

ecancerHub – A New Approach to Cancer Communication

Eurocancercoms is pleased to announce the launch of ecancerHub - a new, open-access, integrated approach to providing the whole cancer community – patients, doctors, researchers and policymakers - with high quality and trustworthy information.

Integrating the best of social media technology into one unique platform, ecancerHub enables patients, healthcare professionals and researchers to interact, connect and share. They have the opportunity to discuss, debate, generate new ideas, gather opinions and build knowledge not only within their own groups, but also cross-community.

ecancerHub is the product of the Eurocancercoms project, led by the European Institute of Oncology in Milan, which has been looking at issues and bottlenecks surrounding the communication and dissemination of cancer information across Europe, with the aim of establishing a single, efficient network for cancer communication in Europe.

"We are excited and gratified with the response of the partners in the project, who recognised the need for a communication solution for all those involved in cancer across Europe", says Professor Gordon McVie, Managing Editor of *ecancermedicalscience* and one of the leaders of the project. "We are particularly pleased with the proposed solution, which we have now launched. ecancerHub fulfils our vision of a 'one-stop-shop' and we strongly urge you to use and help develop it further."

Research conducted as part of the project highlighted the need for a trusted online common platform for healthcare professionals, patients, researchers and policymakers to be able to communicate, network, share and produce knowledge. ecancerHub provides a unique solution to fill this gap.

The cancer community now has a unique way of using social media to the benefit and betterment of oncology at their fingertips.

Professor Richard Sullivan of the European Cancer Research Managers Forum and a leader of the project says, "We have this excellent platform and now we want the cancer community to get involved, upload content and make this a buzzing hub of ideas and information".

With the help of the community, ecancerHub beta will develop into a fully functioning and thriving platform.

Visit ecancerHub to join the discussion, search for useful tools and databases, upload and view videos, create and read blog posts and more.

Published on : Wed, 31 Aug 2011