June 2024

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Topics/keywords: 'rcc', 'renal cell carcinoma', 'kidney cancer'
Data types: posts, comments, likes, polls

Analyzed data points: 1,694
Specialties: Urologists; Oncologists
Countries analyzed: 38
Reach: 71,951

Analysis of G-Med physician posts and comments on the topic of renal cell carcinoma (RCC)

This report provides insights based on the content of posts and comments made by physicians on G-Med on renal cell carcinoma (RCC).

Main Themes of Interest

Based on a thematic analysis of the posts and comments, four primary themes were identified:

1. **Renal Conditions and Practices**: Focus on kidney-related health issues and collaborative medical practices.
2. **Targeted Cancer Therapy**: Discussions on the platform prominently feature the use of tyrosine kinase inhibitors (TKIs) for the targeted treatment of kidney cancer,
3. **Patient Symptoms and Treatments**: Discussions around patient symptoms, particularly chronic pain and symptoms from metastases, and their treatments.
4. **Chronic Pain and Other Complications**: Long-term pain management and associated kidney problems.

Renal Conditions and Practices

- **Collaborative Medical Practices**: There is a strong emphasis on collaboration, advocating for the use of multi-disciplinary teams to optimize patient care. Team leaders share their experiences and insights into managing renal cell carcinoma, including nephrectomy (surgical removal of a kidney) and other therapeutic interventions. Additionally, there are discussions about the effectiveness of standardized care versus personalized care, as a means to improve outcomes. These discussions emphasize a collaborative approach, where physicians exchange knowledge about the latest research findings, clinical trials, and treatment modalities.

Targeted Cancer Therapy

- Discussions among G-Med physicians about tyrosine kinase inhibitors (TKIs) are prominent, emphasizing their role in treating renal cell carcinoma. Physicians also discuss integrating TKIs into personalized treatment plans, taking into account the cancer stage, patient health, and individual needs to enhance treatment efficacy and improve outcomes.

Patient Symptoms and Treatments

- **Symptom Management and Treatment Approaches**: Discussions on the platform frequently focus on the management of specific symptoms associated with kidney conditions, such as hematuria (blood in urine), and chronic flank pain. For instance, there are detailed conversations about the use of analgesics for pain relief and appropriately titrating their medication to their renal function. These discussions often delve into the effectiveness of different treatments, exploring both traditional approaches and emerging therapies.

Chronic Pain and Other Complications

- **Integrated Pain Management**: Chronic pain, especially related to RCC, is a major concern. Physicians discuss long-term management strategies, including both pharmacological and non-pharmacological approaches. There is also a focus on the psychological aspects of chronic pain, such as its impact on mental health and overall well-being.
- **Non-pharmacological Approaches:** These include the use of cognitive behavioral therapy (CBT) to help patients manage the psychological impacts of chronic pain, emphasizing its role in improving mental health and overall well-being. Additionally, there are mentions of lifestyle adjustments, such as dietary changes and physical activity recommendations, tailored to reduce pain, and the emotional and psychological aspects of living with RCC.

Engagement Recommendations:

- Based on the insights gathered from physicians' discussions on G-Med, it's clear that many of these discussions are surrounding different methods of treating RCC and its symptoms. This indicates that traffic-driving campaigns leading to a brand or product page could be an effective strategy.
- G-Med's Traffic-Driving Package could be a good fit here.