AML Hub increases congress coverage to provide latest developments in acute myeloid leukemia treatment and research

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The AML Hub, run by Scientific Education Support (SES) in partnership with the European LeukemiaNet (ELN), is an open-access online resource dedicated to providing balanced, reliable, and up-to-date medical education in (AML). In Q4, the AML Hub continued to provide coverage of key conferences and the latest scientific literature, as well as produce expert interviews and clinical trial updates in the field of acute myeloid leukemia.

The AML Hub virtually attended the Lymphoma, Leukemia, & Myeloma Congress (LL&M 2021) on October 18–22 and provided live social media coverage of key talks on the latest in treatment for AML.

We also provided live social media updates during the 6th Congress on Controversies in Stem Cell Transplantation and Cellular Therapies (COSTEM 2021) on October 21–24. This was another great opportunity to summarize data presented from experts on topics related to transplantation, maintenance treatment, and other therapies.

In November, the AML Hub held a steering committee meeting where we gathered valued expertise from the steering committee members on unmet needs in the field of AML. This information will be used to guide future hub content, including key topics to prioritize in upcoming conferences.

On December 8–14, the hub attended the 63rd American Society of Hematology (ASH) Annual Meeting and Exposition, providing both virtual and in-person coverage on a large number of talks from this conference. A downloadable resource of the top abstracts to look out for in AML can be found here.

Reviewing the AML Hub's impact this quarter, Mia Hill, IME Director at Scientific Education Support, said:

"The extensive coverage of key congresses and latest research on the AML Hub has continued to grow our outreach in Q4. This was evident on social media where we reached the 5,000-follower milestone on Twitter, a terrific accomplishment that validates the demand for our content in the healthcare community. In addition, we received around 130,000 impressions on Twitter in Q4, and expect this to further expand as we provide live coverage of the 63rd ASH Annual Meeting and Exposition in December."

The AML Hub owes thanks to its supporters—Roche, Genentech, AbbVie, Amgen, Novartis, Bristol Myers Squibb, Janssen Oncology, Jazz Pharmaceuticals, Gamida Cell, Takeda, Syndax, and Pfizer—without whom the work would not be possible.

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For more information on the AML Hub, please visit aml-hub.com.

For media enquiries or to explore collaboration opportunities, please contact secretariat@scientificeducationsupport.com or Barry.Connolly@scientificeducationsupport.com.

About acute myeloid leukemia (AML)

AML is a form of blood cancer originating in the bone marrow and is caused by an uncontrolled expansion of immature stem cells of myeloid lineage. It is the most common acute leukemia in adults and increases in incidence with age.

Understanding the molecular changes associated with the progression of AML has led to risk stratification and promising new targeted therapies. However, the only potentially curative option is allogeneic hematopoietic stem cell transplantation, which has become more readily available and safer owing to reduced-intensity conditioning regimens.

About the AML Hub

The AML Hub is an open-access online resource dedicated to providing balanced, credible, and up-to-date medical education on AML. Our aim is to enhance knowledge of AML through the multichannel dissemination of global advances related to its classification, diagnosis, treatment, and management.

The AML Hub shares new data, evidence-based articles, therapy approvals, expert opinions, and international congress coverage to treatment teams and researchers around the world. Informed by patients, curated by world leaders, and endorsed by expert societies, the AML Hub supports HCPs worldwide.

Founded in partnership with the European LeukemiaNet (ELN) in 2016, the AML Hub is guided by an international steering committee of experts in the field of AML. The steering committee meet regularly to discuss the performance of the AML Hub and to devise action plans on how best to support the AML community and address any unmet educational needs.

AML Hub supporters

Funding for our hubs is made possible through financial support from the pharmaceutical industry. All content is developed by SES in collaboration with an expert steering committee. All content is independent, and the educational supporters are allowed no influence on the content.

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If you are interested in becoming an AML Hub supporter, please contact secretariat@scientificeducationsupport.com.

About Scientific Education Support (SES)

SES is a medical education company with projects such as community physician education through our therapy hubs, community awareness and education through our ‘Know’ education initiatives, and academic researcher education through Entrepreneurs in Clinical Academia (ECA) programs.

Scientific Education Support already has a portfolio of successful websites supporting the advancement of medical education in the field of hemato-oncology: the ALL Hub, GvHD Hub, Lymphoma Hub, MDS Hub, Multiple Myeloma Hub, and MPN Hub.

About the European LeukemiaNet

220 participating centers in 44 countries with more than 1000 researchers and clinicians are cooperating in the European LeukemiaNet. The objective is to integrate the about 120 leading leukemia trial groups (CML, AML, ALL, CLL, MDS, MPN), their interdisciplinary partner groups (diagnostics, treatment research, registry, guidelines), industry and SMEs across Europe to form a network promoting cooperative research for curing leukemia.

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