

BEYOND THE ABSTRACT: Four Converging Trends from ASH 2025 Redefining Oncology Marketing

Introduction

The American Society of Hematology (ASH) Annual Meeting is more than a forum for groundbreaking science; it is a barometer for the future of oncology. The key takeaways from ASH 2025 signal a fundamental shift in the hematologic cancer landscape, driven by a convergence of powerful forces. For pharmaceutical executives, the implications are clear: the old marketing playbook is obsolete. We are entering an era where brand value is defined not just by clinical efficacy, but by a brand's ability to seamlessly integrate into and enhance the entire ecosystem of care. This requires a new mindset, one that moves beyond traditional promotion to true clinical partnership. This article will analyze four interconnected themes from ASH 2025 and provide actionable recommendations for oncology marketers to navigate this evolving terrain.

ONE: The Ascendancy of Bispecifics and Novel Immunotherapies

The buzz at ASH 2025 was undeniably centered on the continued rise of bispecific antibodies and other novel immunotherapies. These agents are not only being explored in a multitude of combinations but are also rapidly moving into earlier lines of therapy.

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The promise of fixed-duration regimens and “off-the-shelf” options like CAR-T cell therapies are generating excitement for longer periods of remission.

However, this very success creates a new commercial challenge. The operational complexities of these therapies – from managing CRS to coordinating patient logistics – are now a primary barrier to adoption. For a busy clinician, the question is shifting from “Is this drug effective,” to “Can my practice realistically implement this therapy?”

Marketing Considerations:

- **Shift from “What” to “How”:** The conversation is no longer just about the clinical data. Because the compelling efficacy data is becoming a baseline expectation, the competitive differentiator is no longer just what the drug does, but how seamlessly a clinic can integrate it. Marketers must now focus on the “how” of treatment delivery. This means understanding and addressing the logistical challenges, staffing workflows, and supportive care requirements that are top-of-mind for clinicians.
- **Brand as a Clinical Partner:** Brands that will win in this new landscape are those that position themselves as true clinical partners. This involves developing resources and support services that help sites of care, regardless of their size or resources, to confidently and efficiently administer these complex therapies. Value is increasingly defined by the brand's ability to support the entire clinical workflow.



TWO: Precision Medicine and the Rise of AI-Driven Insights

The trend toward treating smaller, genetically defined patient populations continues to accelerate, with a host of new targeted therapies for rare mutations making their debut.

Powering this evolution is the integration of artificial intelligence (AI) into clinical practice. AI is enabling clinicians to analyze large, retrospective datasets to predict treatment response and stratify patients based on their tumor's genetic profile.

While this unlocks the potential for truly personalized medicine, it also introduces a logarithmic increase in the complexity of clinical decisions. This underscores the necessity for marketers to build strategies around specific genetic markers.

Marketing Considerations:

 **Segmenting the Segmenters:** Marketers must now segment their audiences based on their level of technological adoption. Clinicians working in tech- and AI-enabled workflows will be receptive to highly specific, data-driven messaging tailored to granular patient subtypes. Conversely, those in less-resourced settings may prioritize logistical support and ease of implementation.

 **From Content Provider to Clinical Utility:** The role of the pharmaceutical marketer is shifting from a content provider to a creator of clinical utility. This means developing AI-powered tools and resources that help clinicians navigate the complexities of personalized medicine, from interpreting genomic data to selecting the optimal treatment for a given patient.

THREE: The Decentralization of Care: The Rise of Community Oncology

A significant amount of research and treatment with novel therapies is now happening in the community setting. This requires a major shift in focus for commercial teams, who must now engage and support a diverse range of community-based practices. The term "community setting" itself is a broad umbrella, encompassing large, well-resourced networks and smaller, more rural practices.

As complex therapies move into earlier lines of treatment, the pressure on these smaller practices to evolve is immense.

Marketing Considerations:

- **Tailored Engagement Strategies:** A one-size-fits-all approach to community oncology will fail. Marketers must develop tailored engagement strategies that recognize the unique needs and capabilities of different community practices.
- **Access to Molecular Target Testing:** This may differ, and vary widely, in the community as compared to academic institutions. Several poster presentations at ASH discussed the access to tumor testing in the community and that the rate of prescribing on molecular targeted therapy based on test positivity is lower in the community than in academia. Marketers commercializing molecular targeted therapy need to consider how to support testing in the community.
- **Enabling Access to Innovation:** The acquisition of Flatiron Health's clinical research business by Paradigm Health, announced in early December 2025, signals a major push to expand patient access to clinical trials within community settings. Marketers must now consider "clinical trial" as a key competitor and develop strategies to support community practices in offering the best possible therapies to their patients, whether that's an approved product or a trial.

FOUR: The Mandate for Real-World Evidence (RWE)

As a flood of new therapies and combinations enters the market, the need for robust real-world evidence (RWE) to demonstrate value is becoming paramount. Commercial teams need to be thinking about their RWE generation strategy now, not as an afterthought. Here again, AI is playing a transformative role, enabling health systems to more efficiently analyze their own retrospective data.

Marketing Considerations:

-  **Partnering in Data Generation and Interpretation:** This presents a huge opportunity for manufacturers to partner with health systems in the evaluation and interpretation of their RWE.





Curating and Publishing RWE Studies:

Proactively curating and publishing RWE studies will be essential to advance the understanding of how both novel and mature therapies can be best utilized across different sites of care and patient populations.

Summary: A New, Interconnected Ecosystem of Care

The four themes from ASH 2025 are not independent trends; they are deeply interconnected, creating a new, dynamic ecosystem of care. The rise of bispecifics and novel immunotherapies is driving the need for more precise patient identification, which is being enabled by AI.

At the same time, the decentralization of care into the community setting means that these complex therapies must be made accessible and manageable for a wider range of practices.

And underpinning it all is the growing importance of RWE to demonstrate value and guide treatment decisions in this increasingly complex landscape.

For oncology marketers, the overarching implication is clear: the brand is no longer just the product. The brand is the entire support system that surrounds the product. Success will be determined by the ability to provide a seamless, integrated experience that addresses the needs of all stakeholders, from the clinician to the practice manager to the patient.

Overall Marketing Considerations:



Embrace a Service-Oriented Model: Shift your mindset from product promotion to service provision. Your brand should be a solution that helps to solve the challenges of this new ecosystem.



Invest in Data and Analytics: Develop a deep understanding of your customers and the evolving landscape through robust data and analytics.



Foster Collaboration: Work closely with all stakeholders, including clinicians, payers, and patients, to co-create solutions that meet their needs.

Why EVERSANA INTOUCH

Navigating this new era of oncology marketing requires a partner that understands the science, the market, and the art of communication. EVERSANA INTOUCH is uniquely positioned to help oncology marketers thrive in this evolving landscape.

- **Deep Oncology Expertise:** We have a deep understanding of the science and the market, with a dedicated team of oncology experts who can translate complex clinical data into compelling brand stories.
- **Data-Driven Insights:** We leverage the power of data and analytics to uncover actionable insights and develop targeted, effective marketing strategies.
- **Creative and Innovative Solutions:** We are experts in creating engaging, multi-channel experiences that connect with customers and drive results.
- **Integrated Commercialization Services:** As part of EVERSANA, we can provide a seamless, end-to-end solution that encompasses everything from clinical trial support to market access and patient services.

In a world where the lines between science, data, and creativity are blurring, EVERSANA INTOUCH is the partner you need to build a brand that is not just successful, but essential.

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