



eBulletin for NCCN Member Institutions



Target Readers from the 26 Member Hospitals

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NCCN eBulletin: Member Institution Edition

is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website – NCCN.org – who are from the 26 NCCN Member Institutions.

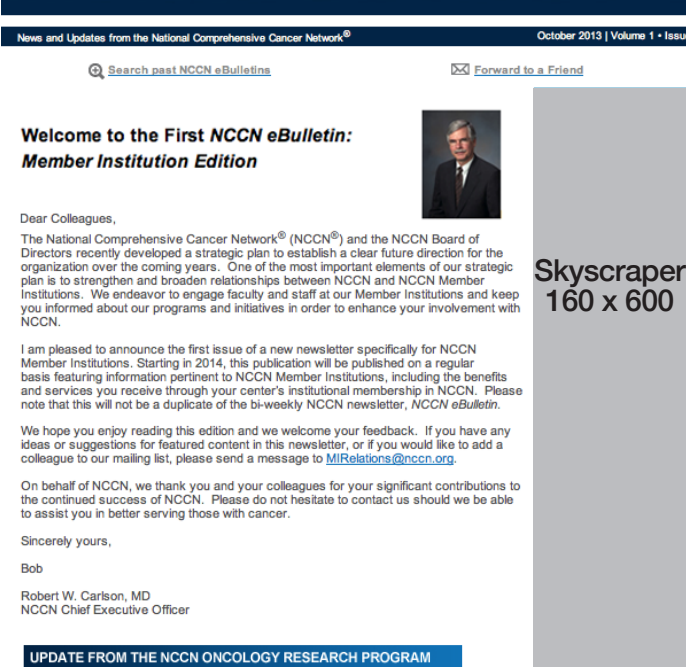
This exclusive publication features content of specific interest to the NCCN Member Institution readers and includes executive messages, NCCN committee reports, updates from the NCCN Oncology Research Program (ORP), journal contributions, subscription and benefit notices, program participation announcements, NCCN Foundation® messages, and other NCCN Member Institution news.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 16,000 NCCN Member Institution readers, including a primary audience of more than 6,000 physicians. The total readership includes oncologists, pharmacists, nurses, advanced practitioners, case managers, hospital administrators, and other health care professionals — all from the NCCN member hospitals.

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News and Updates from the National Comprehensive Cancer Network® October 2013 | Volume 1 • Issue 1

Welcome to the First NCCN eBulletin: Member Institution Edition

Dear Colleagues,

The National Comprehensive Cancer Network® (NCCN®) and the NCCN Board of Directors recently developed a strategic plan to establish a clear future direction for the organization over the coming years. One of the most important elements of our strategic plan is to strengthen and broaden relationships between NCCN and NCCN Member Institutions. We endeavor to engage faculty and staff at our Member Institutions and keep you informed about our programs and initiatives in order to enhance your involvement with NCCN.

I am pleased to announce the first issue of a new newsletter specifically for NCCN Member Institutions. Starting in 2014, this publication will be published on a regular basis featuring information pertinent to NCCN Member Institutions, including the benefits and services you receive through your center's institutional membership in NCCN. Please note that this will not be a duplicate of the bi-weekly NCCN newsletter, *NCCN eBulletin*.


We hope you enjoy reading this edition and we welcome your feedback. If you have any ideas or suggestions for featured content in this newsletter, or if you would like to add a colleague to our mailing list, please send a message to MIRelations@nccn.org.

On behalf of NCCN, we thank you and your colleagues for your significant contributions to the continued success of NCCN. Please do not hesitate to contact us should we be able to assist you in better serving those with cancer.

Sincerely yours,


Bob

Robert W. Carlson, MD
NCCN Chief Executive Officer



UPDATE FROM THE NCCN ONCOLOGY RESEARCH PROGRAM

Investigator-Initiated Research Opportunities Available through the NCCN Oncology Research Program



The NCCN Oncology Research Program (ORP) strives to support oncology preclinical, translational, and clinical research at NCCN Member Institutions in order to improve the quality of life for patients and reduce cancer-related deaths by advancing cancer therapies through research. The NCCN ORP develops and maintains strong alliances with industry and actively facilitates collaborations between NCCN Member Institutions and industry drug developers making important scientific strides in the field of oncology. [more>](#)

UPDATES: NCCN GUIDELINES® AND NCCN COMPENDIUM®

NCCN Flash Updates™: NCCN Guidelines® and NCCN Compendium® Updated

NCCN Flash Updates™ is a service from NCCN that provides timely access to updated and new information that appears in the published NCCN Guidelines, NCCN Compendium®, and NCCN Templates®. In 2012, more than 60 update notifications were delivered straight to subscribers' inboxes in an improved and comprehensive format, referencing the most recent key changes to NCCN publications. NCCN Flash Updates™ are also distributed to licensees of NCCN Content.

Reach More Than 16,000 Readers from NCCN Member Institutions

Schedule

VOLUME • ISSUE	DROP DATE
NCCN eBulletin: Member Institution Volume 3 • Issue 1	January 15, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 2	February 19, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 3	March 26, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 4	April 16, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 5	May 14, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 6	June 18, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 7	July 16, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 8	August 13, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 9	September 17, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 10	October 15, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 11	November 19, 2015
NCCN eBulletin: Member Institution Volume 3 • Issue 12	December 17, 2015

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• Banner	468 x 60 px	\$2,200
• Skyscraper	160 x 600 px	\$1,200

Artwork Specifications

- Artwork to be submitted in GIF or JPEG format
- Animated GIF files are suitable**
- Maximum file size is 100 KB
- Provide URL for links
- Artwork and links to be submitted 5 days prior to drop date

**Since many computer platforms do not allow for animated messages within e-mails, it is recommended that key messages are displayed on the first frame of all animated files.

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Readers

Count*

Allied Health	434
Case Manager (Non-Nurse)	48
Case Manager (Nurse)	84
Clinical Nurse Specialist	211
Government Employee	90
Health Educator	284
Industry Employee	227
Managed Care Organization Employee	39
Nurse Practitioner	1,041
Nurse/Oncology Nurse	1,572
Other	3,048
Patient Advocacy Organization Employee	41
Pharmacist	1,696
Physician Assistant	356
Physician/Surgeon/Oncologist	6,696
Practice or Hospital Administrator/Manager	433
Tumor Registrar	16

Total **16,316**

*As of April 23, 2015 and updated on a daily basis.

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NCCN eBulletin: Member Institution Edition 2015

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NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Janice Tucker)

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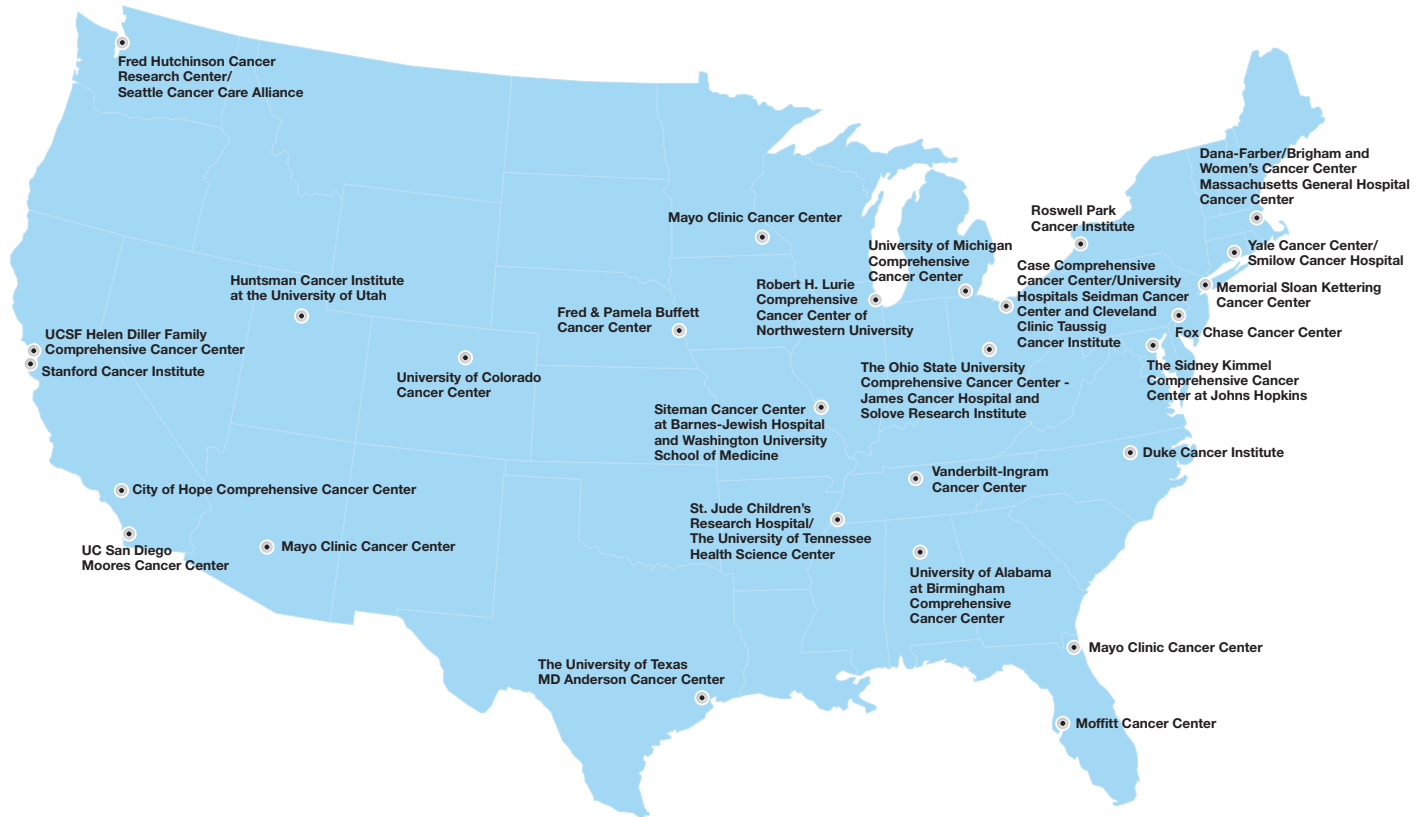
Artwork and link must be received 5 business days prior to issue date.

Send completed insertion orders, artwork, and links to:

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NCCN Member Institutions



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 26 of the world's leading cancer centers, is dedicated to improving the quality, effectiveness, and efficiency of care provided to patients with cancer. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stakeholders in the health care delivery system. As the arbiter of high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical practice guidelines appropriate for use by patients, clinicians, and other health care decision-makers. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives.

[NCCN.org](https://www.nccn.org) – For Clinicians | [NCCN.org/patients](https://www.nccn.org/patients) – For Patients

275 Commerce Drive, Suite 300 • Fort Washington, PA 19034