DIGITAL INNOVATIONS AND CONGRESS COVERAGE LED TO AN INCREASE IN ALL HUB USERS

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The ALL Hub, run by Scientific Education Support (SES) in partnership with the European School of Haematology (ESH), is an open-access online resource dedicated to providing balanced, reliable, and up-to-date medical education in acute lymphoblastic leukemia (ALL). The ALL Hub has continued to promote significant developments in the research and treatment of ALL throughout the second quarter of 2022.

In Q2, the ALL Hub provided extensive coverage of two key congresses which presented the latest advances in ALL. At the beginning of June, we virtually attended the 2022 American Society of Clinical Oncology (ASCO) Annual Meeting and provided live social media coverage as well as expert interviews on the latest research in cancer care. Later in June, we also covered the European Hematology Association (EHA) 2022 Congress and provided updates on cutting-edge evidence-based approaches to diagnosis and treatment, highly anticipated clinical and translational research data, as well as the latest innovative techniques, diagnostic tools, and risk-assessment strategies. Our coverage of these key congresses contributed to nearly 27,500 impressions on our social channels this quarter.

The ALL Hub also released two visual abstracts, representing inotuzumab ozogamicin as single agent in pediatric patients with relapsed and refractory acute lymphoblastic leukemia and frontline ponatinib with steroids for patients with Ph+ ALL.

Reviewing ALL Hub's impact this quarter, Abhilasha Verma, ALL Hub Indication Lead, Scientific Education Support, said:

"The ALL Hub attended two key congresses this quarter, we provided live coverage and developed content for the hub on the cutting-edge research presented by key experts in the field. By attending these events, we can provide treatment teams and researchers with instant access to the latest evidence-based information and expert opinions on ALL, which we believe will aid treatment decisions and improve the lives of patients with ALL on a global scale.

"During Q2, the number of users visiting the hub continues to reflect our strong performance, at just over 3,100; this is a considerable increase of nearly 2,300 users compared with the same period in 2021. This provides us with a solid foundation on which to engage current users and attract more visitors to the hub throughout 2022.

"As part of our commitment to continuously enhance the hub's user experience, we have recently introduced a new drug and trial updates section on the ALL Hub, which provides users with the most recent drug and trial updates for their area of interest. This new functionality, which imports all updates directly from the hub's Twitter account, means all drug and trial updates can be easily viewed and searched for in a single location."

Everyone at the ALL Hub would like to thank our steering committee members and our supporters—Amgen, Novartis, and Pfizer—without whom the platform would not be possible.

ENDS

For more information on the ALL Hub, please visit lymphoblastic-hub.com.

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

NOTES TO EDITOR

About acute lymphoblastic leukemia (ALL)

ALL is a rare form of blood cancer characterized by the uncontrolled proliferation of immature stem cells of the lymphoid lineage. It is the most common form of leukemia in children, and the second most common acute leukemia in adults.

ALL is associated with various chromosomal and genetic abnormalities, which has led to the development of risk stratification and promising new targeted agents. However, while treatment outcomes are favorable in childhood ALL, in older patients, poor prognosis and treatment tolerability are still a major concern.

About the ALL Hub

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

The ALL 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 ALL Hub supports HCPs worldwide.

Founded in partnership with the European School of Haematology (ESH) in 2021, the ALL Hub is guided by an international steering committee of experts in the field of ALL. The steering committee meet regularly to discuss the performance of the ALL Hub and to devise action plans on how best to support the ALL community and address any unmet educational needs.

ALL 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.

- Amgen
- Novartis

- Pfizer

If you are interested in becoming an ALL 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 AML Hub, GvHD Hub, Lymphoma Hub, MDS Hub, Multiple Myeloma Hub, and MPN Hub.

About the European School of Haematology (ESH)

The European School of Haematology (ESH) is a not-for-profit institution for the dissemination of information and lifelong learning founded in 1985 to promote and facilitate access to state-of-the-art and cutting-edge knowledge in haematology and related disciplines at the European level. ESH conferences present state-of-the-art science and insight into new developments in the fields of basic, clinical and therapeutic research in haematology.

Company Contact:

Scientific Education Support

E. Abbie.Gunn@scientificeducationsupport...
W. https://www.scientificeducationsuppor...

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