

ASH Annual Meeting, Orlando - 4th December 2010

The iCMLf and The Max Foundation Launch new Virtual Education Program for Physicians from Emerging Regions

On 4 December 2010 the International Chronic Myeloid Leukemia Foundation (iCMLf) in partnership with The Max Foundation launched the iCMLf Virtual Education Program for clinicians from emerging regions. In this innovative format, leading haematologists provide e-learning tutorials about best practices for the management of patients with Chronic Myeloid Leukemia (CML), taking into consideration the specific challenges in these regions. This program progresses the iCMLf's mission to improve the outcomes for patients with CML globally.

The Virtual Education Program has been presented at a networking meeting for clinicians from emerging regions held by the iCMLf during the Annual Meeting of the American Society of Hematology (ASH) on 4 Dec 2010. It was well attended by more than 150 attendants, mostly hematologists from South America, Asia and Africa, and raised lively discussions about the specific challenges in these regions.

"With the availability of new targeted treatments, survival of patients with CML has improved dramatically over the past years. However, improved survival in CML is directly attributable to careful management of these patients according to established guidelines. Clinicians in emerging economic regions may not have easy access to updated knowledge regarding best practice for CML patients. This is why the iCMLf now provides the Virtual Education Program to support health professionals in these countries and beyond", said Professor John Goldman, Chairman of the Board of the iCMLf.

The Virtual Education Program offers a series of webcast presentations on the practical aspects of CML management. Innovative e-learning tutorials are provided as interactive webcasts on the iCMLf website as well as on USB flash drives for offline use. Leading hematologists Prof John Goldman (London, UK), Prof Timothy Hughes (Adelaide, Australia), Prof Jorge Cortes (Houston, USA) and Prof Michele Baccarani (Bologna, Italy) provide lectures with updated information on treatment advances, including disease monitoring and new therapies. The presentations consider the specific challenges for clinicians in emerging economic countries.

"The Max Foundation supports people living with CML worldwide," said Pat Garcia-Gonzalez, Executive Director of The Max Foundation, "and our regional teams work closely with clinicians and CML survivors in low to middle income countries. Pat continued, "We know how challenging it can be to access appropriate monitoring, treatment and care. We believe the iCMLf Virtual Education Program is a key initiative in sharing best practices within emerging regions and around the world so people can get the best care no matter where they live."

The Virtual Education Program is part of the iCMLf's Emerging Regions Support and Partnership (ERSAP) program that was launched at the ASH annual meeting in 2009. The first ERSAP program, the ERSAP Preceptorship Program, provides training, education and support for up to 30 hematologists from emerging regions each year, providing one-on-one tuition and

practical experience at nine internationally renowned centers of excellence. Reports from the clinicians attending the program in 2010 have rated the program as exceptionally worthwhile and beneficial to both the clinicians and their patients.

The iCMLf Virtual Education Program is available at <http://cml-foundation.org/vep>

About the International Chronic Myeloid Leukemia Foundation (iCMLf)

The iCMLf is a charitable foundation established in 2009 by a group of leading hematologists with a strong interest in CML. The mission of the iCMLf is to improve the outcomes for patients with CML by fostering and coordinating global clinical and research collaborations and therefore improving clinical practice and disease monitoring in CML around the world. The launch of the Emerging Regions Support and Partnership Program (ERSAP) preceptorship program, supporting and educating clinicians in 2010 was the first step on the journey to achieve this goal, which is now further supported with the Virtual Education Program.

About The Max Foundation

The Max Foundation is a US-based international non-profit dedicated to improving the lives of people living with blood cancer and rare cancers worldwide. The organization focuses attention on assisting disadvantaged populations in developing countries and elsewhere, including the US. The Max Foundation's International Patient Helpline provides free services of advocacy, emotional support, and informational referrals. Through a highly dedicated team of US-based and local advocates based in targeted countries, families receive personalized support services. Each year The Max Foundation provides free services to over 16,000 families in more than 100 countries.

Contacts

iCMLf - International Chronic Myeloid Leukemia Foundation

<http://www.cml-foundation.org>

Nicola Evans

iCMLf Emerging Regions Support and Partnership Program (ERSAP) Director
nicola.evans@cml-foundation.org
Mobile +61 40699 5409

Jan Geissler

iCMLf Communications Manager
jan.geissler@cml-foundation.org
Mobile +49 173 2757146

The Max Foundation

www.themaxfoundation.org

Erin Schwartz

Head of Patient Services, The Max Foundation
info@themaxfoundation.org