

## OECI-ecancer: a joint effort to strengthen the communication process



ecancermedicalscience

Patrizia Sommella<sup>1</sup>, Linda Cairns<sup>2</sup>, Mauro Giacomini<sup>3</sup>

1. SOS Europe Srl

2. ecancermedicalscience

3. DIBRIS - University of Genoa

Developing an efficient communication system is a key task for businesses that want to maintain their competitiveness in the market. The same applies for organisations involved in national and international scientific cooperation.

OECI, through its Liaison Office, has recently paid particular attention to perfecting strategies and communication tools to secure efficient transmission of information, both in terms of media and content. The improvement of methods of interaction and exchange of information within the network is aimed at encouraging greater participation of cancer centres and individuals associated with the activities of the Organization by helping create a climate of sharing common objectives and stimulating a more active participation.

In this regard the Liaison Office, in collaboration with the Department of Informatics Bio-engineering, Robotics and Systems-engineering of the University of Genova, developed a system that allows automatic updating of data contributed by the individual members so that their status and the step of their participation to the Accreditation and Designation process is immediately accessible. The use of the photographic material documenting the various activities organized at events such as the 'Oncology Days', has been made more flexible through the use of new software for image management, while there are sections for publications and scientific papers related to group activities.

A further step in the process of strengthening the image and the sense of belonging to the Organization has been the creation of a manual of "corporate identity" which provides guidance and examples of use of the logo and communication tools which are available for every member.

The OECI, as a publisher registered at the Royal Library of Belgium, produces the OECI calendar, where the main initiatives and events of the Organization are reported, a Yearbook, containing the history and information of individual members, and the Manual related to the process of Accreditation and Designation. The OECI Newsletter is published twice each year.

All the innovative approaches described above are made possible by the use of a relational database (DB) defined in close contact between DB designers and experts of scientific communication. This structure allows communication of its content both at different levels and also to various user groups, with diverse responsibilities within the Organisation. The modular structure of the DB, makes it relatively easy to make additions and minor changes in the structure.

ecancermedicalscience is the Official Journal of the European Institute of Oncology in Milan (IEO) as well as the OECI. It is an open access online journal which accepts articles on all aspects of cancer research and treatment, from laboratory science, epidemiology and translational medicine to clinical trial reports, nursing research and case reports.

ecancermedicalscience was founded by Professors Umberto Veronesi and Gordon McVie in 2007 with the aim of breaking down barriers to cancer communication, whether they be financial, geographic or linguistic. The journal accepts articles in Spanish and Portuguese as well as English and provides free translation and publication in both languages.

ecancermedicalscience only charges Article Publication Fees to those authors who have received funding specifically for open access publication. The journal is indexed in all the main repositories, including PubMed and Scopus, and has a wide readership, with over 50,000 article views a month.

The OECI as Organisation and through its Members, strongly contributes to the impact of the Journal.