

MEDICAL TRENDS

*EXCELLENCE AND HIGH SPECIALIZATION
IN PHARMA INDUSTRY*



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Introduction

Medical Trends is an editorial company that specializes in the development of medical education books and self-education programs, which are specifically designed to cover the needs of the Pharma Industry, worldwide.

Our programs and services are based on existing educational programs and/or databases, which have been developed and are owned by the most prestigious American and European Medical Institutions. The above information is redesigned and repackaged through the support and guidance of renowned international opinion leaders to offer busy clinicians the clinical advances that have an impact on their daily clinical practice.



American Society of Clinical Oncology

ASCO BREAST CANCER

Current Clinical Issues & Future Trends

- Format: print & online

The renowned UCLA Breast Cancer expert Dr. Sara Huvitz and the editor-in-chief of the series, Dr. Pere Gascón, selected the most recently published information by ASCO on the advances in the management of Breast Cancer and they evaluate their impact on daily clinical practice. Recent information is offered on genetics and the impact of personalized treatment, the triple-negative breast cancer, the intratumor heterogeneity, etc. This extraordinary and recently updated self-assessment program is offered in a collection of three volumes in both online and print formats. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Biology. Risk. Pharmacogenomics and Biomarkers. *188 pages.*
- **Volume 2:** Early Disease: Adjuvant and Neoadjuvant Treatment for Breast Cancer. *164 pages.*
- **Volume 3:** Treatment of Advanced Breast Cancer. *154 pages.*



ASCO RENAL CANCER

Current Clinical Issues & Future Trends

- Format: print & online

The renowned Breast Cancer expert Dr. Tim Eisen and the editor-in-chief of the series, Dr. Pere Gascón, selected the most recently published information by ASCO on the advances in the management of Renal Cancer and they evaluate their impact on daily clinical practice. Recent information is offered on the cancer cell hypothesis, the prognostic value of intratumoral neutrophils, the emerging new molecular classification, the anti-angiogenic agents, the therapeutic approaches metastatic disease, etc. This extraordinary and completely updated self-assessment program is offered in a collection of three volumes in both online and print formats. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Pathophysiology of Renal Cancer. *92 pages.*
- **Volume 2:** Early & Advanced Disease. Prognostic and Predictive Factors. Immunotherapy for Renal Cancer. *92 pages.*
- **Volume 3:** Advances in Treatment of the Metastatic Disease. *96 pages.*



ASCO COLORECTAL CANCER

Current Clinical Issues & Future Trends

- Format: print

The renowned UCLA Breast Cancer expert Dr. Fairooz Kabbinavar and the editor-in-chief of the series, Dr. Pere Gascón, selected the most recently published information by ASCO on the advances in the management of CRC and they evaluate their impact on daily clinical practice. Recent information is offered on the early cancer approach, such as molecular testing, prognostic markers and adjuvant trials, the treatment options of metastatic cancer especially with the integration of biological agents, etc. This extraordinary and recently updated self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Colorectal Cancer Biology. Genetics. Epidemiology. Epigenetics. Tumoral Stem Cell. Circulating Cancer Cells. *84 pages.*
- **Volume 2:** Early and Locally Advanced Colorectal Disease. *92 pages.*
- **Volume 3:** Advanced and Metastatic Disease. New Molecular Targets. New Treatments. *92 pages.*



ASCO LUNG CANCER

Current Clinical Issues & Future Trends

- Format: print

The prominent Lung Cancer expert Dr. Raphael Rosell and the editor-in-chief of the series, Dr. Pere Gascón, selected the most recently published information by ASCO on the advances in the management of the Lung CRC and they evaluate their impact on daily clinical practice. Recent information is offered on Genetics and Epigenetics, Tumor markers, management of early, locally advanced and metastatic disease, new molecular targets and new treatments. This extraordinary and recently updated self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Lung Cancer Biology. Genetics. Epigenetics. Tumoral Stem Cell. Tumor Markers. *108 pages.*
- **Volume 2:** Early and Locally Advanced Disease. *84 pages.*
- **Volume 3:** Advanced and Metastatic Disease. New Molecular Targets. New Treatments. *108 pages.*



ASCO PROSTATE CANCER

Current Clinical Issues & Future Trends

- Format: print

The prominent UK Cancer Institute expert Dr. Johann de Bono and the editor-in-chief of the series, Dr. Pere Gascón, selected the most recently published information by ASCO on the advances in the management of prostate cancer and they evaluate their impact on daily clinical practice. Recent information is offered on Epidemiology, Risk Factors, treatment of localized, advanced and metastatic prostate cancer, new treatments and personalized medicine. This extraordinary and y completely updated self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Biology of Prostate Cancer. Epidemiology. Risk Factors. Surveillance. *100 pages.*
- **Volume 2:** Localized and Advanced Prostate Cancer. *92 pages.*
- **Volume 3:** Metastatic Prostate Cancer. Castration Resistance. New Treatments. Personalized Medicine. *96 pages.*



ASCO MALIGNANT MELANOMA

Current Clinical Issues & Future Trends

- Format: print

Dr. John Kirkwood, one of the most prestigious experts in the area and the editor-in-chief of the series, Dr. Pere Gascón, selected the most recently published information by ASCO on advances in the management of malignant melanoma and they evaluate their impact on daily clinical practice. Recent information is offered on Epidemiology, risk factors, treatment of early, advanced and metastatic disease, prognostic and predictive factors and immunotherapy. This extraordinary and completely updated self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Biology. Epidemiology. Risk. Genetics. *96 pages.*
- **Volume 2:** Early and Advanced Disease. Prognostic and Predictive Factors. Treatment. *96 pages.*
- **Volume 3:** Immunotherapy for Malignant Melanoma. Advances in Treatment of the Metastatic Disease. *100 pages.*



ASCO TRANSLATIONAL ONCOLOGY

Current Clinical Issues & Future Trends

- Format: print

Dr. Leonidas Platanius from Northwestern University, Chicago and the editor-in-chief of the series, Dr. Pere Gascón, selected the most recently published information by ASCO on the new findings in translational oncology and they evaluate their impact on daily clinical practice. Recent information is offered on new translational concepts, epigenetics, tumoral development and invasion, mechanisms of metastasis, clinical perspectives on translational oncology and personalized medicine. This extraordinary and completely updated self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Translational Oncology Concepts. Epigenetics. *104 pages.*
- **Volume 2:** Tumoral Development and Invasion, Mechanisms of Metastasis. Genomics. *84 pages.*
- **Volume 3:** Clinical Perspectives on Translational Oncology. Personalized Medicine. *96 pages.*



This online program includes a selection of ten of the most relevant presentations of international experts from the recent annual meeting of the American Thoracic Society. Internationally renowned experts present the clinical advances in the management of pneumonia, sleep disorders, VET, etc. A good part of the program is dedicated to the new approaches in the management and treatment of COPD. Self-Assessment questions are included and an extended review of the highlights of the meeting.

- **Topics included in the program:**

New Approaches To Exacerbation Management And Prevention. Medical Treatment Of Hyperinflation In COPD. Sleep Disordered Breathing In High Risk Groups. New Insights Into Chronic Obstructive Pulmonary Disease Phenotypes. Addressing Co-Morbidity In Chronic Obstructive Pulmonary Disease. Addressing Psychological, Behavioral And Cognitive Issues In Chronic Obstructive Pulmonary Disease. Diagnosis Of IPF, Use Of New Guidelines. Diagnosis Of Venothromboembolism. Severe Community-Acquired Pneumonia. Lung Cancer.



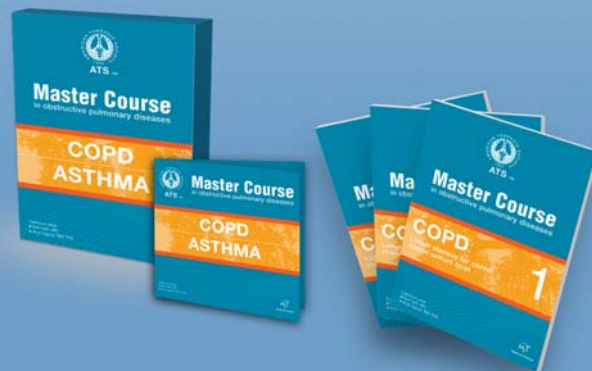


ATS COPD Management Self-Assessment Program

- Format: print (in process of editing)

Dr. Alvar Agustí, one of the most renowned experts in COPD, selected the most recently published information by ATS on the advances in the clinical management and treatment of COPD. Several new findings with clinical implications are reviewed, such as the natural history and outcomes of the disease, co morbidities and comprehensive management. This extraordinary and recently updated self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Natural history and outcomes of COPD.
- **Volume 2:** COPD comorbidities: a systemic disease.
- **Volume 3:** Comprehensive management of the disease.



AHA Atherothrombotic Cardiovascular Disease

Self-Assessment Program

- Format: print

Dr. Sidney Smith, president of the World Heart Federation and the editor-in-chief of the series, Dr. Rodman Starke, selected the scientific information, which has been published by AHA recently and which offers the opportunity for busy practicing physicians to update their knowledge on the detection, diagnosis, management and treatment of the disease. A special interest has been dedicated on risk factors such as Dyslipidemia, hypertension, diabetes, etc. This extraordinary useful self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.



AHA Hypertension and Vascular Disease

Self-Assessment Program

- Format: print

Dr. Daniels Jones, ex president of AHA and a well renowned expert in Hypertension and the editor-in-chief of the series, Dr. Rodman Starke, selected the scientific information, which has been recently published by AHA and which offers an opportunity for busy practicing physicians to update their knowledge on the detection, diagnosis, management and treatment of the disease. This self-assessment program is offered in a collection of three volumes, which focus on the deleterious effects of the disease on the heart, the kidneys and the brain. Self-Assessment questions are included at the end of each volume.

- **Volume 1:** Hypertensive Heart Disease. 300 pages.
- **Volume 2:** Cerebrovascular Complications of Hypertension. 246 pages.
- **Volume 3:** Kidney and Peripheral Artery Disease in Hypertension. 336 pages.



AHA Prevention in the Cardiovascular Medicine

Self-Assessment Program

- Format: print (in process of editing)

Dr. Sidney Smith, president of the World Heart Federation and the editor-in-chief of the series, Dr. Rodman Starke, selected the scientific information, which has been published by AHA recently and which offers an opportunity for busy practicing physicians to update their knowledge on the prevention of cardiovascular disease. New information from the recent JNC Report 8 is introduced, especially in relation to hypertension, diabetes, Dyslipidemia, obesity and tobacco. This extraordinary useful self-assessment program is offered in a collection of three volumes. Self-Assessment questions are included at the end of each volume.





CCO Hepatitis Management

Self-Assessment Program

Very recently updated, this self-assessment program includes the most remarkable advances in the management of Hepatitis, including the new treatments, which have just been launched in the market. The information has been selected and edited by the prestigious online organization Clinical Care Options, which is without any doubt the most consulted online information source for the recent advances in Hepatitis. It is presented in three volumes and it includes clinical cases.

CCO Chronic Myeloid Leukemia Management

Self-Assessment Program

Very recently updated, this self-assessment program includes the most remarkable advances in the management of CML. The information has been selected and edited by the prestigious online organization Clinical Care Options, which is without any doubt the most consulted online information source for the recent advances in Hematology. It is presented in three volumes and it includes clinical cases.



AMERICAN
COLLEGE *of*
CARDIOLOGY
FOUNDATION

ACC Improving Diagnostic Clinical Skills in CV Diseases in Primary Care

The program has been designed to be used either as a distance educational tool or in workshops coordinated by oncologists. The objective is to support primary care physicians to improve their diagnostic clinical skills in CV disease. It reviews physical examination, heart sounds, EKG, echo and blood tests. It includes an extensive monograph, a workshop notebook, a tutor's guide and two CD ROMS where through innovative learning methods this ACC educational program helps physicians refresh and improve their capacity to detect and recognize the most frequent heart sounds. The "Heart Songs" represents one of the best selling programs of ACC.



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