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)
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
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 targeted, home delivery
- PATIENT involvement
Survival analysis was done on the 51 doxorubicin treated patients only

"Intrinsic" gene set on 78 single tumor samples

Breast Phenotype and Outcome

Sorlie, PNAS
The “normal profile” predicts Grade and Prognosis

[Diagram showing genomic profiles and survival analysis plots]

- PKH$^{\text{neg}}$ like
- PKH$^{\text{pos}}$ like

- PKH$^{\text{pos}}$
- PKH$^{\text{neg}}$  $p$ 0.0004

DFS (Years)
Distrust

Politicians rate on “Trust me” scales, higher than second-hand car salesmen and just lower than tabloid journalists (Mori poll)!!!
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)
IT'S TIME FOR
CHANGE IN THE NHS!
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
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
LATEST:

RESEARCH
Preoperative systemic therapy in locally advanced breast cancer: a single institution experience
DOI: 10.3332/ecancer.2009.161

RESEARCH
Why vitamin D for cancer patients?
DOI: 10.3332/ecancer.2009.160

RESEARCH
Denis Burkitt and the African lymphoma
L Magrath
DOI: 10.3332/ecancer.2009.159

RESEARCH
Correlation between administered treatment and patient's Living Will

© IEO 2007
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

- Unique visitors per month:
  - Oct-08: 11000
  - Oct-09: 20000

- Registered members:
  - Oct-08: 1938
  - Oct-09: 3400

© IEO 2007
**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: 19%
- Clinical Oncologist: 8%
- Surgeon: 7%
- Research Scientist: 8%
- Industry: 16%
- Cancer Nurse: 7%
- Radiation Oncologist: 18%
- Other: 25%

### User base by region
- Europe: 61%
- USA & Canada: 11%
- Other: 28%
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
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
Prof McVie discusses the issues with breast cancer experts

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  26 Ratings ★ ★ ★ ★ ★
Key Advances in Clinical Practice Series

eancer 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

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<td>Molecular and Clinical Genetic aspects of Colorectal Cancer</td>
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<td>Dr Tamas Hickish</td>
<td>Adjuvant treatment of colorectal cancer: Quantifying the clinical benefits</td>
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<td>Dr Gary Middleton</td>
<td>The current status of clinical research using the EGFR monoclonal antibodies in colorectal cancer</td>
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<td>Professor Dion Morton</td>
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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
▶ Own tv channel through Blinkx and truveo
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
THERE IS NEW AMMUNITION
IN THE WAR AGAINST CANCER.
THERE 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?
TIME
THERE IS NEW AMMUNITION
IN THE WAR AGAINST
CANCER.
THES ARE THE BULLETS.

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

U.S. SURGEON GENERAL'S WARNING: Smoking
Can Cause Serious Health Risks.

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.