THE GvHD HUB IN Q2 2022: ENHANCING LEVELS OF KNOWLEDGE IN THE GRAFT-VERSUS-HOST DISEASE SETTING THROUGH KEY UPDATES AND CONGRESS COVERAGE

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The GvHD 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 graft-versus-host disease (GvHD).

During Q2 of 2022, the GvHD Hub attended the 2022 American Society of Clinical Oncology (ASCO) Annual Meeting providing live social media coverage and articles on the latest research in cancer care. In addition, the GvHD Hub attended the European Hematology Association (EHA) 2022 Congress in Vienna, conducting interviews with specialists and 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.

The social coverage for the congresses helped generate over 53,000 impressions on our social channels and contributed towards over 3,500 website users during the quarter. The metrics seen during Q2 demonstrate the impact the hub has in the GvHD community; therefore, we will continue to provide our audience with the latest updates and insights in GvHD.

Reviewing the GvHD Hub's impact this quarter, Alice Hyde, GvHD Hub's Content Lead at Scientific Education Support, said:

"During this quarter, the GvHD Hub provided live session coverage for two key congresses, maintaining an online presence to facilitate the dissemination of key updates and breakthroughs in GvHD worldwide. It is encouraging that the hub reached 100 countries in Q2, which is an increase of 28 countries when compared with the same period last year. This indicates that our content is relevant and impactful on a global scale.

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

"The GvHD Hub is supported by Incyte, Kadmon, and BMS; we remain grateful for their invaluable support. We would also like to thank the GvHD Hub Steering Committee for their continued guidance."

ENDS

For more information on the GvHD Hub, please visit gvhdhub.com.

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

NOTES TO EDITOR

About graft-versus-host disease (GvHD)

GvHD is a common complication of allogeneic hematopoietic stem cell transplantation and is a major cause of posttransplant mortality and morbidity. It is caused by immune incompatibility between the graft (donor) and recipient tissues. The graft cells recognize the recipient tissues as foreign and mount an immune response against them.

About the GvHD Hub

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

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

The GvHD 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 GvHD Hub supports HCPs worldwide.

Founded in partnership with the European LeukemiaNet in 2018, the GvHD Hub is guided by an international steering committee of experts in the field of GvHD. The steering committee meet regularly to discuss the performance of the GvHD Hub and to devise action plans on how best to support the GvHD community and address any unmet educational needs.

GvHD 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.

- Incyte
- Kadmon
- BMS (Contributor)

If you are interested in becoming an GvHD 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.

SES already has a portfolio of successful websites supporting the advancement of medical education in the field of hemato-oncology: the ALL Hub, AML 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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