MISSION STATEMENT

Penn Center for Cancer Care Innovation (PC3I)

“To inspire, design, and advance solutions that improve the health and healthcare for patients with cancer.”

PC3I initiatives focus on three core areas: clinical transformation, behavior change incentives, and affordable payment models.
INTRODUCTION

This summer, I interned at the Penn Center for Cancer Care Innovation, where I conducted health services research and contributed to PC3I’s communications strategy process.
TWO MAJOR PROJECTS
DATA ANALYTICS AND PROMOTIONAL STRATEGY

OVERVIEW AND SIGNIFICANCE
In this project, I conducted an in-depth context mapping and analysis of PC3I’s competitors and collaborators in the cancer care sector.
The purpose of a context analysis is to understand similar work, validate the unique value proposition of an existing company or organization, track important updates in a field of research, and identify important audiences of a company or organization.
STEP 1: KEY PLAYERS

In the first step of the data analytics project, I used an iterative approach to compile a multi-layered spreadsheet of 132 key players and associated 184 center/institutions. To facilitate this process, my supervisor and I created a key word bank to narrow down key players by relevance. This spreadsheet would serve as a resource for potential of collaboration for PC3I.
In the first round, I analyzed key players identified by Penn faculty in personal interviews conducted by my supervisor. In the second round, I added key players from an external outreach resource. In the last round, I used a self-compiled keyword bank to identify key players of greatest relevance.
The second step of the data analytics, my goal was to conduct an analysis on the Twitter accounts of the most relevant players. After identifying all the Twitter accounts of the centers and people, I analyzed Twitter metrics (date, time, likes, comments, etc.) of the latest tweets of each of a handful of the most relevant people and centers. This would serve as important data for the last step of the context analysis.
Separate tabs with spreadsheet of all compiled centers and people that have twitter accounts - 56 people and 137 centers. Look at metrics for last 29 tweets of each of the 5 most relevant individuals and 5 most relevant centers - total 290 tweets. Metrics include type of tweet, date posted, number of likes, retweets, comments, etc.
In the last step, I created a code bank to "code" each tweet – a challenging process requiring lots of modification. Using these codes, I used Excel formulas to generate descriptive statistics of the tweets (average likes, comments, and retweets). These statistics described certain categories of the people like type of tweet, day of week, time of day, etc. Ultimately, this data would inform PC3I how and when to optimally plan their publicization strategy.
The highest average number of likes — 255.06 — of tweets occurred on Thursday, although Thursday only accounted for 13% of the total tweets.

COVID-related twitter posts of the most relevant centers acquired an average of 14.69 retweets.
In this project, I worked on refining PC3I’s website and drafting promotional materials for highlighting PC3I work.
A large part of the second project involved the search engine optimization for PC3I’s website. This involved refining the keyphrase, slugs, alt text, meta description, and SEO title of 116 Penn faculty members and 311 Penn-affiliated publications to direct more traffic to PC3I’s website.
OTHER COMMUNICATION WORK

The promotional strategy project also involved drafting blogs, a project, a tweet, and reviewing broken links on the PC3I website.
REFLECTION

IMPACT AND DISCUSSION
PERSONAL IMPROVEMENT

COMMUNICATION
Routine calls and cold-emailing PC3I supervisor and other professionals.

ORGANIZATION
Multitasking on PC3I projects and using a calendar system.

PROFESSIONALISM
Particularly when working with PC3I colleagues during video calls.
BI-WEEKLY INTERN MEETINGS
With sponsor, supervisors, and fellow-interns

INTERN HANGOUT CHATS
Informal discussions about life and career

SHADOWING SURGEON
Telemedicine sessions with patients

KEY INTERNSHIP HIGHLIGHTS
SIGNIFICANCE

PROJECT 1:  
Twitter metric data and descriptive statistics will help foster PC3I’s communications strategy through social media platforms, particularly on Twitter.

PROJECT 2:  
Website edits and written projects helps to publicize PC3I’s work, thereby helping validate its unique value proposition.

Both projects facilitate PC3I’s mission to disseminate their initiatives across U.S.
FUTURE STEPS?
NEXT ACTION STEPS

- Keep in touch with supervisors and sponsor as networking resource
- Deepen interest in healthcare policy after reading many original PC3I posts
- Extend my PICS internship experiences to the Service Focus Program
THANKS!

Any questions?
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PICS Intern 2020
Penn Center for Cancer Care Innovation
Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash
Works Cited


Transparent logo: https://c7.uihere.com/files/630/52/964/qualitative-research-interview-computer-icons-clip-art-35.jpg

Twitter logo: https://i7.pngguru.com/preview/629/903/703/logo-clip-art-twitter-high-quality-png.jpg

Apple watch png image - courtesy of Penn Medicine