

Touch Medical Media splits from Touch Briefings, launches a series of cutting edge, free to access, educational resources and signs an updated media partnership with ECCO, The European Cancer Organisation, a pan-European federation representing 60,000 oncology professionals.

Following its management buyout from Touch Briefings, **Touch Medical Media** (the specialist digital and print medical publisher) has recently launched a portfolio of new products including multimedia offerings and topic specific scientific monthly newsletters within four key clinical specialties:



The launch will see some of the fastest-growing and most dynamic areas of clinical practice served with cutting edge, interactive and high quality peer-reviewed content in multiple formats. The content is disseminated through partnerships with key global medical societies, providing their rapidly growing physician audience with a more valuable experience on every visit.

At the same time, the *European Oncology & Haematology* journal has signed an updated media agreement with ECCO, The European Cancer Organisation, a pan-European federation representing 60,000 oncology professionals.

The media agreement will mean enhanced exposure of Touch Medical Media's pan European journal *European Oncology & Haematology* partly via the major ECCO 17- ESMO 38-ESTRO 32 meeting in September 2013. All publications are fully referenced and peer-reviewed to assist in the education of healthcare professionals.

Barney Kent, Managing Director of Touch Medical Media, said: "Our new, re-designed products are aimed at helping to meet the fast growing demand from doctors and clinicians for free to access content from world renowned key opinion leaders, reviewing what's happening within the industry in real time. The content is easily digestible, designed for maximum impact and aimed at senior specialists who have growing pressures on their time. The partnership with ECCO will give our peer-reviewed content a greater level of exposure across Europe."

Catherine Shiels, Executive MBA, Communication & Marketing Manager of ECCO, The European Cancer Organisation said: "ECCO is constantly striving to connect and represent the interests of over 60,000 oncology professionals by leveraging knowledge and promoting education. This deal with Touch Medical Media will result in a significant amount of cutting edge content being available to ECCO members."

NOTE TO EDITORS

Touch Medical Media provides independent, cutting-edge, peer-reviewed content from world renowned physicians, designed to lead the debate on health and to engage, inform, and support physicians in improving patient outcomes globally.

- www.touchoncology.com provides an international platform for peer-reviewed content from industry-leading journals alongside other carefully selected sources and aims to support physicians, clinicians and leading industry professionals in continuously developing their knowledge, effectiveness and productivity within the field of oncology.

- Our portfolio of peer-reviewed journals, *European Oncology & Haematology* and *Oncology & Hematology Review (US)* comprise of concise review articles which are designed to keep busy physicians up-to-date with the latest developments in their field and serve as a key reference resource for the international oncology community.

www.touchmedicalmedia.com

The European Cancer Organisation (ECCO) represents the interests of over 60,000 oncology professionals and promotes the multidisciplinary of the field. The organisation connects the European cancer community by leveraging knowledge, promoting education and building awareness. ECCO also plays an important role in engaging with policymakers to promote the interests of cancer patients, research as well all other members of the oncocommunity.

www.ecco-org.eu

Media Enquires

Touch Medical Media

Barney Kent, Managing Director

Tel: +44 207 399 009

Email: barney.kent@touchmedicalmedia.com

ECCO, The European Cancer Organisation

Catherine Shiels, Executive MBA

Communication & Marketing Manager

Phone +32 2 775 02 01

Email: catherine.shiels@ecco-org.eu