



## HARMONY Alliance Awareness Campaign for Patients | part 1

### Content social media- September 2021 - BloodCancerAwareness Month

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#### Channels

1	Twitter: @HARMONYNetEU	<a href="https://twitter.com/HarmonynetEU">https://twitter.com/HarmonynetEU</a>
2	LinkedIn: HARMONY Alliance   Public-Private Partnership for Big Data in Hematology	<a href="https://www.linkedin.com/company/harmony-alliance">https://www.linkedin.com/company/harmony-alliance</a>
3	Facebook HARMONY Alliance	<a href="https://www.facebook.com/HarmonyNetEU">https://www.facebook.com/HarmonyNetEU</a>
4	(new) Facebook BigDataforBloodCancer	<a href="https://www.facebook.com/bigdataforbloodcancer">https://www.facebook.com/bigdataforbloodcancer</a>
5	(new) Facebook Event page BigDataforBloodCancer Awareness Day - 30 September	<a href="https://www.facebook.com/events/867214727247041">https://www.facebook.com/events/867214727247041</a>
6	Website HARMONY	<a href="http://www.harmony-alliance.eu">www.harmony-alliance.eu</a>
7	Website BigDataforBloodCancer	<a href="http://www.bigdataforbloodcancer.eu">www.bigdataforbloodcancer.eu</a>

#### Content

1	We accelerate blood cancer research with novel #bigdata analytic tools. #BIGDATAFORBLOODCANCER Funded by @IMI_JU @HorizonEU @EFPIA	
2	We harness the potential of #BigData to enable better and faster treatment for patients with #bloodcancer. #BloodCancerAwarenessMonth #BIGDATAFORBLOODCANCER	

3	<p>We use our #BigData platform to develop better treatments for patients with #bloodcancer.  #BloodCancerAwarenessMonth  #BIGDATAFORBLOODCANCER  Funded by @IMI_JU @HorizonEU @EFPIA</p>	
4	<p>We involve #patient organizations to ensure that the results of our scientific #research matter to patients with #bloodcancer. #BloodCancerAwarenessMonth  #BIGDATAFORBLOODCANCER</p>	
5	<p>We unite more than 100 organizations working hard to improve the treatment of #bloodcancer. (#Hospitals, #Universities, #Patient Organizations, #Medical Associations, IT Companies, #Pharma Companies and Governmental Organizations).  #BloodCancerAwarenessMonth  #BIGDATAFORBLOODCANCER</p>	
6	<p>We unite more than 300 professionals working hard to improve the treatment of #bloodcancer. (#Clinicians, #Doctors, #Researchers, #PatientAdvocates, #DataScientists, #PolicyMakers).  #BloodCancerAwarenessMonth  #BIGDATAFORBLOODCANCER  Funded by @IMI_JU @EU_H2020 @EFPIA</p>	
7	<p>We collect #patient data (children, teenagers, young adults, adults) with cancer from all over Europe to improve the treatment of #bloodcancer.  #BloodCancerAwarenessMonth  #BIGDATAFORBLOODCANCER</p>	

8	<p>Data-driven science to address the needs of #bloodcancer #patients by increasing treatment efficacy, decreasing adverse effects, prolonging survival, and contribute to patients' quality of life. #BIGDATAFORBLOODCANCER</p>	
9	<p>Sharing anonymized data in a secure way, for #research purposes, is like a new form of blood donation in the era of digitalization, #BigData and #AI. In result, it has the power to save human lives! #BIGDATAFORBLOODCANCER</p>	
10	<p>September 30th is WORLD #BIGDATAFORBLOODCANCER AWARENESS DAY FOR PATIENTS! We will host an open virtual forum for patients, hosted by our Patient Cluster: Leukanet @AcuteLeuk @CCIntOrg @cci_europe @CLLAdvocates @cmlnet @knowyournodes @MDSAAlliance @GMPNAN @MyelomaEurope @GMPNAN</p>	

Hashtags		
	<p>#BloodCancerAwarenessMonth            #Bcam            #Bigdataforbloodcancer            #BloodCancerResearch            #cancerpatients            #hematology            #bloodcancer            #bloodcancers            #patients</p>	
	<p>#leukaemia #leukemia #leusm #childhoodcancer            #CLL #CML #lymsm #mmsm #mdssm</p>	