

TRANSATLANTIC EXCHANGES: DRIVING THERAPEUTIC INNOVATION IN ONCOLOGY

WINNER: Communi qué Awards 2023

Company: Medscape Medical Affairs for L'Institut Servier

Campaign: Transatlantic Exchanges: driving therapeutic innovation in oncology to benefit patients

Summary:
Medscape Medical Affairs initiated the Transatlantic Exchanges programme in response to unmet needs in cancer care and the untapped potential of translational research. Collaborating with L'Institut Servier, Gustave Roussy and the Dana-Farber Cancer Institute, the programme aimed to accelerate new frontiers of global clinical research and envision a world where cancer is a curable disease. This case study examines the challenges, strategic solutions and transformative results achieved, showcasing why Medscape Medical Affairs was uniquely equipped to address and overcome these challenges, ultimately leading to the establishment of an active community of 509 oncology innovators across 80 countries and the initiation of several impactful transatlantic research collaborations.

Challenge:

While the foundational nature of translational research holds promise in unlocking clinical potential and enhancing outcomes for cancer patients, there exists a pressing need to expedite the 'bench to bedside' model. Insights from advisory boards and one-on-one consultations underscore that leading research centres face challenges in establishing intimate platforms to unite like-minded individuals to enable crucial sharing of early concepts, new data and constructively challenge one another as a supportive community with a common goal.

Solution:

Medscape Medical Affairs worked with L'Institut Servier to spearhead a comprehensive solution. The initiative involved a collaboration with Gustave Roussy and the Dana-Farber Cancer Institute to



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Transatlantic Exchanges between @DanaFarber and @GustaveRoussy: the beginning of a great collaboration. See you next year in Paris!
@FAndreMD @barlesi @romeerizwan @JeromeGalon @kaelin_lab @Servier @MedscapeMedAff



Dana-Farber and 2 others

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create Transatlantic Exchanges. The programme facilitated cross-stakeholder co-creation, delivering cutting-edge education and discussions globally. A multichannel engagement strategy, including faculty-led sessions and a dynamic delegate engagement hub, ensured flexibility and inclusivity across different time zones.

Results:

The Transatlantic Exchanges were transformative. The programme successfully attracted 650 worldwide participants, predominantly specialists in oncology and haematology. It established an active community of 509 oncology innovators across 80 countries, with an additional 1,000 expressing future interest. Attendees perceived the initiative as both credible and of high value, with 100% anticipating positive long-term impacts. Several transatlantic research collaborations were initiated, showcasing immediate impact and potential for future success. Notably, 100% of delegates and faculty, with 83% expressing strong agreement, expressed keen interest in participating in future

Transatlantic Exchanges activities.

Transatlantic Exchanges not only addressed oncology research challenges but also laid the foundation for a collaborative future. By fostering global connections and sparking innovative collaborations, the programme embodies a paradigm shift in therapeutic innovation.

As a result of its success, Transatlantic Exchanges evolved into a second phase in 2023, focusing on 'Artificial Intelligence and Data Science in Oncology'. This phase continued to utilise an omnichannel engagement strategy, faculty-led sessions and a dynamic delegate engagement hub with a networking zone. The flexible experience, respecting all time zones, saw remarkable outcomes, involved 892 cross-specialty oncology innovators across 95 countries, with over 1,500 expressing future interest. This progression underscores the sustained impact and ongoing success of the initiative, solidifying its role as a trailblazer in advancing collaborative and innovative approaches in cancer research.