

Conference Intelligence Dossier: ECCO 15 - ESMO 34 Congress, 2009

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Abstracts

Every year, the numbers grow exponentially: 10.9 million new cancer diagnoses worldwide, 6.7 million cancer deaths annually.

But as the number of cases expand, so, too, does the number of five-year survivors—and the amount of groundbreaking oncology research, new drugs developed and biotechnology innovations. From the impact of Avastin in combination with chemotherapy to the hopeful results for HER2-positive gastric patients treated with Herceptin, the world of oncology is expanding its knowledge base at a rapid pace. These and other critical international developments were recently discussed at the ECCO 15 – ESMO 34 Congress, held September 20 to 24.

FirstWord's Conference Intelligence Dossier: ECCO 15 - ESMO 34 Congress, 2009 takes you behind the scenes at the conference, where 15,000 cancer researchers, key opinion leaders, physicians and pharmaceutical companies gathered in Berlin, Germany to hear 2,000 presentations covering the entire spectrum of cancer, from research to prevention and through key fields, including breast colorectal, breast, lung, head-and-neck and gastrointestinal cancer.

Key insights from the conference

FirstWord's wide-ranging report succinctly summarizes the most important news, results and outcomes from one of Europe's largest and most important oncology congresses into easy-to-access, concise segments. The conference dossier provides accurate reviews of major clinical trial results, conveniently ordered according to specific fields of oncology. And unlike any other report, FirstWord's Conference Intelligence Dossier: ECCO 15 - ESMO 34 Congress, 2009 offers a unique analysis of the use of

social media at scientific congresses, the lessons and successes – and how the pharmaceutical industry can best employ it to capture issues and the attention of health care professionals.

The report's overview of the conference offers:

The key final and interim results for a number of important clinical trials grouped by field, including:

Roche's Xeloxa study

Phase III results for Amgen Inc's Vectibix plus chemotherapy treatment study

Initial outcomes for the BOXER/Avastin trial

An analysis of the ToGA/Herceptin outcomes for HER2-positive gastric patients

Analysis of the ZODIAC/Vandetanib trial

Results of the TEAM study comparing Tamoxifen to Exemestane

Conclusions from the Sanofi-aventis TAX324 study

Brief outlines of all relevant drug posters

Unique quantitative and qualitative analysis of the conference's use of social media such as Twitter, shared content, professional networking and Facebook, as well an analysis of how the pharmaceutical industry can harness the new technology to access health care professionals, improve quality of engagement and build reputations in communities of interest

Additional information including key presenter biographies

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