

# **ecancermedicalscience (ecancer.eu)**

**Gordon McVie and Charlie Grieve**



## EUROPEAN INSTITUTE OF ONCOLOGY

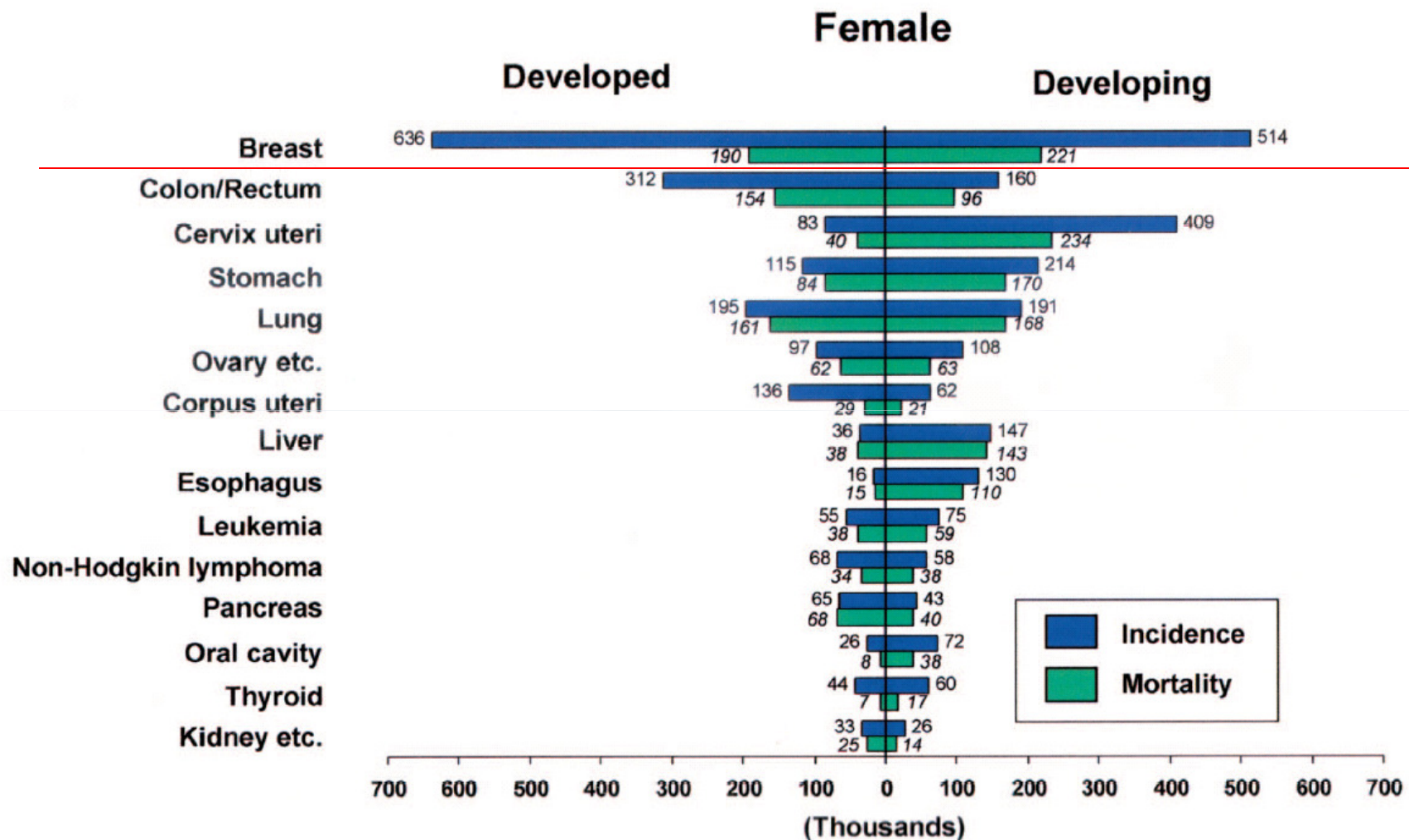
2009

David, has returned to Italy this week after an amazingly successful 12 week tour of the USA sponsored by McDonalds.



# Global Burden of Cancer

- ▶ Cancer kills more people each year than AIDS, TB, and Malaria put together,
- ▶ (WHO, Geneva, April 2009)



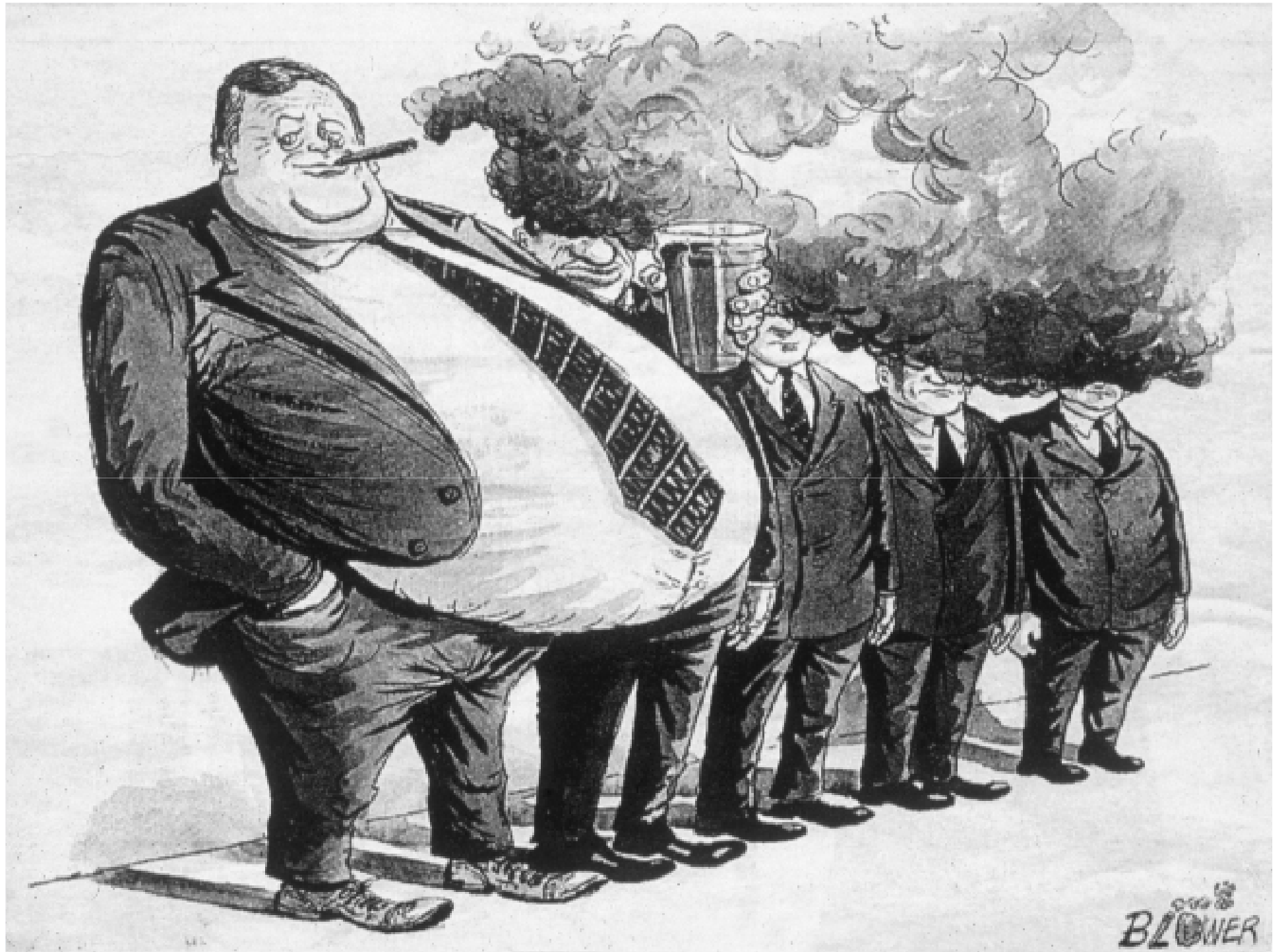
Parkin JM et al. CA Cancer J Clin 2005; 55: 74-108 ACS, Inc., 2005.

# Barriers to Communication

- ▶ Self interest/careers, promotion (researchers)
- ▶ Profit (industry, researchers, charity, govt)
- ▶ Protectionism (societies, Pharma, institutes)
- ▶ Self promotion (researchers, charity, politicians, industry)
- ▶ Language/ sector specific (all parties!)
- ▶ Language/ 67 different languages spoken in EU
- ▶ Social/ (education status, elderly, children, deprived, displaced)
- ▶ SCIENCE EXPLOSION

Evening Standard Tuesday, 17 July 2001 17

# Tobacco giant says smoking deaths help the economy

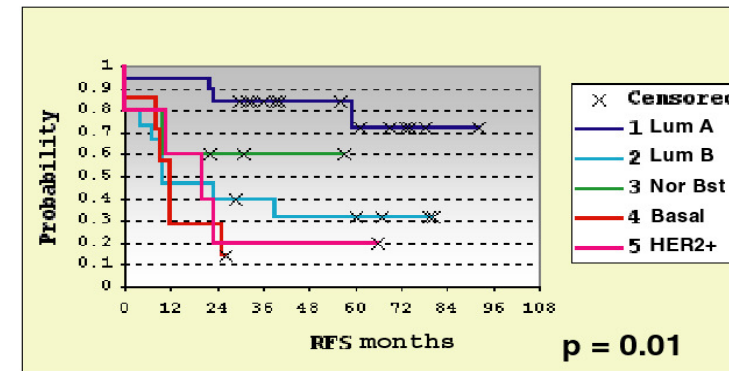
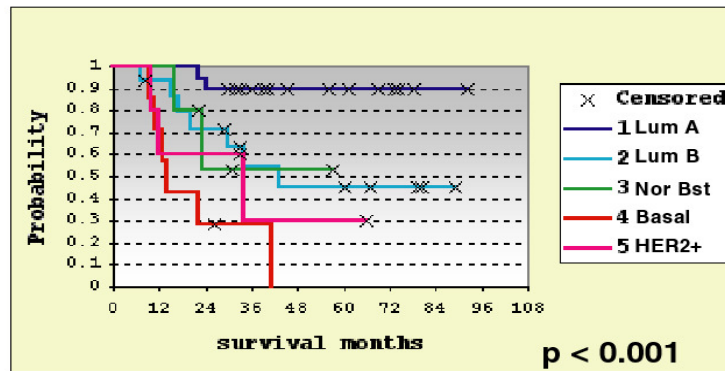
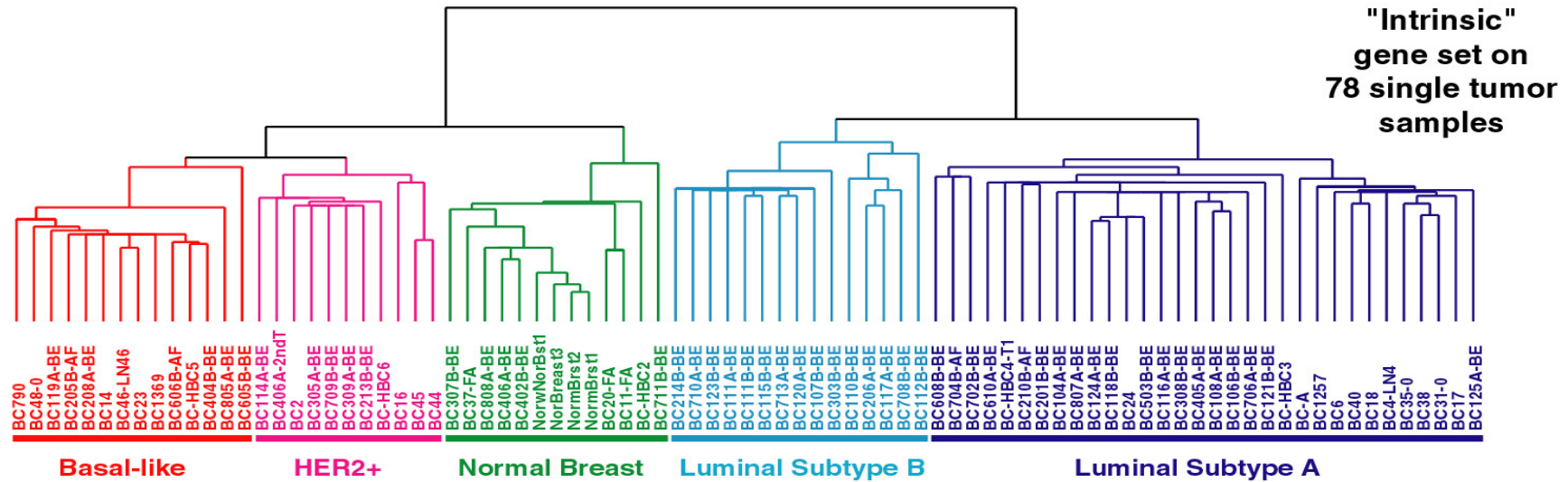




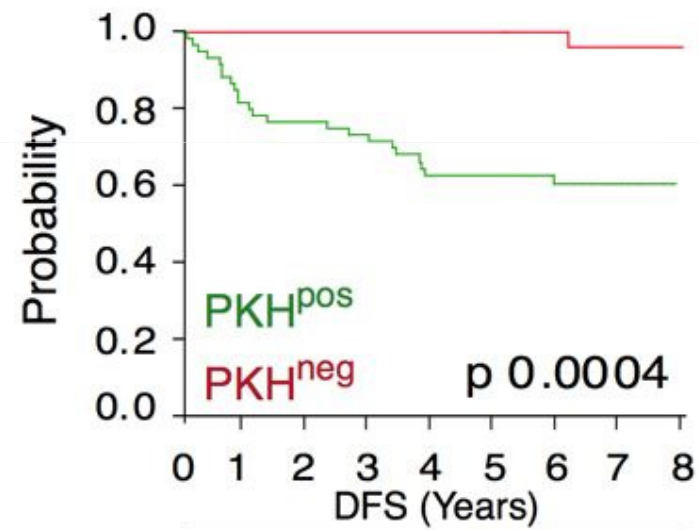
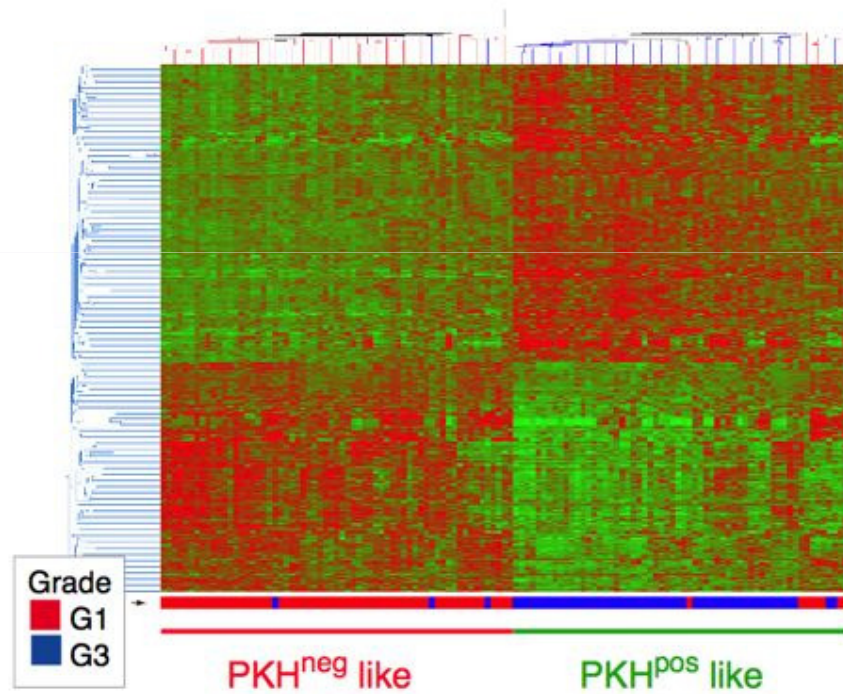
# New Testament—( First World)

- ▶ Earlier diagnosis, intelligent imaging
- ▶ Conservative and reconstructive surgery
- ▶ Targeted shaped radiation
- ▶ New drug targets- gene products, signal pathways, telomerases...
- ▶ New delivery vehicles-smart, oral, medicines
- ▶ Genomics, proteomics, etc.
- ▶ Nanotechnology.
- ▶ New drug design-oral targetted, home delivery
- ▶ PATIENT involvement

# Breast Phenotype and Outcome



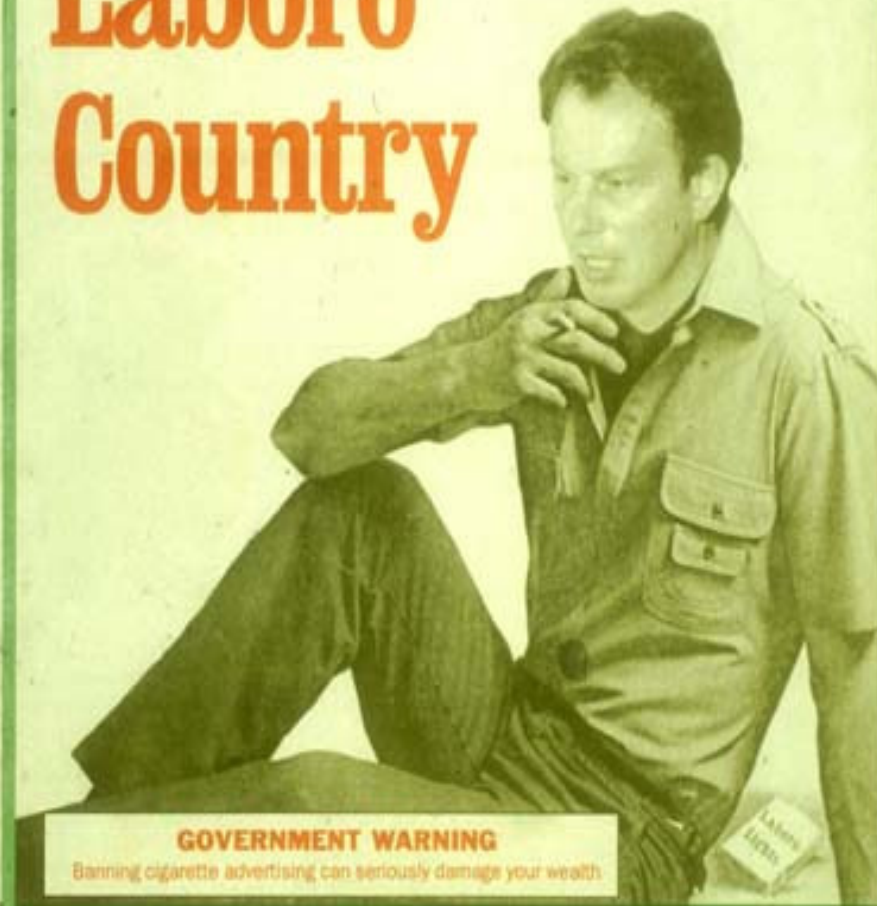
# The "normal profile" predicts Grade and Prognosis



# Distrust

Politicians rate on “Trust me” scales , higher than second-hand car salesmen and just lower than tabloid journalists (Mori poll)!!!

# Come to Laboro Country



## GOVERNMENT WARNING

Banning cigarette advertising can seriously damage your wealth



# Distrust 2

- ▶ Scientists reputation also questioned
- ▶ SARS
- ▶ vCJD and beefburgers
- ▶ MMR vaccination risks
- ▶ GLOBAL WARNING

# DEATH RECEPTORS NOT ALWAYS FATAL

TRAIL (TNF $\alpha$  related apoptosis-inducing ligand)

TRAIL induces apoptosis via DR4 & DR5  
except in BRCA-ABL positive leukaemia cells

But STI571 enhances TRAIL and bypasses  
DR4 & DR5 but uses caspases 9 and 3 and  
XIAP

(Nimmanapalli et al 2001)





# The Communication Challenge

- ▶ Where does an oncologist go for independent, relevant, practice-based data on newly licensed products?
- ▶ How does a company get information about its newly licensed product to oncologists that is
  - ◆ practice relevant
  - ◆ peer-reviewed
  - ◆ cost effective
  - ◆ timely

# ecancermedicalscience

## On-line oncology network for scientific exchange

- Peer to peer education expertise
- Full creative and broadcast services
- Designed to deliver engaging brand content

# Meeting the needs of oncologists

- Multimedia format for rapid and engaging sharing of information, news and views
- Developed for professionals with little spare time working in a rapidly evolving field
- Harnessing power of peer-2-peer engagement for immediate review of new content
- Helping to support and bring together the worldwide community of oncology professionals

## Speed

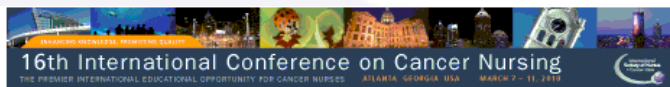
Up to date, quick to access information

## Trust

Expert content review,  
Peer endorsement

## Engagement

Relevant, resonant in a digestible format



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# ecancermedicalscience

Open access cancer journal from the  **IEO** European Institute of Oncology



EUROPEAN  
CANCER  
ORGANISATION



Fondazione IEO  
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ISSN: 1754-8605

## LATEST:

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### RESEARCH



#### Preoperative systemic therapy in locally advanced breast cancer: a single institution experience

E.M. Ibrahim, A.M. Al-Gahmi, J.M. Zekri, S.S. Awadalla, T.R. Elkhodary, E.E. Fawzy, Y.A. Bahadur, M.E. Elsayed, A. Zeeneldin, R.H. Al-Ahmadi, A.H. Linjawi

DOI: 10.3332/ecancer.2009.161

[abstract](#) | [full article](#) | [PDF](#)

### REVIEWS



#### Why vitamin D for cancer patients?

S. Gandini, P.F. Ferrucci, H. Johanson, B. Bonanni and A. Testori.

DOI: 10.3332/ecancer.2009.160

[abstract](#) | [full article](#) | [PDF](#)

### REVIEWS



#### Denis Burkitt and the African lymphoma

I. Magrath

DOI: 10.3332/ecancer.2009.159

[abstract](#) | [full article](#) | [PDF](#)

### RESEARCH



#### Correlation between administered treatment and patient's Living Will

[ecancer.tv](#) | [Latest](#) | [Specialities](#) | [Congress](#)



#### Round table discussion on targeted therapies for metastatic breast cancer

Prof McVie discusses the issues with breast cancer experts

Views: 626 Duration: 00:34:17

[Play](#)



#### The mitotic spindle and potential development for targeting novel types of interactions

Prof Ashok Venkitaraman, University of Cambridge, UK

Views: 418 Duration: 00:08:50

[Play](#)



#### Compounds to improve disease control in advanced breast cancer

Dr Peyman Hadji - Head of the Department of Endocrinology,

[ecancer.tv](#) | [Congress Highlights](#)



#### New cancer research priorities to correct imbalance that leaves important questions neglected

[Journalists Click Here](#)



for webcasts of the official ECCO 15 - ESMO 34 press conferences

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# About eCancer

- ▶ Online peer-reviewed journal publishing original research quickly and without charge
  - ◆ Original peer-reviewed research
  - ◆ Original interviews with top oncology experts from around the world
  - ◆ Oncology news
  - ◆ Conference and event listings
  - ◆ Blogs from science writers and oncologists

# About eCancer

- ▶ Non-profit making organisation and supported by the European Institute of Oncology (IEO), the European CanCer Organisation (ECCO), the Umberto Veronesi Foundation and SwissBridge
- ▶ Indexed in PubMed, Google Scholar and Embase
- ▶ Official digital media partner for the top oncology conferences in 2009: ECCO 15 – 34th ESMO Congress, Berlin and the NCRI Cancer Congress, Birmingham

# eCancer Heritage

- ▶ eCancer is the official journal of the **IEO** based in Milan, Italy. The IEO is the fastest growing Comprehensive Cancer Institute in Europe, founded by Professor Umberto Veronesi, a pioneer of breast cancer surgery. Each year it sees almost 40,000 new patients. IEO is now the largest breast cancer centre in Europe
- ▶ The **IFOM/IEO campus** represents one of the largest European centres for cancer research with 500 researchers



# eCancer Heritage

- ▶ **ECCO** is a founding partner. ECCO is the umbrella organisation for European oncology societies and organisations, and represents the interests of over 50,000 professionals in oncology
- ▶ eCancer recently secured **European Commission** funding from the FP7 *Science in Society* call examining communication and dissemination issues around cancer information in Europe

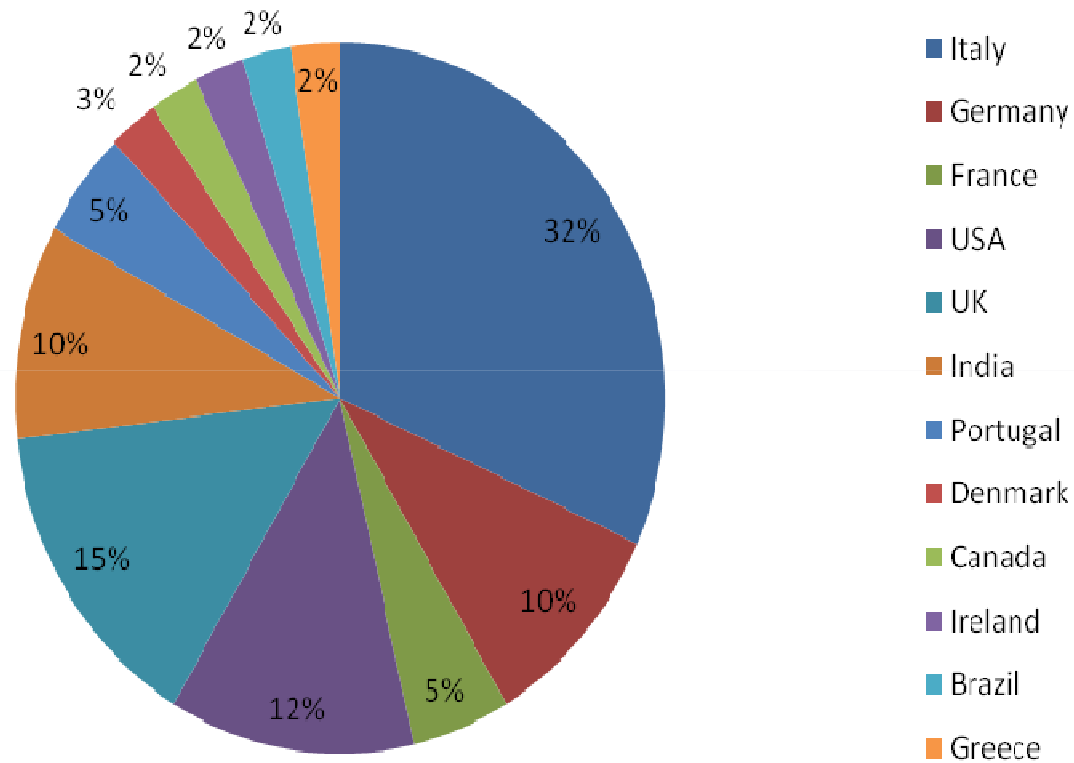
# Editorial Roundup

- ▶ 48 articles published in the past 12 months
- ▶ From 12 countries
- ▶ New PDF formats to enhance presentations
- ▶ New science reporter blogs

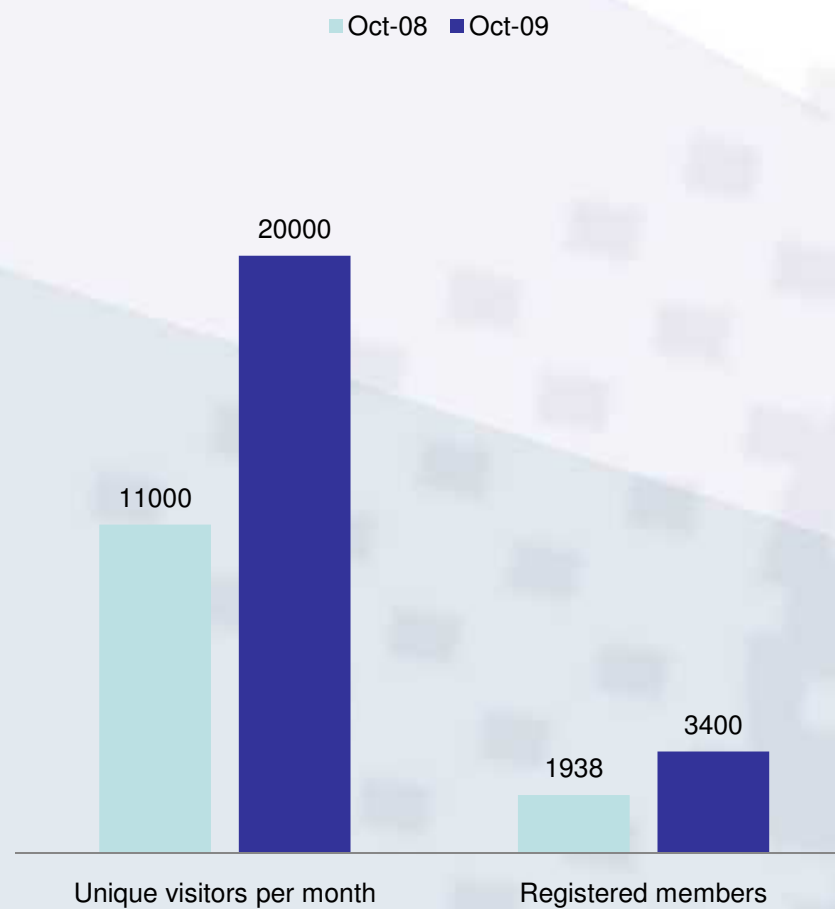
eg.

- Surgery underappreciated in cancer care
- Improving cancer care in Poland
- PET imaging
- Barrett's oesophagus

## Where articles have come from since launch



# Journal webstats

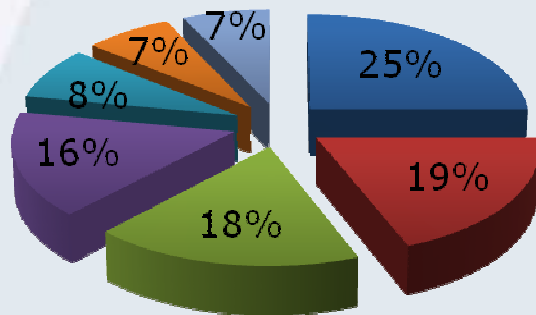


# eCancer: Reach

- Website visitors: 20,000 per month
- From 191 countries
- 3600 registered users
- Videos watched 5000 times per month, 100,000 post ECCO/ESMO

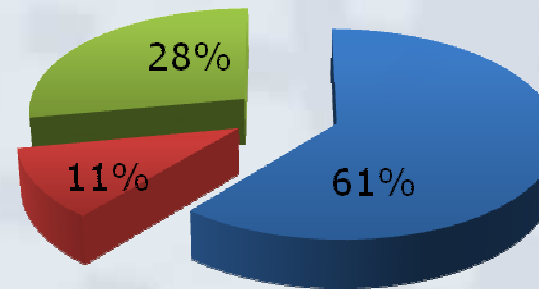
## User base by discipline

- Medical Oncologist
- Clinical Oncologist
- Industry
- Radiation Oncologist
- Surgeon
- Research Scientist
- Cancer Nurse



## User base by region

- Europe
- USA & Canada
- Other



# Issues for Industry

- ▶ Suppression of 80% research output
- ▶ Suppression of negative data
- ▶ Influencing researchers/institutes
- ▶ Influencing clinicians
- ▶ Influencing patients and advocacy groups
- ▶ Influencing govts
- ▶ Failure to get their message across

# Working with the pharmaceutical industry



ecancer provides the opportunity for maximum exposure of brand messaging and science in an accessible and engaging format to a highly targeted and expanding oncology audience

# New site structure and opportunities

- ▶ Site operates through a single web interface

Open access peer reviewed cancer journal

Short communications

Latest news

in Q4 2008



eCancer TV  
2-3minute video

eCongress  
3-5 min symposia highlights, slides roundtables

Latest Technologies  
2-3minute videos

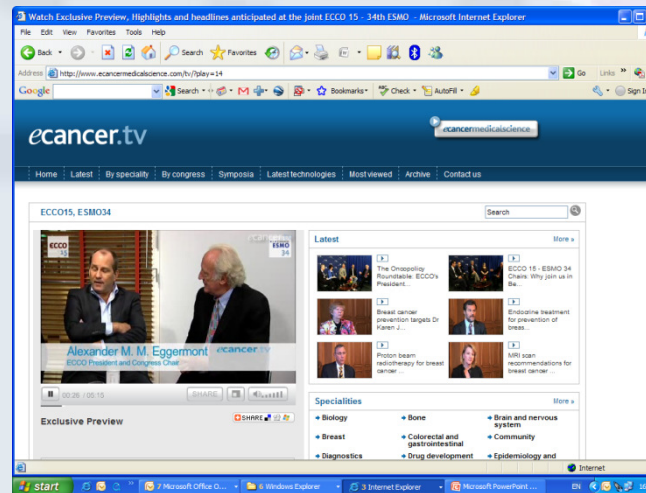


# Current eCancer Projects

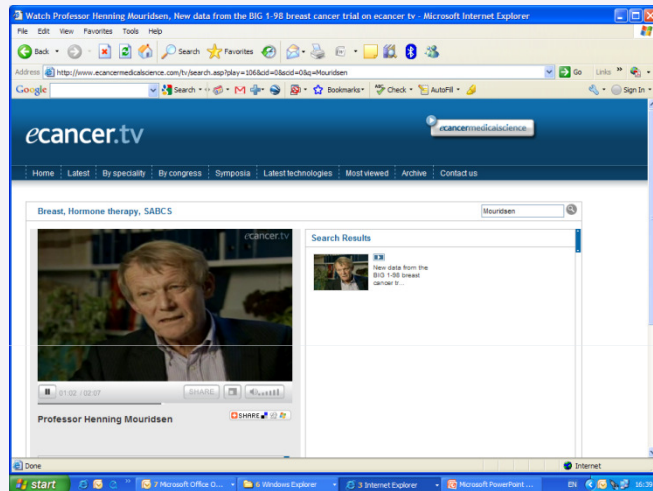


Mode of action video Erbitux and KRAS  
Supported by Merck Serono

Round table debate featuring Conference  
Chairs and Society Presidents for the next  
ECCO 15 ESMO 34

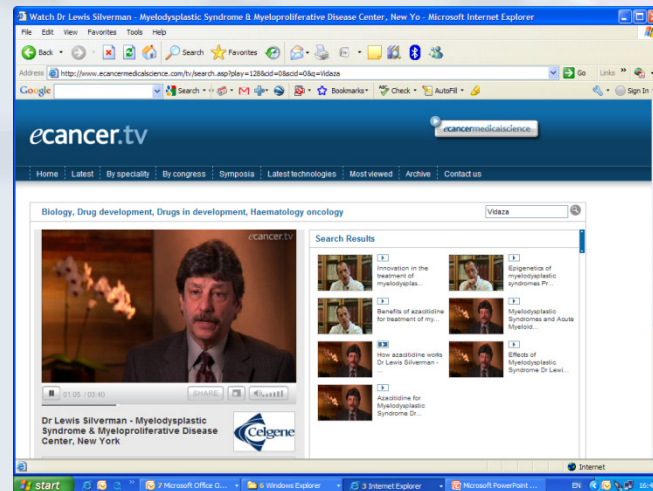


# Current eCancer Projects



Expert interview with Professor Henning Mouridsen talking about the BIG trial Supported by Novartis

Expert interview with Dr Lewis Silverman talking about how azacitidine/vidaza works, and the difference vidaza makes for patients Supported by Celgene



## Editor's Pick



00:17 / 34:17

**Prof McVie discusses the issues with breast cancer experts**

Context & Quiz

Round table discussion on targeted therapies for metastatic breast cancer

How to manage metastatic HER2 positive breast cancer, from the pathology lab, through to hormone therapies, clinical trials and patient involvement in care.

Views: 1224 Added: 13/10/2009 Comments: 0

00:34:17 28 Ratings ★★☆☆☆

## Latest

More »

- Synthetic Lethal Therapies for Cancer Prof ...
- Chemo prevention for bowel cancer - the pro...
- New technology allows imaging deep into tum...
- The Darwinian view of cancer Professor Mel ...
- Advances in the use of antibodies Prof Mart...
- New PET tracers Dr. Martin Christlieb, Gray...

## Congress

More »



## Specialities

## Technologies

More »



### Latest Tweets

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ecancer will be attending ASH and SABCS, interviewing key experts about their research.

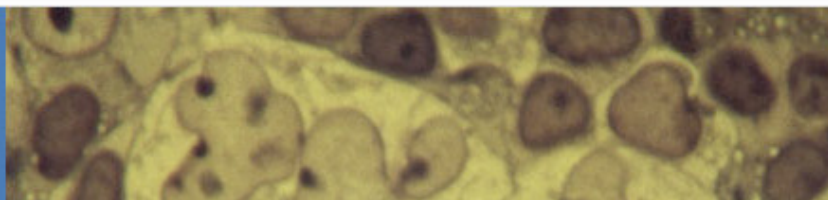
News: Initiatives to improve patient information key to health in Europe;  
<http://www.ecancermediainsider-news.asp>

New video: Synthetic Lethal Therapies for Cancer;  
<http://www.ecancermediaplay=318>

New video: The Darwinian view of cancer;  
<http://www.ecancermedi>

## Education

### Key Advances in Clinical Practice



#### Key Advances in Clinical Practice Series

ecancer are delighted to announce a collaboration with the [UK Key Advances in Clinical Practice Series](#) and the [British Oncological Association](#). A series of symposia run in association with King's College London aimed at discussing currently available scientific evidence and expert clinical opinion for the prevention, investigation and management of cancer.



#### Available to watch now:

- [Key Advances in the Effective Management of Colorectal Cancer](#)
- [Key Advances in the Effective Management of Hepatocellular Carcinoma](#)
- [Key Advances in the Effective Management of Thyroid Cancer](#)
- [Key Advances in the Effective Management of Head and Neck Cancer](#)

#### Key Advances in the Effective Management of Colorectal Cancer

*This meeting was supported by GE Healthcare. GE Healthcare had no involvement in the agenda or production of the presentations.*

[Click here to view](#)

Speaker	Subject
<a href="#">Professor Shirley Hodgson</a>	Molecular and Clinical Genetic aspects of Colorectal Cancer
<a href="#">Dr Tamas Hickish</a>	Adjuvant treatment of colorectal cancer: Quantifying the clinical benefits
<a href="#">Dr Gary Middleton</a>	The current status of clinical research using the EGFR monoclonal antibodies in colorectal cancer
<a href="#">Dr John Bridgewater</a>	The hegemony of Bevacizumab?
<a href="#">Professor Dion Morton</a>	Current and planned clinical trials in CRC

ECCO  
15

ESMO  
34

for webcasts of the official ECCO 15 - ESMO 34 press conferences

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Editorial Profiles



ECCO  
15

ESMO  
34



# Top ecancer.tv videos

Number of times viewed:

- ▶ ECCO-ESMO Roundtable discussion – 5629
- ▶ IMPAKT Conference - Exclusive preview – 4684
- ▶ Cyberknife radiotherapy technology – 4072
- ▶ AACR 2009: Genetic influences in response to EGFR for metastatic colorectal cancer – 3947
- ▶ AACR 2009: Common genetic variations and predisposition to cancer - 3846

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**TRUVEO**

Channels

Select all

**Recommended Channels**










- www.ecanc... 248
- e-cancer TV 38
- YouTube 2


TV Shows

Categories

Top Ranked Most Recent Most Popular Highest Rated




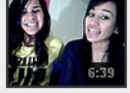
Today This Week This Month All Time

 <a href="#">Prof. Umberto Veronesi</a> e-cancer TV 117 views	 <a href="#">Professor John Crown</a> e-cancer TV 115 views	 <a href="#">Dr Mehmet Sen Science</a> e-cancer TV 98 views
 <a href="#">Mr David Scott-Coombes</a> e-cancer TV 77 views	 <a href="#">Mr Barney Harrison</a> e-cancer TV 72 views	 <a href="#">Prof. Alexander Eggermont</a> e-cancer TV 68 views
 <a href="#">Professor Michael Untch</a> e-cancer TV 67 views	 <a href="#">Mr. Jacques Fracheboud</a> e-cancer TV 48 views	 <a href="#">Prof Ian Judson Science</a> e-cancer TV 46 views



The sights  
AA.com

Most Twittered

-  **BAHGS Take U To Da Movies**  
Channel: YouTube  
☆☆☆ 261 views, 4 mths old
-  **Clap Them Thigs 3**  
Channel: YouTube  
☆☆☆☆ 1241 views, 19 hrs old
-  **The Twitter Song By Bill Zucker**  
Channel: YouTube  
☆☆☆ 752 views, 8 days old
-  **Ellen, can you PLEASE have THE VEROIICAS on your**  
Channel: YouTube  
☆☆☆ 405 views, 2 days old

## Potential new sources of funding

- ▶ **i-care** – Intelligent searching involving patient healthcare records (ecancer patient)
- ▶ **Eurocanplatform** – Integrate joint translational research amongst cancer research centres (IEO as cancer centre and ecancer as disseminator and education partner)
- ▶ **iLink** – Intelligent platform for linking clinical research with practice
- ▶ **Darwin and Wellcome Trust** – Engaging science grants programme – Create an e-resource to educate public and healthcare professionals about Darwinian medicine

## Conference activity

### AORTIC 2009

- ▶ The most important cancer congress in the African calendar (every 2 years)
- ▶ Attended by ecancer in association with AfrOx (organisation set up by Prof David Kerr, University of Oxford, whose mission is to use a multidisciplinary approach to improve cancer prevention and control in Africa).
- ▶ Funding secured from Pfizer to film interviews with leading African oncologists.

### ASH 2009

- ▶ Funding secured from J&J to film interviews with leading haematologists

### SABCS 2009

- ▶ Funding secured from Novartis to film interviews with oncologists



MAY 28, 2001

# TIME

THERE IS NEW **AMMUNITION**  
IN THE WAR AGAINST

**CANCER.**

**THESE ARE THE BULLETS.**

Revolutionary new pills like **GLIVEC**  
combat cancer by targeting only the  
diseased cells. Is this the breakthrough  
we've been waiting for?



www.timeeurope.com AOL Keyword: TIME

MAY 28, 2001

# TIME

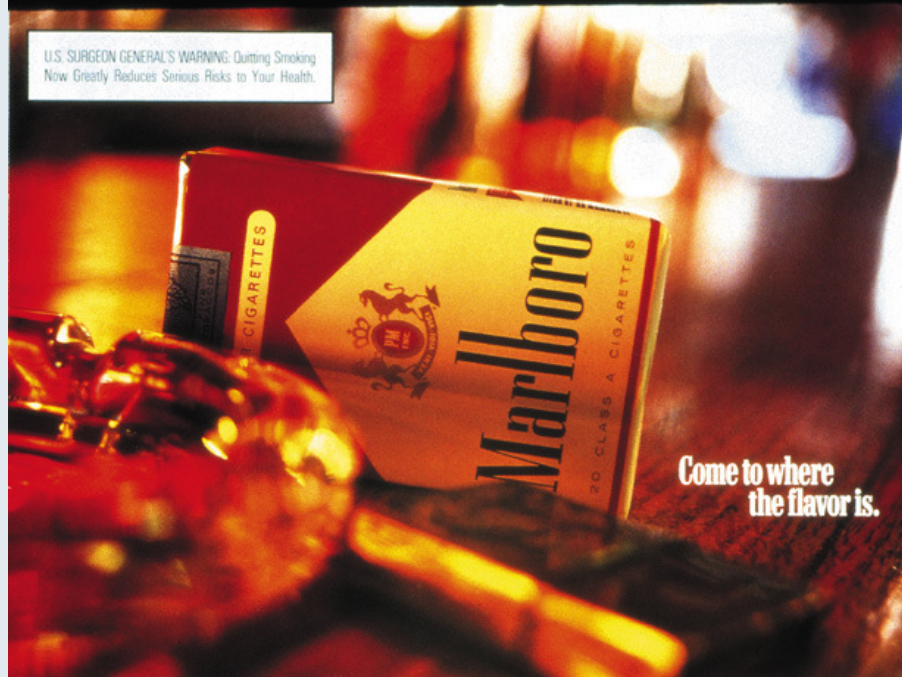
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www.time.com AOL Keyword: TIME

U.S. SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.



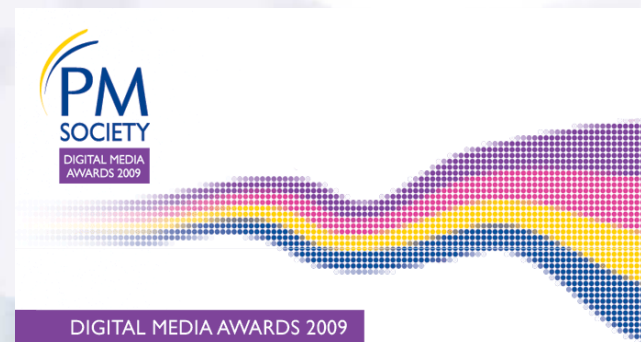
Come to where  
the flavor is.

# Awards

Winners:

***The best online educational tool for healthcare professionals***

PM Digital Media Awards.



Highly commended by Association of online publishers





Source: [www.pmsociety.org.uk](http://www.pmsociety.org.uk)

