

# Media Pack 2025

Elevating the quality of healthcare globally



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# Articles

Be published on our website, providing an instant, searchable reference point.



## Symposium Reviews

Capture your symposium in its entirety, and extend the life & reach beyond the confines of the congress.

## Poster/Abstract Reviews

Full write-up of any posters/abstracts from congress and accompanying oral presentation.

## Interview Articles

Interviewing KOLs of your choice, on a topic of your choice. Hands-on or hands-off, depending on your request.

## Interactive Upgrade

Stand out from the crowd with a highly innovative and visual way for HCPs to consume (and retain) content.

EMJ  
Endocrine Medical Journal

Allergy & Immunology

### Closing Gaps in Hereditary Angioedema Management: Addressing Delays in On-Demand Treatment

Supported by KalVista Pharmaceuticals

#### INTRODUCTION

Hereditary angioedema (HAE) is a rare genetic condition characterised by unpredictable episodes of cutaneous or submucosal swelling in different parts of the body, which can be life-threatening when affecting the upper respiratory tract.<sup>1</sup>

People with HAE are often highly anxious due to the burden of illness and treatment they face, and this is compounded by the complex decision-making process they face every time they experience the first signs of an attack.

Treatment guidelines recommend that all patients with HAE always carry on-demand treatment, to use if they experience an attack.<sup>1</sup> The guidelines also state that all HAE attacks should be treated as soon as possible.<sup>1</sup>

However, current on-demand treatments are administered parenterally, either intravenously or subcutaneously, associated with limitations that make it difficult for patients to follow treatment guidelines. As a result of delayed or no treatment, patients continue to experience ongoing burden that negatively impacts their quality of life.

#### CHALLENGES WITH DELAYS IN ON-DEMAND TREATMENT

FACE & THROAT

#### AUDIENCE Q&A

Jones invited questions from the audience, which included the following:

Q1: Currently, if we treat prodromal symptoms of an attack, it is off-label treatment. Should we redefine what an HAE attack is?

Q2

Q3

Q4

Through a series of short presentations, discussions highlighted how better communication between healthcare professionals could encourage more patients to carry on-demand treatment early. Panel members also discussed how new treatments, currently being tested in clinical trials, could help patients to treat attacks more quickly, and easily, and improve quality of life.

4.8/5  
Impact  
Rating



# Interactive Case Study

A unique learning experience for HCPs.  
Provide instant feedback and understand gaps in education.

We can design an interactive learning experience based on fictional or real-life patient case studies. This educational tool is a fantastic way to illustrate the complexity of a disease, educate HCPs on treatment pathways, and provide an understanding of the baseline knowledge on that indication.

**EMJ**  
European Medical Journal

Microbiology & Infectious Diseases

**Case Presentation**  
A previously healthy 17-year-old male was transferred to a tertiary paediatric emergency department due to concern for sepsis.

The patient was febrile, tachycardic, and hypotensive.

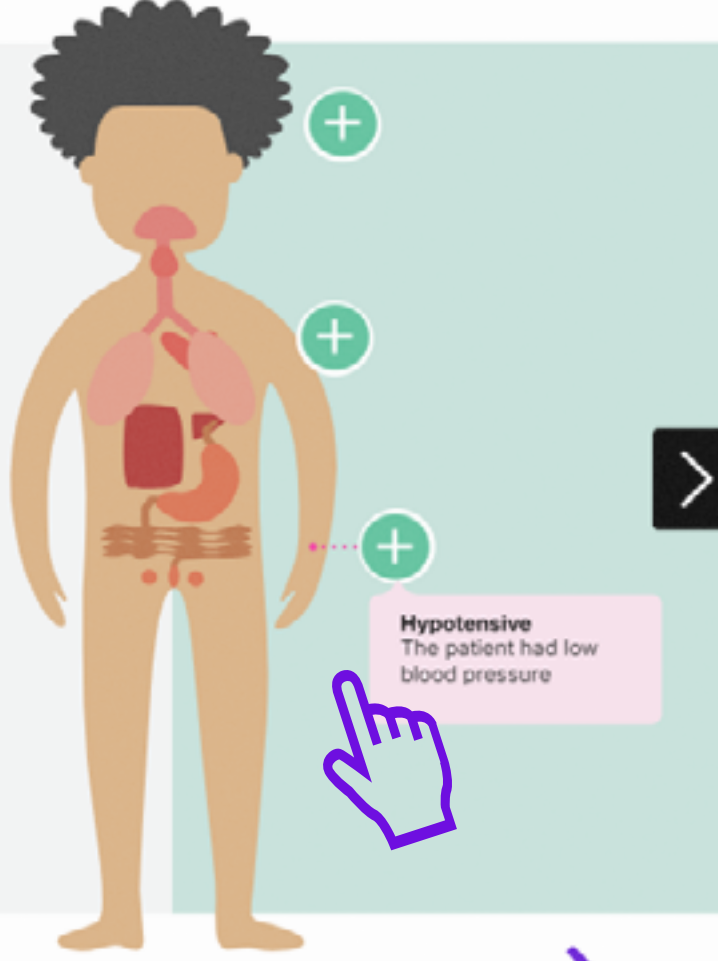
Before transfer, he was resuscitated with intravenous fluid boluses and was given a dose of ceftriaxone.

**Symptoms:**  
In the preceding 5 days, the patient had fevers with chills, sore throat, odynophagia with associated trismus, emesis, and right-sided groin pain.

**Past Medical History:**  
His past medical history was unremarkable, with no recent travel or sick contacts.

He disclosed recent marijuana and tobacco use, and ongoing contact with four Rottweilers. His immunisations were complete up until 12 years of age, however, he was unimmunised for COVID-19.

**Hypotensive**  
The patient had low blood pressure



**EMJ**  
European Medical Journal

Microbiology & Infectious Diseases

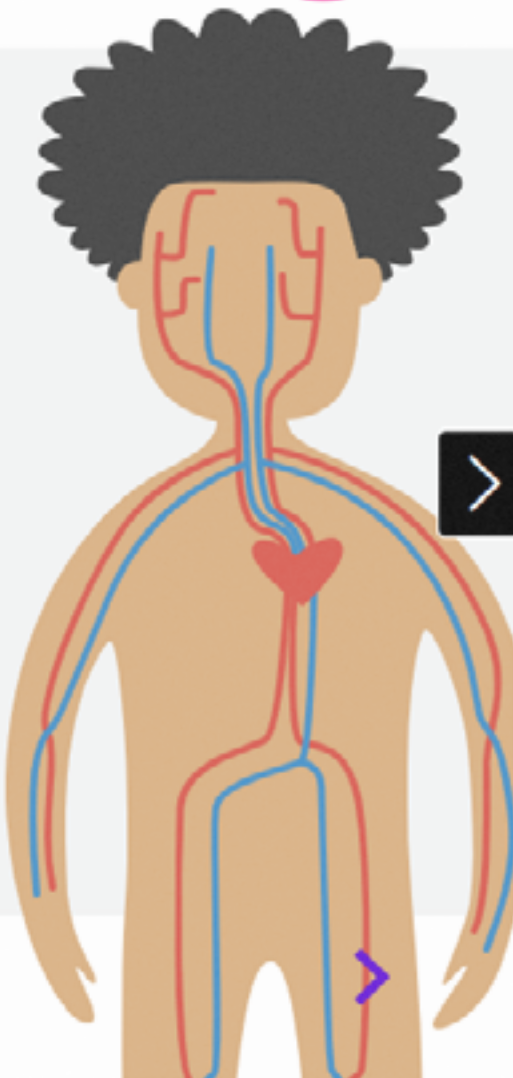
**Test your knowledge - Question 1:**  
What might be the initial diagnosis made based on the imaging findings of left retromandibular vein thrombosis and infiltrative densities? **Choose: A, B, C, or D**

**A** Lemierre's syndrome

**B** Deep neck space infection

**C** Bacterial tonsillitis

**D** Septic thrombophlebitis



**EMJ**  
European Medical Journal

Microbiology & Infectious Diseases

**Treatment and Management**

Following the clinical diagnosis of **LS**, antibiotics were adjusted to ceftriaxone and metronidazole

Anticoagulation with enoxaparin was initiated and later transitioned to rivaroxaban

The patient's clinical presentation improved

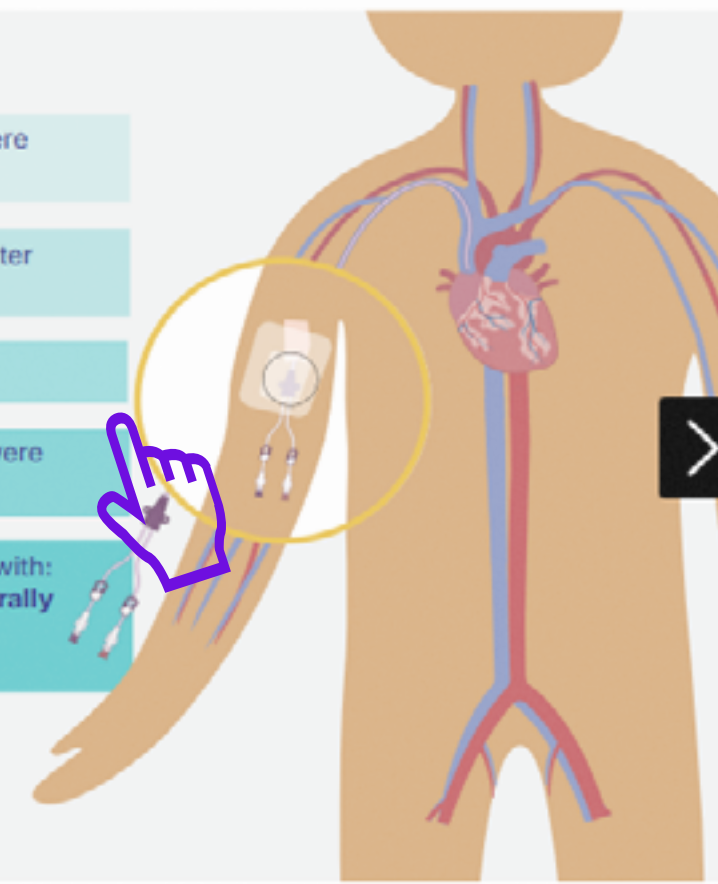
No neurological deficits clinically. Imaging findings were found to be clinically non-significant

Patient was discharged on the 12<sup>th</sup> day of admission with:

- Intravenous ceftriaxone, administered via a **peripherally inserted central catheter line**, over 6 weeks
- Anticoagulation therapy of 3 months

**At the 2-month follow-up:**

- Stable appearance of thrombus on neck ultrasound
- Satisfactory clinical progress
- Normal laboratory investigations



[View in browser](#)

**EMJ**  
European Medical Journal

*A new way of learning*

**Interactive Quiz:**  
Test your knowledge:  
Atypical Lemierre's Syndrome

**UNUSUAL NECK PATHOLOGY**  
in a teenager

**START**

**Dear Stacey,**

Looking for a fresh alternative to conventional medical education methods?

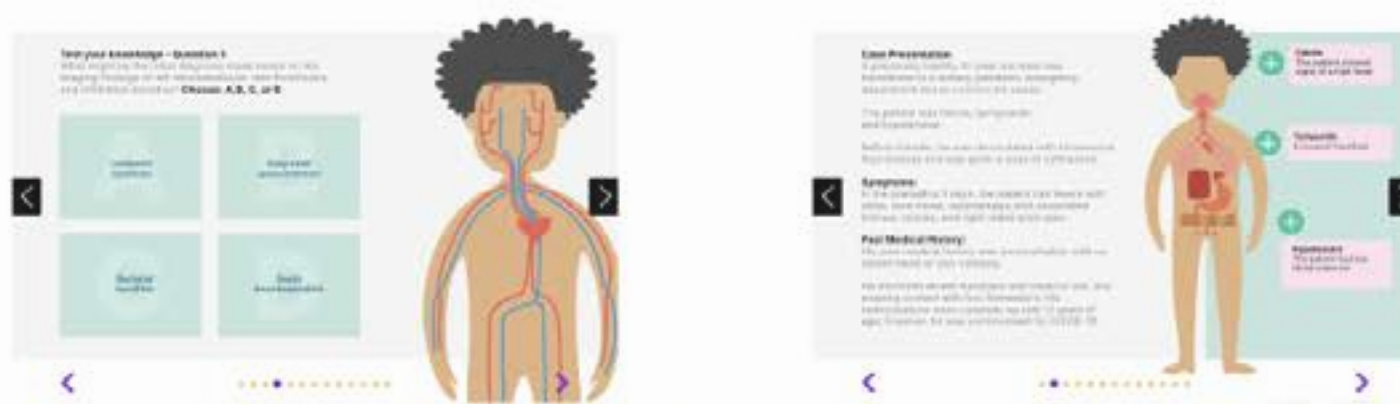
Discover our [new interactive quiz](#), crafted to make learning engaging and effective. Immerse yourself in a fresh, dynamic approach that maximises your time and knowledge.

Explore an atypical case of Lemierre's syndrome, a rare but potentially life-threatening illness that is often referred to as the 'forgotten' disease. Follow the case step-by-step and test your understanding of the diagnosis, atypical features, and treatment of this condition.

**What you'll gain:**

- **Instant Feedback:** Receive immediate insights to identify your strengths and areas for improvement
- **Enhanced Learning:** Experience formats designed to boost retention and make knowledge stick
- **Active Engagement:** Dive into content that captivates and actively involves you

**START THE QUIZ NOW**



**EMJ**  
European Medical Journal

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# Infographics

Infographics can convey a story, new or previously undiscovered information, or can present a new angle or fresh perspective on accepted wisdom.

We can commission infographics on a subject of your choice and for any pre-designed content, we are able to host your work on our website and drive traffic to your provided infographic via email campaigns.

### Artificial Intelligence in Robotic Urologic Surgery

Citation: EMJ Urol. 2024;12(1):4-5. [https://doi.org/10.33559/emjuro\(DNR02676\)](https://doi.org/10.33559/emjuro(DNR02676))

#### 1. Artificial Intelligence<sup>1</sup>

##### Artificial Intelligence

Any technique that enables machines to mimic human intelligence.

##### Machine learning

A subset of AI that uses statistical methods to enable machines to "learn" tasks without explicit programming.

##### Deep learning

A subset of machine learning that uses artificial neural networks to mimic the learning process of the human brain.

#### 2. Robotic Urologic Surgery<sup>2-4</sup>

The da Vinci system<sup>TM</sup> remains the main robotic surgical system used since its first approval in 2000 by the US Food and Drug Administration (FDA).

##### ADVANTAGE

Reduced surgeon fatigue

##### ADVANTAGE

Easier access to areas being operated on

##### ADVANTAGE

Enhanced visualisation: highly magnified, 3D high resolution image

##### ADVANTAGE

Greater range of motion, dexterity, and precision

##### ADVANTAGE

Smaller incisions: less blood loss, less pain, less risk of infection

##### ADVANTAGE

Faster recovery, shorter hospital stay, faster return to daily life

##### DISADVANTAGE

Lack of experienced robotic surgeons and appropriate training programmes can lead to adverse events during robotic procedure

##### DISADVANTAGE

High cost of robotic systems is a barrier in low to middle-income countries

#### 3. AI can overcome challenges in robotic surgery<sup>5,7</sup>

AI can be used as a **learning tool** for robotic surgeons at different stages of their careers (recording surgeries, stocking datasets, etc.).

AI can be used to **predict adverse events** during surgery, such as intra-operative bleeding, to improve patient safety, and evaluate risk of post-operative complications.

### AI in Early Diagnosis of Cancer

Citation: EMJ Urol. 2024;12(1):38-39. DOI:10.33559/emjuro(DNR02676). [https://doi.org/10.33559/emjuro\(DNR02676\)](https://doi.org/10.33559/emjuro(DNR02676))

#### AI in Oncology

"The science of developing machine technologies that are capable of performing tasks usually associated with intelligent beings, including problem solving and learning"

AI has the potential "to fundamentally transform the practice of medicine and the delivery of healthcare"

AI could be pivotal in helping cancer care as part of the European Digital Strategy<sup>1</sup>

#### AI Subtypes in Healthcare

Physical AI

Medical AI

Virtual AI

Machine learning

Deep learning

#### AI Development Pathway

Choosing the right problems

Continuous monitoring

Model development

Data collection and processing

Model construction: Training, Validating, Testing

#### Spotlighting Lung Cancer<sup>6</sup>

Total cancer-related deaths<sup>8</sup>

21%

Highest mortality worldwide

Diagnosed at Stage I<sup>9</sup>

20%

Early diagnosis remains challenging

#### Two Main Types of Lung Cancer

Small Cell

Non-small Cell

Small Cell Carcinoma (Oat Cell Cancer)

Adenocarcinoma

Combined Small Cell Carcinoma

Squamous Cell Carcinoma

Large-Cell Carcinoma

#### Minimising radiation exposure

LDCT interpretation in regions with a shortage of skilled radiologists

#### Benefits of AI in Screening

Accurately detecting/categorising lung nodules

Personalising screening schedules

#### Screening

- LDCT screening is the gold standard for lung cancer detection
- Nodules can act as early indicators
- Early diagnosis in high-risk populations can reduce the death rate by 20%
- CNNs, a class of deep-learning artificial neural networks, have identified high-risk patients, and predicted 1-year lung cancer rate with excellent accuracy (overall AUC: 0.90)<sup>10</sup>

#### Diagnosis

- Predictive models combine CT images with AI algorithms
- The DL Cade system=higher nodule detection rate (86.2% versus 79.2%) per CT examination than that of a double reading by two radiologists<sup>11</sup>
- 298 histopathological images analysed using deep CNNs classified adenocarcinoma, SCC, and SCLC with accuracies of 89%, 60%, and 70%, respectively<sup>12</sup>

#### Emerging issues and directions

Lack of large datasets of clinical data to train models

Lack of resources, proper training, and education among HCPs

Patient privacy, data security, and compliance with regulations can be complex

A framework for AI model deployment in healthcare could ensure patient safety, while maintaining ethical standards

Creation of standardised dataset of lung cancer and longitudinal data through collaboration of healthcare institutions

## Interactive Upgrade

Stand out from the crowd with a highly innovative and visual way for HCPs to consume (and retain) content.

This promotional material by Eli Lilly and Company is for Healthcare Professionals in Germany, Spain, and Switzerland only. Country-specific prescribing information and adverse event reporting information can be found at the bottom of this infographic.

### Infographic summary

## Which therapies result in the greatest reductions in HbA<sub>1c</sub> and body weight?

A network meta-analysis of incretin-based therapies in patients with type 2 diabetes<sup>1,2</sup>

### Study design<sup>1</sup>

The systematic review and network meta-analysis included

**26,490** patients with type 2 diabetes receiving incretin-based therapies

### Study endpoint

Primary endpoint:

Tirzepatide may be preferentially considered for **the glycemic management of early stages of type 2 diabetes**, to exploit its unparalleled weight reductions that may restore insulin secretion and action.<sup>1</sup>

### How do these data from the meta-analysis link with clinical practice recommendations?

The 2022 ADA/EASD consensus guideline states<sup>2</sup>:

Early control

Early intervention

Life expectancy

Early control in type 2 diabetes is important

Proactive approach with early use of treatment combinations

People with longer life expectancy have more to gain from early intensive glycemic management



# Podcasts



Thought-provoking discussions for our audience who prefer to listen on the move.

Our podcasts provide engaging and educational content for healthcare professionals and pharmaceutical executives, featuring a range of thought-provoking interviews with industry experts, and news and insights from the field.

### Human versus Machine: Navigating Clinical Safety

3 Jan 2025 | Innovations



#### Human versus Machine: Navigating Clinical Safety

**Tom Bradshaw**  
General Practitioner, Director and Clinical Safety Officer, BMS Digital Safety, Leeds, UK

The EMJ Podcast | Episode 235

In this episode, Jonathan Sackier sits down with Tom Bradshaw to explore the rapidly evolving landscape of healthcare. They discuss Bradshaw's expertise in the clinical application of AI and digital technologies, his experience with NHS and private sector firms, and the challenges of ensuring patient safety in an increasingly digital world.


Spotify | Apple | Amazon Music | Download MP3 (43 mins)

**Speaker bio:**

Tom Bradshaw is a General Practitioner, Clinical Safety Officer, and the Founder of BMS Digital Safety, a consultancy specialising in the safe application of AI and digital technologies. With extensive clinical experience, Bradshaw advises public sector organisations, including the NHS and technology startups, on navigating clinical safety standards. He is a key advocate for advancing healthcare through innovative technological solutions, ensuring emerging technologies enhance patient outcomes while meeting stringent legal and regulatory benchmarks.

### Onc Now: Episode 8: New Frontiers in Oncology and Drug Development

8 Jan 2025 | Oncology



#### Onc Now: Episode 8: New Frontiers in Oncology and Drug Development

In this episode of Onc Now, Jonathan welcomes Ahmad Awada, Head of the Oncology Department at Chuvic Cancer Institute in Brussels and Editor in Chief of EMJ Oncology. Together they discuss groundbreaking developments in cancer care, the promise of targeted therapies, and the importance of global collaboration in oncology.

Spotify | Apple | Amazon Music | Download MP3 (31 mins)

**Speaker bio:**

Ahmad Awada is Head of the Oncology Department and Director of Chuvic Cancer Institute, Brussels, Belgium, and is a global leader in oncology, specialising in the development of new drugs for cancer treatment.

With a medical degree from Université Libre de Bruxelles and advanced training in the Netherlands and the USA, his work has significantly advanced the understanding of cytotoxic and targeted therapies for solid tumours.

### EMJ Podcast: Gastroenterology

Episode 232: Redefining IBD: From Patient to Pioneer



#### Redefining IBD: From Patient to Pioneer

What insights does living as both a patient and expert bring to IBD care?

Dear Colleague,

In this week's episode, Jonathan Sackier welcomes Philip Smith to discuss his dual perspective as a Crohn's patient and expert. Together, they explore advancements in inflammatory bowel disease (IBD) research, the evolution of gastroenterology, and the impact of digital tools in transforming patient care and medical education.

**LISTEN NOW**

**Topics covered:**

- Breakthroughs in monoclonal antibody treatments, like infliximab
- Differences in global approaches to IBD and gastrointestinal care
- Emerging trends in gastroenterology research and publishing

**This week's guest:**

**Philip Smith**  
Honorary Consultant Luminal Gastroenterologist, Royal Liverpool Hospital; Honorary Senior Clinical Lecturer, University of Liverpool, UK

Smith is a nationally and internationally recognised leader in gastroenterology, with a focus on IBD and intestinal failure. As a patient advocate, researcher, and clinician, he has contributed significantly to advancing care in his field.

**Also Available**

For more haematology content, check out our previous episode of Hema Now, 'Hema Now: Episode 6: Transforming Stem Cell Transplantation'.

### THE EMJ PODCAST

Episode 7: Decoding T Cells and Advancing Immunology

#### Decoding T Cells and Advancing Immunology

How can T cells revolutionise cancer treatment?

Hello Stacey,

This week on Hema Now, Jonathan is joined by Professor at King's College London, UK, and Dr Kordasti shares insights into the immunobiology of aplastic anaemia, the crucial role of CD4+ T cells, and the potential of CAR-T cell therapy.

**LISTEN NOW**

**Topics covered:**

- CD4+ T cell plasticity and its role in MDS
- Advances in computational biology and immunology
- The i4MDS consortium and its goals
- Future advancements in haematology

**This week's guest:**

**Dr Shahram Kordasti**  
Reader and Honorary Senior Lecturer, Immunopathology, King's College London, UK

A leading expert in the immunobiology of myeloid malignancies, Kordasti leads the i4MDS consortium, an initiative focused on standardising immune monitoring in MDS and integrating cutting-edge computational biology and multiomics to personalise treatment for patients.





# Video

On-demand, KOL-led videos designed to educate HCPs and fit around their busy schedules.

## Webinars

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Home > Oncology > Precision Medicine in Lung Cancer Treatment

Precision Medicine in Lung Cancer Treatment

13 Mar 2024 Oncology

Tune into our latest webinar, which details the current state of precision medicine in lung cancer, and its clinical applications. Nathan Merrill, University of Michigan, Ann Arbor, USA, presents his work on a precision medicine-based platform, which is used to screen patient-derived material directly from the operating room, and what this means for the future of lung cancer treatment.

Merrill describes the study carried out by his department, presenting on the assay reproducibility, and translating the results of this study to improve clinical practice.

Themes covered include:

- the state of precision medicine in lung cancer;
- uses of the precision medicine-based platform;
- precision medicine-based platform in lung cancer; and
- future directions.

Speaker:

Nathan Merrill is Research Investigator in the Department of Internal Medicine at the University of Michigan, Ann Arbor, USA. He is particularly interested in the identification of biomarkers of drug efficacy in highly aggressive forms of cancer, including EMJ-4-ALK fusion lung cancer, muscle-invasive bladder cancer, and triple-negative breast cancer. Currently, Merrill is working on utilising a novel platform to improve translational science and patient treatment.

Faculty

Janushka  
Naidoo<sup>1</sup>

Terri Conneran<sup>2</sup>

Luis Paz-Ares<sup>3</sup>

Alexander  
Drilon<sup>4</sup>

1. Janushka Naidoo, MBChB, MRCP (Child) Beaumont RCSI Cancer Centre Dublin, Ireland

2. Terri Conneran KRAS Kickers Charlotte, North Carolina, United States

3. Luis Paz-Ares, MD, PhD Hospital Universitario12 de Octubre Madrid, Spain

4. Alexander Drilon, MD Memorial Sloan Kettering Cancer Center, New York, New York, United States

More articles

Interactive Article

31 Oct 2024

Tackling Infectious Diseases

Interview

Oncology

5 mins • 29 Oct 2024

From Podium Into Practice:  
Working Together to  
Revolutionise Cancer Care in the  
Real World

Feature

Oncology

8 mins • 29 Oct 2024

Novel Approaches to Treat  
Glioblastoma Multiforme

Featured journals

Journal

Oncology

October 2024

EMJ Oncology 12.12024

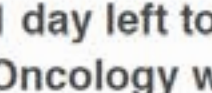
Journal

Oncology


July 2024

AMJ Oncology 11.2024

Podcast



Oncology: Webinar



This webinar was sponsored by ThermoFisher Scientific and Johnson&Johnson.

## 1 day left to register for our genomic profiling in precision Oncology webinar!

[Click here to register >>](#)

Dear Stacey,

We're excited to invite you to our cutting-edge educational webinar series on precision medicine for non-small cell lung cancer (NSCLC), kicking off **tomorrow!** This three-part series will cover the revolutionary role of next-generation sequencing (NGS) in biomarker profiling, featuring insights from leading experts in the field.


**Webinar 1: The Future of NSCLC Treatment**  
Date: Tuesday, September 24th  
Time: 4:00 PM - 5:00 PM BST

**Topics covered:**


- **Precision Medicine in NSCLC:** An Oncologist's perspective on biomarker testing
- **The 2024 Landscape:** A Pathologist's case for NGS in rapid biomarker profiling
- **NGS in Practice:** The cost-effectiveness and real-world outcomes in NSCLC

REGISTER NOW

**Featured Speakers**




**Diego Luigi Cortinovis**  
Professor of Medical Oncology and Vice-Director, Department of Medical Oncology, San Gerardo Hospital, Monza, Italy; and School of Medicine and Surgery, University of Milano-Bicocca, Italy




**Fabio Pagni**  
Professor of Pathology, Department of Medicine and Surgery, Pathology, San Gerardo Hospital, University of Milano-Bicocca, Monza, Italy

Don't miss out on this great webinar series!

REGISTER NOW



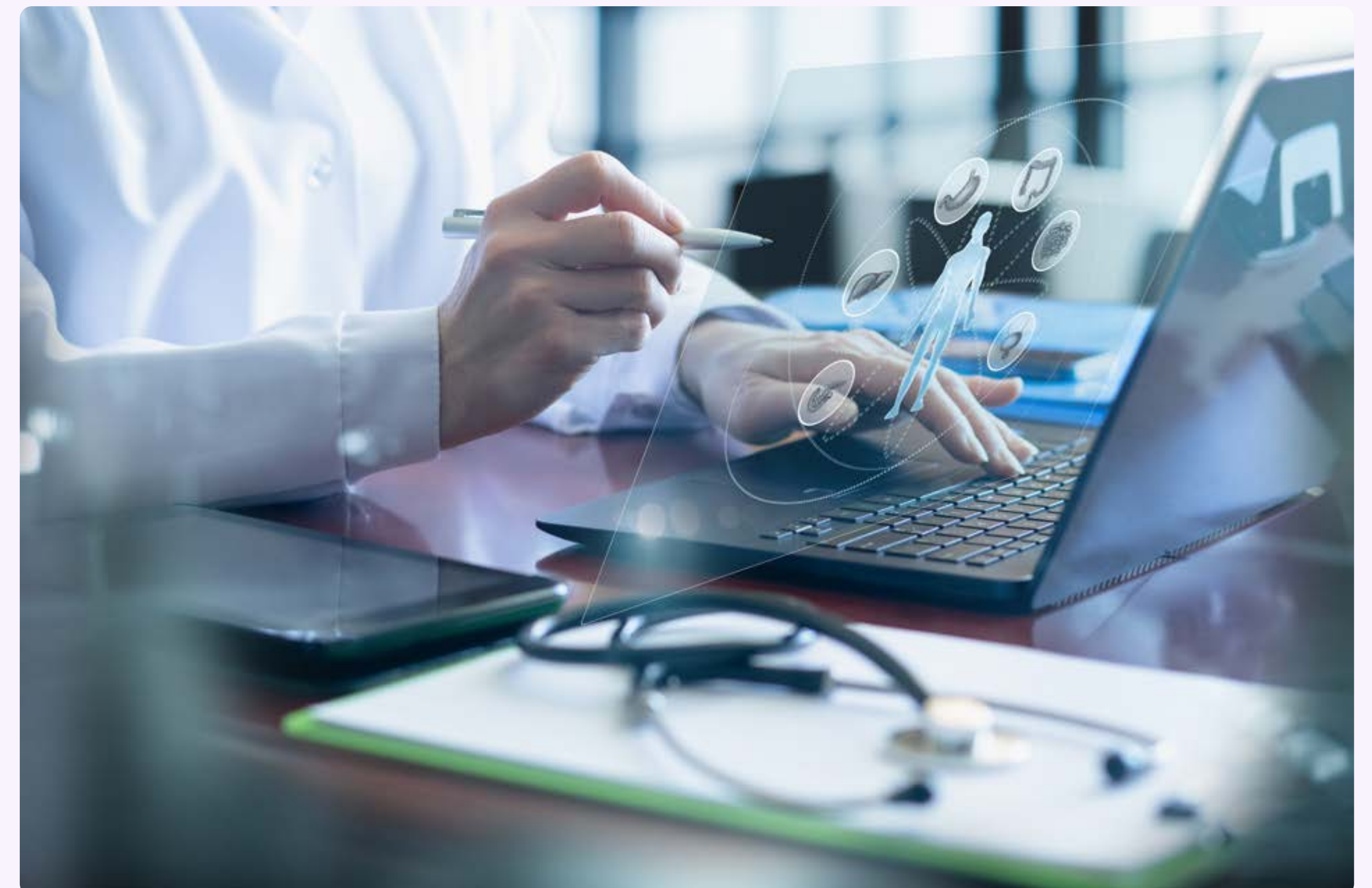


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## Interactive Upgrade

Gain additional insight through polls & quizzes, and empower HCPs with more ownership over their learning through branching.





# Email Campaigns

Exclusive traffic-driver: the most direct way to disseminate your key messaging to our fully opted-in subscriber base.

We offer sponsorship of targeted emails with guaranteed open rates and click-through rates above the industry norm. Reach active and engaged audiences around the world: those who have registered to receive content alerts from their favourite journals or news about their specialist subjects.

## Resend

Drive extra engagements through resharing an email or supplement to those who missed it first time around.

## Additional Audience

Would your content benefit specialists in another therapeutic area? Ensure relevant HCPs across disciplines are in the know.

Average  
NPS  
of 86





# Content Hosting

Host your content in a variety of ways with EMJ and boost your engagement.

## Supplements

Want to publish your Article or Infographic as a standalone piece? Dedicated supplement available all-year round (subject to availability).



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## eLicense

How would you like to use your content once it has been published? An eLicense allows you to embed your Article, Infographic, Podcast, or Video, onto your own platforms.

## Hosting

Have a piece of your own content, such as audio or videos, hosted on the EMJ website for a 6-month period.



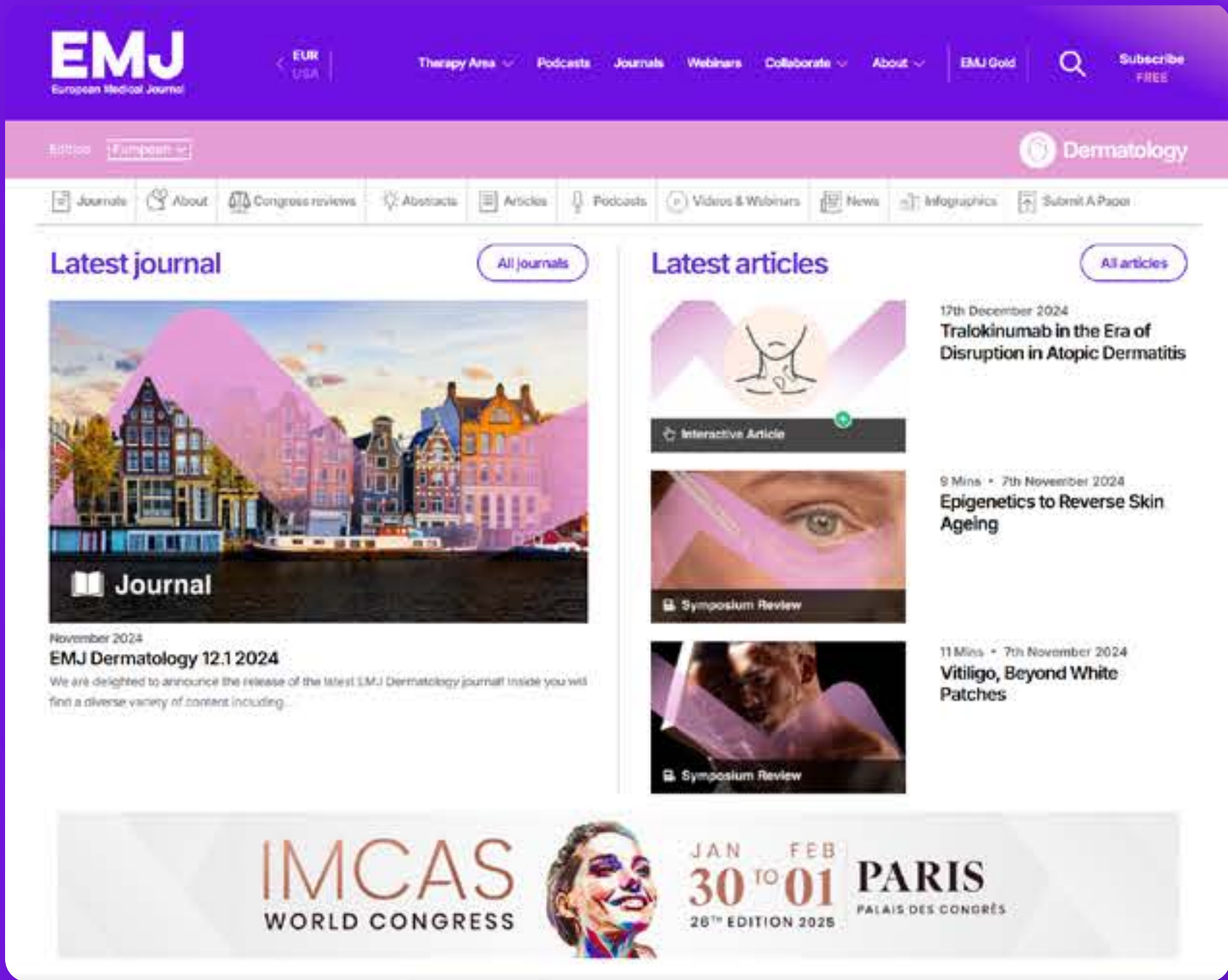
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Extend your marketing reach to our audience.





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