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American Society of Clinical Oncology signs agreement with Accucoms for representation services in Latin America

The American Society of Clinical Oncology (ASCO) has selected Accucoms to represent them in Latin America, it was announced today.

As the world's leading professional organization representing physicians who treat people with cancer, ASCO is committed to advancing the education of oncologists and other oncology professionals. More than 25,000 oncology practitioners belong to ASCO, representing all oncology disciplines (medical, radiological, and surgical oncology) and subspecialties. ASCO's overarching mission is to improve cancer care and prevention throughout the world, and it therefore seeks to disseminate information about cancer care as widely as possible by way of its two leading journals *Journal of Clinical Oncology (JCO)* and *Journal of Oncology Practice (JOP)*.

The arrangement will see Accucoms promoting ASCO's content, selling subscriptions and site licenses, negotiating with local consortia and supporting ASCO's customers throughout Latin America with immediate effect.

Terry Van Schaik, Director, Journal Publications at American Society of Clinical Oncology explained "as a learned society, a key element of our mission is to advance the education of physicians and other professionals in the care of patients with cancer. Latin America is a market we have little experience of and yet we know that there is a real need for cancer care knowledge in the region. It was very important for us to partner with an organisation with a local presence and a clear understanding of how to operate in the market. Accucoms offers a total package of support in Latin America, and we are excited about working with them. We have worked with them in the past and we are extremely confident in their ability to help us fulfil our mission in this part of the world."

Pinar Erzin, Managing Director, Accucoms said "We have been highly pro-active in Latin America for some time now and have built up a significant number of relationships with key accounts. We have worked with ASCO on several marketing projects over the last couple of years, during which we learnt about the Society's mission, content and how it operates. There is a considerable amount of market opportunity in this region for ASCO, and we are thrilled to be supporting their mission."

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