# NEW DIGITAL INNOVATIONS AND CONGRESS COVERAGE LEAD TO INCREASE IN AML HUB USERS

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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 acute myeloid leukemia (AML). The AML Hub has continued to promote significant developments in the treatment and research of AML throughout the second quarter (Q2) of 2022.

During Q2, the hub provided extensive coverage of two key congresses. At the beginning of June, the hub virtually attended the 2022 ASCO Annual Meeting, delivering live social media coverage and conducting interviews with specialists on the latest research in cancer care. Later in the same month, the hub attended the EHA 2022 Congress, providing 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 for AML. Our congress coverage helped the hub receive nearly 35,000 page views this quarter, and just under 10,000 users. Our social content also resulted in just over 186,000 impressions on our channels. These metrics indicate that our target audience is finding the congress coverage insightful and relevant to their particular interests in AML research and treatment.

**Reviewing** the AML Hub's impact this quarter, Helen Croxall, Indication Lead, Scientific Education Support, said:

"As part of our commitment to continuously enhance the hub user's experience, we have recently introduced a new drug and trial updates section on the AML Hub, which provides visitors 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.

In Q2, the AML Hub covered some of the leading congresses in acute myeloid leukemia, providing live coverage of sessions as well as creating content for the hub, summarizing the cutting-edge research presented by key experts in the field. By covering these congresses, we can offer treatment teams and researchers, instant access to expert opinions and the latest evidence-based information, which we believe will aid treatment decisions and improve the lives of patients with AML, globally.

"At just over 9,900 users (almost 2,500 more than the same period in 2021), the number of users visiting the hub this quarter reflects a positive start to the year. This gives us with a solid foundation on which to engage current users and attract more visitors to the hub throughout the remainder of 2022.

The AML Hub would like to thank its steering committee members and supporters—Roche, Genentech, AbbVie, Amgen, Bristol Myers Squibb, Janssen Oncology, Jazz Pharmaceuticals, Gamida Cell, Pfizer, Syndax, and Thermo Fisher Scientific (the first diagnostic company to join the hub's supporter network)—without whom our work would not be possible.

**ENDS**

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.

- Genentech
- Roche
- AbbVie
- Amgen
- Bristol Myers Squibb
- Syndax
- Janssen Oncology
- Jazz Pharmaceuticals
- ThermoFisher Scientific
- Gamida Cell
- Pfizer (contributor)

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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