

myeloMATCH Social Media Toolkit

SWOG will promote myeloMATCH through its social media accounts and encourages members of the myeloMATCH and substudy teams, clinical sites that open the study, and all NCTN groups sponsoring substudies to use their social media channels to promote the trial.

This toolkit provides ready-made text and graphics for these posts. Some messages are tailored to patients and their families; others are targeted to physicians and other health care providers. All materials are approved by the Central Institutional Review Board (CIRB) for the National Cancer Institute and can be used as is.

Questions? Contact communications@swog.org.

Patient-Focused Posts

For Twitter/X:

#myeloMATCH is a large @theNCI research study testing treatments for adults with #AML or #MDS. Patients join before starting treatment & may have #ClinicalTrial options at all treatment stages.

@Alliance_org @CDNCancerTrials @eaonc @SWOG
1-800-4-CANCER or
swog.org/myeloMATCH

Clinical trials for adults with
acute myeloid leukemia (AML)
or
myelodysplastic syndrome (MDS)



#myeloMATCH is a research study for adults with #AML or #MDS who have not begun treatment. It uses advanced testing to look for cancer biomarkers that can be targeted by new treatments.

@theNCI @Alliance_org @CDNCancerTrials @eaonc @SWOG
1-800-4-CANCER or

swog.org/myeloMATCH

Advanced biomarker testing for adults with
acute myeloid leukemia (AML)
or
myelodysplastic syndrome (MDS)



Testing for certain features in cancer (biomarkers) can tell doctors about what's causing it to grow. The #myeloMATCH study uses advanced biomarker testing for adults with #AML or #MDS.

@theNCI @Alliance_org @CDNCancerTrials @eaonc @SWOG
1-800-4-CANCER or
swog.org/myeloMATCH

Clinical trials for adults with
acute myeloid leukemia (AML)
or
myelodysplastic syndrome (MDS)



#myeloMATCH is an @theNCI research study with biomarker testing for people just diagnosed with acute #myeloid #leukemia (#AML) or #myelodysplastic syndrome (#MDS). Ask your doctor to learn more.

@Alliance_org @CDNCancerTrials @eaonc @SWOG
1-800-4-CANCER or
swog.org/myeloMATCH

Using **advanced biomarker testing**
to match patients
with
clinical trials for AML and MDS



For LinkedIn, Facebook, etc.:

#myeloMATCH is a large National Cancer Institute (NCI) research study testing treatments for adults with acute #myeloid #leukemia (AML) or #myelodysplastic syndrome (MDS). Patients join before starting treatment and may have clinical trial options at all stages of treatment. myeloMATCH uses advanced testing to look for cancer biomarkers that can be targeted by new treatments. To learn more, visit swog.org/myeloMATCH, or call the NCI's Cancer Information Service at 1-800-4-CANCER.

Testing for certain features in cancer (called biomarkers) can tell doctors about what's causing the cancer to grow. The #myeloMATCH study is for adults just diagnosed with acute #myeloid #leukemia (#AML) or #myelodysplastic syndrome (#MDS). It uses advanced biomarker testing to try to match patients with a myeloMATCH clinical trial for cancer treatment. Ask your doctor to learn more. You can also call 1-800-4-CANCER or visit swog.org/myeloMATCH.

In #myeloMATCH, researchers will conduct many different clinical trials for people with acute #myeloid #leukemia (AML) or #myelodysplastic syndrome (MDS). People who join the study will have their bone marrow and blood tested for specific biomarkers. If there is a myeloMATCH treatment trial that matches their biomarkers, they can choose whether to get treatment on that trial. Ask your doctor about myeloMATCH. You can also learn more at swog.org/myeloMATCH or by calling 1-800-4-CANCER.

Provider-Focused Posts

For Twitter/X:

#myeloMATCH is @theNCI's #precisionmedicine trial in #myeloid cancer: advanced biomarker testing in newly diagnosed acute myeloid #leukemia (#AML) or #myelodysplastic syndrome (#MDS) & treatment substudies by @Alliance_org @CDNCancerTrials @eaonc & @SWOG. swog.org/myeloMATCH

#myeloMATCH screens adults newly diagnosed with #AML or #MDS & assigns to a substudy based on clinical, cytogenetic, & molecular features within ~72 hours, so they can start treatment right away.

@theNCI @Alliance_org @CDNCancerTrials @eaonc @SWOG
swog.org/myeloMATCH

#myeloMATCH substudies treat patients with #AML or #MDS sequentially from diagnosis thru all treatment stages. After each treatment, patients are rescreened for assignment to a substudy in another tier.

@theNCI @Alliance_org @CDNCancerTrials @eaonc @SWOG
swog.org/myeloMATCH

For patients without a matching substudy, #myeloMATCH follows them on their standard-of-care treatment via the Tier Advancement Pathway (TAP), rescreening them later for a possible future substudy.

@theNCI @Alliance_org @CDNCancerTrials @eaonc @SWOG
swog.org/myeloMATCH

For LinkedIn, Facebook, etc.:

When feasible in these posts, please tag all:

- *National Cancer Institute*
- *Alliance for Clinical Trials in Oncology*
- *Canadian Cancer Trials Group*
- *ECOG-ACRIN Cancer Research Group*
- *SWOG Cancer Research Network*

#myeloMATCH, the NCI's #precisionmedicine umbrella trial in #myeloid malignancies, is now enrolling. Its SWOG-led screening protocol offers advanced biomarker testing to adults newly diagnosed with acute myeloid leukemia (AML) or myelodysplastic syndrome (MDS). Treatment substudies are being led by the NCTN's Alliance for Clinical Trials in Oncology,

Canadian Cancer Trials Group,
ECOG-ACRIN Cancer Research Group, &
SWOG Cancer Research Network.
Learn more at swog.org/myeloMATCH

#myeloMATCH will screen patients with newly diagnosed AML or MDS, at no cost to them, and assign them to a treatment substudy based on clinical, cytogenetic, and molecular features. The trial's goal is substudy assignment within about 72 hours *for newly diagnosed patients*, so they can start treatment right away. Learn more at swog.org/myeloMATCH

#myeloMATCH is building a portfolio of substudies to treat patients with acute myeloid leukemia (AML) or myelodysplastic syndrome (MDS) sequentially from diagnosis through all stages of their treatment journey. After each trial treatment, myeloMATCH reassesses the patient for assignment to a substudy in another tier or treatment stage, based on disease burden.

For patients without a matching substudy, myeloMATCH follows them on their standard-of-care treatment, rescreening them later for possible future substudy assignment. Learn more at swog.org/myeloMATCH

#myeloMATCH represents the core NCI clinical trial strategy for myeloid malignancies and is built on an unprecedented level of pan-NCTN collaboration. It links clinical trials for patients newly diagnosed with acute myeloid leukemia (AML) or myelodysplastic syndrome (MDS) across the NCTN groups. Learn more at swog.org/myeloMATCH

myeloMATCH Graphics

