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

Tuesday 16 August, 2022

Related Sectors:

Medical & Pharmaceutical ::

Scan Me:

Q2 press release: Available for immediate release

The MPN Hub, run by Scientific Education Support (SES) in partnership with the European LeukemiaNet (ELN), is an open-access online resource dedicated to providing balanced, credible, and up-to-date medical education in myeloproliferative neoplasms (MPN). During the second quarter (Q2) of 2022, we continued to promote significant developments in the treatment of MPN through coverage of prominent congresses.

In June, the MPN Hub attended the 2022 ASCO Annual Meeting, providing live social media coverage and conducting interviews with specialists on the latest research in cancer care. Later in June, the hub also attended the EHA 2022 Congress, in Vienna, 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. This activity contributed to the hub receiving over 20,000 page views and just over 4,700 visitors during Q2, as well as 180,000 impressions on our social channels.

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

"We were delighted to attend two key congresses, ASCO and EHA, in this quarter, where our team provided extensive coverage and reviewed some of the latest treatments, and research of interest for the MPN community. The MPN Hub team also produced a guide to help navigate the exciting content being presented at the EHA 2022 Congress, based upon recommendations from the MPN Hub Steering Committee members, on the top abstracts to look out for in the following categories: clinical trial updates, real-world data, MPN and COVID-19, and translational data in MPN. This activity contributed to just under 7,000 page views for the month.

"The number of users visiting the hub this quarter continues to show a strong performance so far this year, at just over 4,700, which is a 66% increase when compared with the same period in 2021. This provides us with a solid platform on which to engage current users and attract more visitors to the hub throughout the remainder of 2022.

"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 MPN 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.

"We would like to thank the MPN Hub Steering Committee and our supporters—Bristol Myers Squibb, AbbVie, CTI BioPharma, Novartis, Kartos Therapeutics, AOP Orphan, Constellation Pharmaceuticals, and Sierra Oncology—without whom our work would not be possible."

ENDS

For more information on the MPN Hub, please visit mpn-hub.com.

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

About myeloproliferative neoplasms (MPN)

Myeloproliferative neoplasms (MPNs) are a group of rare blood cancers where the body produces too many red blood cells, white blood cells, or platelets. The three main types include myelofibrosis, polycythemia vera, and essential thrombocythemia.

About the MPN Hub

The MPN Hub is an open-access online resource, dedicated to providing balanced, credible, and

up-to-date medical education in MPN. Our aim is to enhance knowledge of MPN through the multichannel dissemination of global advances related to their classification, diagnosis, treatment, and management.

The MPN 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 MPN Hub supports HCPs worldwide.

Founded in partnership with the European LeukemiaNet (ELN) in 2020, the MPN Hub is guided by an international steering committee of experts in the field of MPN. The steering committee meet regularly to discuss the performance of the MPN Hub and to devise action plans on how best to support the MPN community and address any unmet educational needs.

MPN 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
- AbbVie
- CTI BioPharma
- Novartis
- Kartos Therapeutics

- AOP Orphan
- Constellation Pharmaceuticals
- Sierra Oncology

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

About Scientific Education Support (SES)

SES is a medical education company providing projects such as community physician education through our therapy hubs, community awareness and education through our ‘Know’ education initiatives, and academic researcher education through the 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 hematological-oncology: the ALL Hub, AML Hub, GvHD Hub, Lymphoma Hub, MDS Hub, and Multiple Myeloma 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.

Company Contact:

Scientific Education Support

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

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.scientific-education-support.pressat.co.uk