THE AML HUB INCREASES CONGRESS COVERAGE TO PROVIDE LATEST DEVELOPMENTS IN ACUTE MYELOID LEUKEMIA TREATMENT AND RESEARCH

Wednesday 13 April, 2022

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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). In Q1 of 2022, the AML Hub continued to provide coverage of key conferences and the latest scientific literature, as well as produce expert interviews and clinical trial updates in the field of AML.

During Q1, the hub provided extensive coverage of the 48th Annual Meeting of the EBMT, including live social coverage, expert interviews, and summary articles. Our coverage focussed on the latest updates for conditioning, pediatrics, measurable residual disease, chimerism, relapse, and immune reconstitution. As a result of our activity, the hub received just under 30,000 page views this quarter and just over 7,000 users. Our social coverage also resulted in close to 120,000 impressions on our channels, with over 1,500 engagements. These metrics indicate that our target audience are finding our congress coverage insightful and relevant to their particular interests in AML research and treatment.

The AML Hub also released two visual abstracts during Q1: one presenting data from the AZALENA study, which investigated azacitidine, lenalidomide, and donor lymphocyte infusion as salvage therapy for MDS, CMML, and secondary AML after allo-HSCT; and the other presenting key data from the phase III AGILE study, which evaluated ivosidenib + azacitidine versus placebo + azacitidine in patients with previously untreated *IDH1*-mutant AML.

Reviewing the AML Hub's impact this quarter, Claire Aukim-Hastie, Director of Scientific Services, Scientific Education Support, said:

"In Q1 of 2022, the AML Hub continued to successfully navigate the virtual climate, remotely covering the 48th Annual Meeting of the EBMT. For the congress, we provided a combination of live and on demand social media coverage of key sessions and conducted interviews with experts in the field of AML. As part of our commitment to continuously enhance the hub's user experience, we also introduced a new digital innovation with the addition of Google Translate to the hub. 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.

"The AML Hub owes thanks to its steering committee members and supporters—Roche, Genentech, AbbVie, Amgen, Novartis, Bristol Myers Squibb, Janssen Pharmaceuticals, 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.

- Pfizer
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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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