



HARMONY Alliance Awareness Campaign for Patients | part 2

Content social media- September 2021 - BloodCancerAwareness Month 1st Work Big Data for Blood Cancer Awareness Day

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3	Facebook HARMONY Alliance	https://www.facebook.com/HarmonyNetEU
4	(new) Facebook BigDataforBloodCancer	https://www.facebook.com/bigdataforbloodcancer
5	(new) Facebook Event page BigDataforBloodCancer Awareness Day - 30 September	https://www.facebook.com/events/867214727247041
6	Website HARMONY	www.harmony-alliance.eu
7	Website BigDataforBloodCancer	www.bigdataforbloodcancer.eu



Posts/content/images

At the 1st World Big Data for Blood Cancer Day, 30 September 2021, our experts explain how HARMONY Projects will improve the lives of people with blood cancer. Read more:

<https://bit.ly/3m1uEzT>



BIG DATA FOR BLOOD CANCER

“The HARMONY Alliance goes beyond scientific collaboration to integrate the efforts of all Healthcare System Stakeholders. Ultimately, HARMONY aims to facilitate the access to the right treatment for the right patient at the right time.”

 **Jesús María Hernández Rivas**
IBSAL
HARMONY Coordinator

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BIG DATA FOR BLOOD CANCER

“HARMONY is the largest European public-private partnership aiming to improve the outcomes of patients with Hematological Malignancies through the use of big data sharing among all relevant stakeholders involved.”

 **Guillermo Sanz**
Hospital Universitario La Fe
HARMONY Co-Chair

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BIG DATA FOR BLOOD CANCER

“If compiled and processed by machine learning or deep learning systems, data can reveal correlations that cannot be detected using manual methods. By having thousands of data sets on the HARMONY Big Data Platform, it is possible to identify subgroups of patients with different features and compare their responses to therapy, the recurrence of the disease, and survival rates”.


Gastone Castellani
University of Bologna
HARMONY Lead Data Analytics

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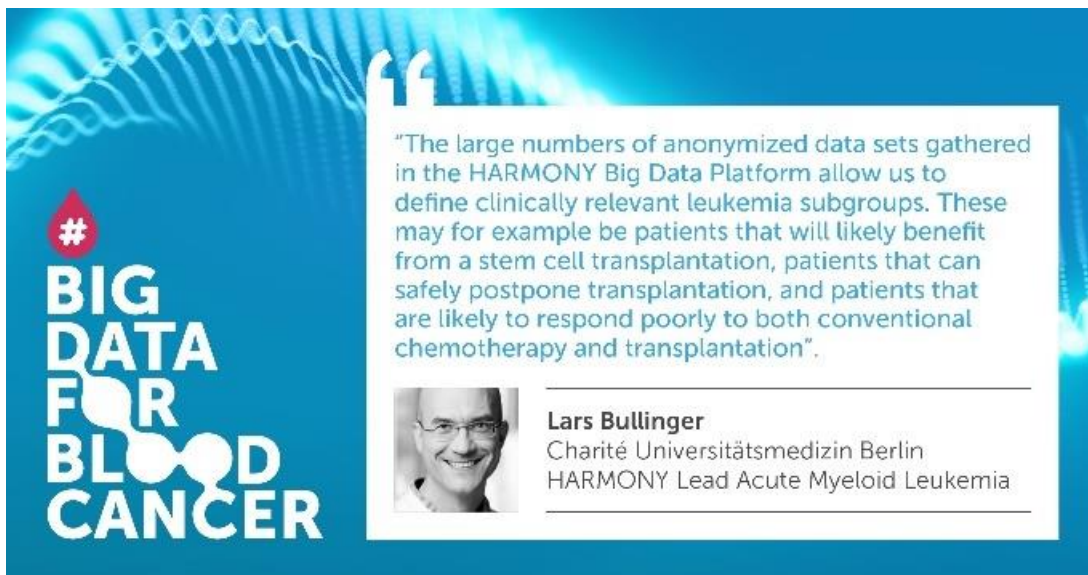


BIG DATA FOR BLOOD CANCER

“The HARMONY Big Data Platform: It’s only the beginning of how data science can help to speed up research for the good of the patients. The most exciting aspect is that by applying technology, we are able to advance medical knowledge in hematological malignancies, one of the most complex diseases from a medical and data perspective.”


Michel van Speybroeck
JPNV-JANSSEN
HARMONY Lead Data Access

At the 1st World Big Data for Blood Cancer Day, 30 September 2021, our experts explain how HARMONY uses big data to personalize blood cancer treatments. Read more: <https://bit.ly/harmony-precision-med>



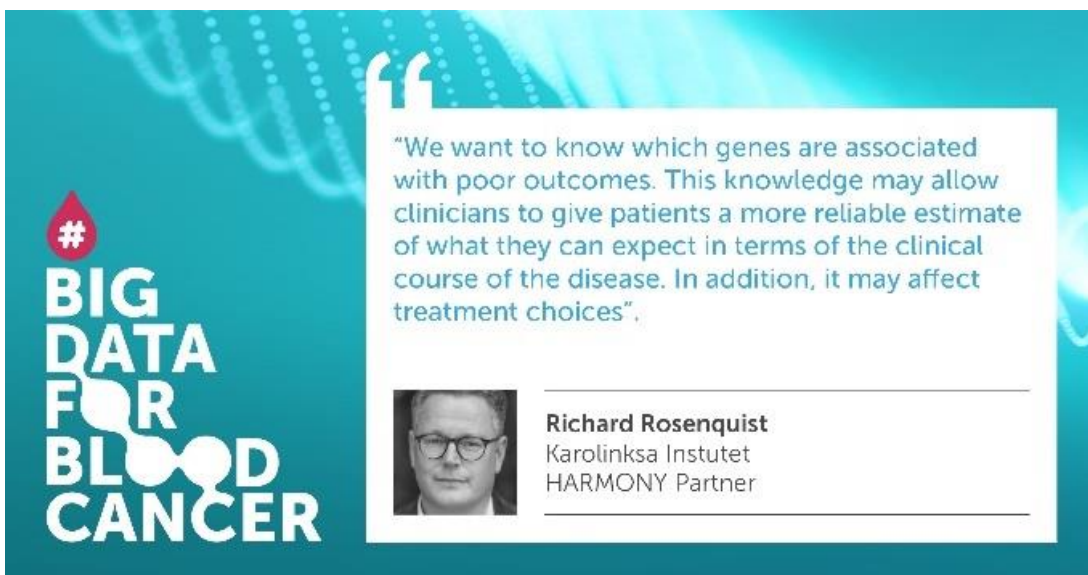
The infographic features a blue background with a glowing DNA double helix. On the left, a red blood drop icon contains a white hash symbol (#), positioned above the text "BIG DATA FOR BLOOD CANCER" in white, bold, sans-serif font. On the right, a white quote box with a large opening quotation mark contains the text: "The large numbers of anonymized data sets gathered in the HARMONY Big Data Platform allow us to define clinically relevant leukemia subgroups. These may for example be patients that will likely benefit from a stem cell transplantation, patients that can safely postpone transplantation, and patients that are likely to respond poorly to both conventional chemotherapy and transplantation". Below the quote is a small portrait of Lars Bullinger, a man with glasses, and his name and affiliation: "Lars Bullinger, Charité Universitätsmedizin Berlin, HARMONY Lead Acute Myeloid Leukemia".

BIG DATA FOR BLOOD CANCER

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Lars Bullinger
Charité Universitätsmedizin Berlin
HARMONY Lead Acute Myeloid Leukemia

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The infographic features a teal background with a glowing DNA double helix. On the left, a red blood drop icon contains a white hash symbol (#), positioned above the text "BIG DATA FOR BLOOD CANCER" in white, bold, sans-serif font. On the right, a white quote box with a large opening quotation mark contains the text: "We want to know which genes are associated with poor outcomes. This knowledge may allow clinicians to give patients a more reliable estimate of what they can expect in terms of the clinical course of the disease. In addition, it may affect treatment choices". Below the quote is a small portrait of Richard Rosenquist, a man with glasses, and his name and affiliation: "Richard Rosenquist, Karolinksa Institutet, HARMONY Partner".

BIG DATA FOR BLOOD CANCER

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Richard Rosenquist
Karolinksa Institutet
HARMONY Partner

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<https://bit.ly/harmony-precision-med>



**BIG
DATA
FOR
BLOOD
CANCER**

“An important aspect of HARMONY is that it will enable researchers in both industry and academia to utilize data to develop what we call ‘common control arm cohorts’ of patients and avoid having to include a placebo arm in their clinical studies”.

 **Caroline Heckman**
FIMM / University of Helsinki
HARMONY Partner

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<https://bit.ly/harmony-precision-med>



**BIG
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“HARMONY teams have identified more than 80,000 anonymized data sets of patients with Hematological Malignancies, and also developed state-of-the art Big Data analytics solutions to mine these data. Data analysis becomes more challenging now that the data is larger and more complex”.

 **Kimmo Porkka**
University of Helsinki
HARMONY Partner

At the 1st World Big Data for Blood Cancer Day, 30 September 2021, our experts explain how HARMONY Projects will improve the lives of children with blood cancer. Read more: <https://bit.ly/3kHZmaR>



BIG DATA FOR BLOOD CANCER

“We think that a less intensive treatment will suffice in a substantial number of pediatric patients with Acute Lymphoblastic Leukemia (ALL). Key challenge is to develop more robust prognostic markers to identify these patients. With its unique Big Data Platform, HARMONY offers excellent opportunities to tackle this challenge”.

 **Anthony Moorman**
Newcastle University, HARMONY Lead
Acute lymphoblastic leukemia

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BIG DATA FOR BLOOD CANCER

“Acute lymphoblastic leukemia (ALL) is at its lowest prevalence in young adults, so there are few patients to inform us about the best treatment protocol. By bringing together many different datasets from the pediatric and adult community, we will be in the best position to inform this debate”.

 **Anthony Moorman**
Newcastle University, HARMONY Lead
Acute lymphoblastic leukemia

At the 1st World Big Data for Blood Cancer Day, we are highlighting how HARMONY Research Projects will benefit patients with blood cancer. Read more: <https://bit.ly/3ICKeuC>



BIG DATA FOR BLOOD CANCER

“By collecting data from thousands of patients with Chronic Lymphocytic Leukemia (CLL), we could create substantial groups of patients with the same genetic aberration, and study the clinical outcome, response to therapy, and life expectancy of these patients. This may allow clinicians to tailor the treatment to the patient’s unique characteristics”.



Paolo Ghia, European Research Initiative on CLL (ERIC), HARMONY Lead Chronic Lymphocytic Leukemia

At the 1st World Big Data for Blood Cancer Day, we are highlighting how HARMONY Research Projects will benefit patients with blood cancer. Read more: <https://bit.ly/3ICKeuC>



BIG DATA FOR BLOOD CANCER

“We are using the HARMONY Big Data Platform to understand why patients with Chronic Lymphocytic Leukemia (CLL) are at an increased risk to develop other tumors”.



Paolo Ghia, European Research Initiative on CLL (ERIC), HARMONY Lead Chronic Lymphocytic Leukemia

At the 1st World Big Data for Blood Cancer Day, we are highlighting how HARMONY Research Projects will benefit patients with blood cancer. Watch the video: <https://bit.ly/3iaYV7g>



**BIG
DATA
FOR
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“Using data from many with multiple myeloma (MM), we discovered that patients who are currently considered as ‘intermediate-risk patients’ constitute a quite diverse group with varying risk of progression or death. Oncologists can use our improved risk stratification model to make a more precise prognosis and select the best treatment for patients with MM”.



Mattia D'Agostino
University of Turin
HARMONY Lead Multiple Myeloma