LYMPHOMA HUB MAINTAINS ITS FOCUS ON RAISING THE LEVELS OF GLOBAL KNOWLEDGE OF LYMPHOMA IN 2022

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The Lymphoma Hub, run by Scientific Education Support in partnership with the European Lymphoma Institute, is an open-access online resource dedicated to providing balanced, reliable, and up-to-date medical education in lymphoma. The Lymphoma Hub covered three key conferences this quarter (Q1), ensuring the Lymphoma community receive the latest news and insights in Lymphoma treatment and research.

In February, the Lymphoma Hub provided coverage for the 4th European CAR T-cell Meeting, providing live social media updates, interviews with leading experts, and congress related articles for our audience. The coverage focused on research areas such as the cardiotoxicity of CAR T-cell therapy and the impact of COVID-19 on delivering CAR T-cell treatment. A complete overview of our coverage is available from our Twitter Moment.

In March, the Lymphoma Hub attended the 2nd Translational Research Conference: Chronic Lymphocytic Leukemia and conducted interviews with leading CLL experts. In the same month, at the 48th Annual Meeting of the EBMT, we provided live updates on talks from eminent speakers and specialists on the latest developments in cellular therapy. Our live EBMT coverage is available to view on our Twitter Moment. Our social coverage for these key congresses contributed to over 200,000 impressions on our social channels and over 15,000 website users this quarter.

This quarter, the Lymphoma Hub also released a visual abstract which presents key data from the primary analysis of the phase III ZUMA-7 study (NCT03391466), evaluating the clinical efficacy of axicabtagene ciloleucel versus standard-of-care second-line therapy in adult patients with relapsed/refractory large B-cell lymphoma.

Reviewing the Lymphoma Hub's activity this quarter, Ellen Jenner, Scientific Team Lead, Scientific Education Support, said:

"This quarter has been an especially busy period for the Lymphoma Hub. As part of our commitment to continuously enhance the hub's user experience, we have introduced new digital innovations which include learning objectives and interactive quizzes to test the user's knowledge before and after viewing our content. We have also updated the Hub with Google Translate, and as a result, the hub's content can now be translated into 100 different languages, which will further enhance our global coverage and help us reach new audiences.

"By attending key congresses and providing extensive coverage, we bring education to those who cannot attend and ensure that they are able to have sight of educational messages and vital updates in lymphoma and CLL."

Activity such as this would not be possible without our supporters. We would like to take this opportunity to show our gratitude for our existing supporters—Bristol Myers Squibb, Incyte, Roche, Pharmacyclics, BeiGene, ADC Therapeutics, Genentech, Novartis, Epizyme, Karyopharm Therapeutics, TG Therapeutics. We would also like to thank our Steering Committee for their continued guidance and support.

ENDS

For more information on the Lymphoma Hub, please visit lymphomahub.com.

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

NOTES TO EDITOR

About lymphoma

Lymphoma is described as the development of neoplastic cellular growth—cancer—in the lymphatic system. Lymphomas are divided into two major categories: Hodgkin and non-Hodgkin lymphomas, where the latter is more common.

About the Lymphoma Hub

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

The Lymphoma 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 Lymphoma Hub supports HCPs worldwide.

Founded in partnership with the European Lymphoma Institute (ELI) in 2014, the Lymphoma Hub is guided by an international steering committee of experts in the field of lymphoma and CLL. The steering committee meet regularly to discuss the performance of the Lymphoma Hub and to devise action plans on how best to support the lymphoma community and address any unmet educational needs.

Lymphoma 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.

- Bristol Myers Squibb
- Incyte
- Roche

- Genentech
- Novartis
- ADC Therapeutics
- Epizyme
- Karyopharm Therapeutics

- TG Therapeutics
- Pharmacyclics
- BeiGene

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

About The European Lymphoma Institute (ELI)

Lymphoma, the sixth cancer worldwide in terms of incidence, is a complex disease. ELI, The European Lymphoma Institute, regroups top European specialists in the field of lymphoma within a net dedicated to research, training and education. To date, thirteen European academic research groups have come together in an effort to define strategies to analyze and characterize this cancer, common diagnostic procedures and therapeutic standards as well as to facilitate clinical and fundamental research at the European level.

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