Global Patient Initiative Know AML Unveils New Website

Monday 25 October, 2021

Know AML is pleased to announce the launch of its newly redesigned website (know-aml.com) that will drive education and awareness of acute myeloid leukemia (AML) globally. Created in partnership with Cancer*Care* and coordinated by Scientific Education Support
(SES), Know AML is the first global education and awareness initiative that provides patients and caregivers with the information, resources, and support they need to deal with everything that a diagnosis of AML brings.

The updated website is a simple and user-friendly website aimed at patients, which provides credible, unbiased, and up-to-date information on AML, allowing users to access and use awareness materials, and search and identify their local support group. The new site has been optimized to ensure visitors are provided with a great user experience across all digital devices, including desktop, tablet, and mobile.

In discussing the website launch, Director of Patient Programs at SES, Mikis Euripides, said: "AML is a complex disease, but the main aim of the updated site is to help users understand it. We have worked very closely with patient representatives to design a site that provides information on every step of the patients' journey with AML, from diagnosis to remission. There are also a number of resources for caregivers that provide guidance and support. We are delighted with the website and encourage everyone within the AML community to visit it and share any feedback with the Know AML team."

Patricia J. Goldsmith, CEO of Cancer*Care,* said: "Cancer*Care* is excited share the launch of the new Know AML website. Our partnership with the AML community, our supporters and SES on this initiative so meaningful to us, and we look forward to continuing to provide education and spread awareness of AML."

Ralph Hills, Know AML ambassador, said: "The new Know AML website is wonderful and will help patients, caregivers, researchers, and clinicians every day. The content that has been created is informational and most importantly up to date. When I was diagnosed in 2014, I was lucky to find a year-old brochure in the hospital. Now we have this welcoming new website that is dedicated to AML and will be well received by the patient community"

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For any follow up enquiries or interview requests please contact Barry Connolly, Engagement Lead, SES at: barry.connolly@scientificeducationsupport.com
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Notes to Editor

About AML

AML is a rare aggressive cancer of the blood and bone marrow and is the most common form of acute leukemia in adults.

In healthy bone marrow, stem cells (immature cells) go on to form all of the blood cells we need to function normally. Blood stem cells can mature into more specified myeloid or lymphoid stem cells. A myeloid stem cell can then give rise to three different types of mature blood cell. These include

• red blood cells – give blood its red color and are responsible for carrying oxygen from the lungs to all parts of the body;

• white blood cells – fight infections and disease; and

• platelets – help the blood to clot and prevent excessive bleeding.

In patients with AML, one or more of these blood cell types do not develop as they should, which is due to certain changes in genetic material known as genetic abnormalities. These abnormal cells are called leukemia cells and lack normal functionality. The leukemia cells then multiply, filling up the bone marrow and spilling into the blood, where they can spread to other parts of the body, such as the brain, skin, spleen, and gums. As a result, the production of normal blood cells is affected, and the bone marrow

Related Sectors:

Media & Marketing ::

Related Keywords:

AML :: Acute Myeloid Leukemia :: Cancer :: Hematology :: Know AML ::

Scan Me:

cannot make enough healthy blood cells.

About Know AML

The new website is available at know-aml.com

Who we are:

Know AML is steered by an ambassador group of patients, patient advocates, healthcare professionals, and industry representatives.

What we do:

Know AML is the first global education and awareness initiative that provides patients and caregivers with the information, resources, and support they need to deal with acute myeloid leukemia (AML).

Our approach:

Know AML have identified a number of activities that fall within three key areas: awareness, education, and engagement. AML World Awareness Day and Blood Cancer Awareness Month remain our core awareness raising focal points, alongside other internationally recognized events targeting the healthcare community. In 2021–2022, Know AML will continue to educate the patient and caregiver community on the latest treatment advances in AML. As well as providing updates on what the healthcare and scientific community are saying about AML, including real world evidence and survival information.

Our vision:

Know AML aspires to facilitate and improve AML knowledge worldwide and develop community-based initiatives to overcome current and future challenges.

Our mission:

The mission of Know AML is drive education and awareness of AML globally through community collaborations, while continuing to raise awareness of the resources and support currently available.

Partnerships

Know AML was founded in partnership with Cancer*Care* in 2017.

About Cancer*Care*

Founded in 1944, Cancer*Care* is the leading national organization providing free, professional support services and information to help people manage the emotional, practical, and financial challenges of cancer. Our comprehensive services include case management, counseling, and support groups over the phone, online, and in-person, educational workshops, publications, and financial and co-payment assistance. All Cancer*Care* services are provided by master's-prepared oncology social workers and world-leading cancer experts. To learn more, visit cancercare.org or call 800-813-HOPE (4673).

cancercare.org

Scientific Education Support

Know AML is brought to you by Scientific Education Support (SES).

Scientific Education Support (SES) is a medical education provider that builds healthcare professional (HCP) and patient networks, which facilitate open access, science-driven, unbiased disease education through multichannel communications. SES bring specialist medical and strategic expertise to a spectrum of complex conditions. Whether a consumer medicine, orphan disease, or prevalent oncology condition, we bring expertise in the science and patient populations, and in key challenges. SES assists the ambassador group by handling the day-to-day running of the initiative, which includes content generation, everyday management, and keeping the Know AML website up to date.

scientificeducationsupport.com

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