Pfizer used forced perspective animations to create dimensional storytelling. Eisai's unbranded garden offered a sensory reset. Whether digital or analog, what mattered was emotional engagement.



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Precision science demands precision storytelling.”

Takeaways for Oncology Marketers

- Translate complex science into emotionally engaging narratives
- Explore brand opportunities within emerging AI-powered care models
- Craft immersive experiences that capture attention and fuel curiosity



Brenda Aske
Chief Strategy Officer, Biolumina



baske@biolumina.com

Explore more from Biolumina

Dive deeper into Biolumina's full ASCO 2025 POV on how science, storytelling, and immersive experiences are shaping the future of oncology marketing. [Read More.](#)

Trust, Trials, and Transformation: AI's Expanding Role in Oncology

By Steve Mason, Ph.D., HCG

AI dominated ASCO 2025—but not without tension. Its presence prompted both optimism and caution. Through dozens of sessions and sidebars, one theme emerged: AI has potential, but trust will determine its trajectory.

AI in Practice: From Prediction to Personalization

64% of oncology professionals surveyed at one institution reported AI use, primarily for training, documentation, and diagnostics. Ambient dictation tools are already improving workflow. HER2 scoring with AI is helping pathologists improve diagnostic precision. In education, 94% anticipate AI-assisted training becoming standard.

AI in Trials: Solving the Recruitment Crisis

Only 5–8% of adult patients participate in clinical trials, despite 70% expressing interest. AI is being used to close this gap through advanced prescreening and trial matching, enhancing inclusivity and efficiency.

Trust: The Elephant in the Exhibit Hall

Despite advances, AI in clinical decision support remains a trust issue. Even the ASCO/Google Guidelines Assistant received mixed feedback. Clinicians worry about hallucinations, bias, and transparency. FDA regulation is still inconsistent.

Where Pharma Can Lead:

- Partner on AI education to upskill the oncology workforce
- Use AI to personalize medical content and close knowledge gaps
- Support responsible AI integration in trials, training, and treatment



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AI isn't here to replace the clinician. It's here to amplify their potential. But only if we earn the trust to do so.”

Takeaways for Oncology Marketers

- Align your brand with AI advancements through transparency and responsibility
- Use AI to deliver personalized, context-aware content for HCPs and patients
- Position education as a trust-building strategy—not just a promotional tool



Steve Mason, Ph.D.
EVP, Growth Strategy at HCG

 smason@hcg-int.com

Explore more from HCG

Dive deeper into HCG's perspectives on science, impact, and purpose at hcg-int.com/thought-leadership

Agency and Access: Designing the New Patient Experience

By Aishah Sheikh, TBWA\WorldHealth

This year's ASCO wasn't just about new drugs. It was about a new era of delivery—one centered on patient agency, access, and voice.

Freedom Through Form: A New Delivery Model

Subcutaneous immunotherapies like Opdivo Qvantig, allogeneic CAR-Ts, and therapeutic vaccines like SYNC-T are redefining how and where cancer is treated. The future? Treatments that fit patients' lives—not the other way around.

Equity Echoes: The State of Black Breast Cancer

A powerful session on Black women and breast cancer outcomes spotlighted disparities that persist despite scientific progress. For many, the gap between discovery and benefit remains wide. Marginalized voices must not just be heard—they must shape the narrative.

Shared Decision-Making as Strategy

Dialogue between patients and providers is no longer optional. It's central to value. Brands that champion authentic, inclusive, two-way communication will rise above the noise.



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The real revolution will be measured not in approvals, but in impact on real lives.”

Takeaways for Oncology Marketers

- Champion brand messaging that reflects patient agency and lifestyle alignment
- Make equity and representation foundational to strategy and creative
- Foster authentic two-way communication that empowers shared decisions



Aishah Sheikh

VP, Director of Medical Strategy & Innovation at TBWA\WorldHealth



aishah.sheikh@tbwaworldhealth.com

Beyond Innovation: A Realist's Take on Access, Policy, and Value

By John Hennessy, Valuate Health Consultancy

This year at ASCO, the vibe was complex. The science was thrilling. The mood? A little anxious. That tension is where we, as strategic advisors, must focus.

Policy Headwinds

New federal leadership has ushered in uncertainty around NIH funding, ACA plan changes, and Medicaid support. Access is not guaranteed, even as innovation surges forward.

ctDNA and the Logistics of Equity

SERENA-6 showed how ESR1 mutation monitoring via ctDNA could enable earlier treatment shifts. But without widespread coverage for serial biomarker testing, the promise may be limited to patients with financial and logistical support.

Real-World Impact Beyond Drugs

Trials like CHALLENGE (exercise), VERIFY (reduced phlebotomy), and programs like ThymeCare and Survivor Healthcare are reframing what it means to deliver value. Navigation platforms and quality-of-life metrics are becoming core to cancer care.



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Coverage doesn't equal access. The delivery journey is now just as important as the drug.”

Takeaways for Oncology Marketers

- Map policy, access, and real-world barriers into early brand planning
- Design solutions that address the full delivery ecosystem—not just the product
- Demonstrate value beyond efficacy by supporting patient navigation and quality of life



John Hennessy
Principal at Valuate



jhennessy@valuatehealth.com

Digging Deeper: Market Access & Policy:

For a deeper dive into market access and policy themes from ASCO 2025, check out John Hennessy's full POV on LinkedIn [here](#)

ASCO 2025 Showed Us What's Possible. Now It's On Us.

From biomarker-first strategies to AI-supported care delivery, from immersive experiences to deeply human-centered design, ASCO 2025 underscored the multidimensional future of cancer care. Across all four perspectives in this piece, one thing was clear: meaningful progress happens when innovation, equity, and empathy are brought into alignment.

As we look ahead, our responsibility—as healthcare marketers, strategists, creatives, and consultants—is to help ensure that breakthrough science doesn't get stuck in silos or lost in translation. We must continue asking better questions, crafting smarter strategies, and working across silos to build solutions that reach more patients, more meaningfully.

What We Heard Loudest:



Curiosity fuels clarity: Innovation demands new ways to engage and explain



AI demands trust: Education and transparency must be foundational



Experience matters: How we deliver insights shapes how they're remembered



Access is everything: We must translate breakthroughs into everyday impact

Across all four perspectives, themes like personalization, trust, and patient-first thinking emerged—but each lens reveals a distinct way marketers can turn those themes into action.

Cancer care is complex. The future even more so. But when we bring together scientific insight, creative ambition, and unique perspectives across our network, we have the power to not just respond to change—but shape it.

This is what makes our network uniquely powerful. And it's by working together—clients, agencies, and partners alike—that we remain unstoppable.

Want to learn more?

Continue the conversation with any of the contributors featured in this piece:



Brenda Aske

Chief Strategy Officer



Steve Mason, Ph.D.

EVP, Growth Strategy



Aishah Sheikh

VP, Director of Medical
Strategy & Innovation



John Hennessy

Principal

