

ALL HUB CONTINUES TO ENHANCE GLOBAL KNOWLEDGE OF ACUTE LYMPHOBLASTIC LEUKEMIA THROUGH EXTENSIVE CONGRESS COVERAGE

Press release: Available for immediate release

The [ALL Hub](#), run by [Scientific Education Support \(SES\)](#) in partnership with the [European School of Haematology \(ESH\)](#), is an open-access online resource dedicated to providing balanced, reliable, and up-to-date medical education in acute lymphoblastic leukemia (ALL). The ALL Hub has continued to promote significant developments in the treatment and research of ALL throughout the first quarter of 2022.

In Q1 2022, the ALL Hub provided extensive coverage of three key congresses, presenting the latest advances in ALL. In February, we virtually attended the [4th European CAR T-cell Meeting](#), providing live social media coverage and conducting interviews with CAR T-cell specialists. In March, we interviewed leading ALL experts at the [3rd How to Diagnose and Treat Acute Leukaemias](#) congress and in the same month, at the [48th Annual Meeting of the EBMT](#), we provided live updates from eminent speakers on the latest developments in stem cell transplantation and cellular therapy. The coverage we provided for these congresses contributed to over 14,000 impressions on our social channels and over 6,000 page views this quarter.

The ALL Hub also released a [visual abstract](#) this quarter, representing key data from the final analysis of the RIALTO study, a multicenter expanded access program evaluating the safety and efficacy of blinatumomab in pediatric and

adolescent patients with relapsed/refractory B-precursor acute lymphoblastic leukemia (B-ALL).

Reviewing the ALL Hub's impact this quarter, Ellen Jenner, Scientific Team Lead, SES said:

“The ALL Hub's aim is to enhance knowledge of ALL through multichannel dissemination of global advances related to its classification, diagnosis, treatment, and management. To achieve this, we share evidence-based articles, drug and trial updates, and expert opinions. Our international congress coverage allows us to disseminate the very latest developments to clinicians and researchers around the world.

“In Q1, the ALL Hub attended some of the leading congresses for acute lymphoblastic leukemia and provided live coverage of sessions as well as Hub content on the cutting-edge research presented by key experts in the field. By attending these events, we can provide every treatment team and researcher with instant access to expert opinions and the latest evidence-based information on ALL, which we believe will aid treatment decisions and improve the lives of patients with ALL, globally. As part of our commitment to continuously enhance our user experience, we also introduced a new digital innovation with the addition of Google Translate to the Hub. As a result, our content can now be translated into 100 different languages, which will further enhance our global coverage and help us reach new audiences.”

Everyone at the ALL Hub would like to thank its Steering Committee for their continued support and our supporters—Novartis, Amgen, and Pfizer—without whom the platform would not be possible.

ENDS

For more information on the ALL Hub, please visit lymphoblastic-hub.com.

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

NOTES TO EDITOR

About acute lymphoblastic leukemia (ALL)

ALL is a rare form of blood cancer characterized by uncontrolled proliferation of immature stem cells of lymphoid lineage. It is the most common form of leukemia in children, and the second most common acute leukemia in adults.

ALL is associated with various chromosomal and genetic abnormalities, which has led to the development of risk stratification and promising new targeted agents. However, while treatment outcomes are favorable in childhood ALL, in older patients, poor prognosis and treatment tolerability are still a major concern.

About the ALL Hub

The ALL Hub is an open-access online resource, dedicated to providing balanced, credible, and up-to-date medical education on ALL. Our aim is to enhance knowledge of ALL through the multichannel dissemination of global advances related to its classification, diagnosis, treatment, and management.

The ALL 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 ALL Hub supports HCPs worldwide.

Founded in partnership with the European School of Haematology (ESH) in 2021, the ALL Hub is guided by an international [steering committee](#) of experts in the field of ALL. The steering committee meet regularly to discuss the performance of the ALL Hub and to devise action plans on how best to

support the ALL community and address any unmet educational needs.

ALL 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.

- Amgen
- Novartis
- Pfizer

If you are interested in becoming an ALL 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 [AML Hub](#), [GvHD Hub](#), [Lymphoma Hub](#), [MDS Hub](#), [Multiple Myeloma Hub](#), and [MPN Hub](#).

About the European School of Haematology (ESH)

The European School of Haematology (ESH) is a not-for-profit institution for the dissemination of information and lifelong learning founded in 1985 to promote and facilitate access to state-of-the-art and cutting-edge knowledge in haematology and related disciplines at the European level. ESH conferences present state-of-the-art science and insight into new developments in the fields of basic, clinical, and therapeutic

research in haematology.