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**LATEST RESEARCH FROM THE 2016 GENITOURINARY CANCERS SYMPOSIUM TO BE  
BROADCAST TO EUROPEAN CLINICIANS**

**Beerse, Belgium, 8<sup>th</sup> January, 2016** – Today, Janssen-Cilag International NV announced that for the first time, European clinicians in six countries will meet to view and discuss broadcasts of the latest scientific research presented at the 2016 Genitourinary Cancers Symposium, co-sponsored by ASCO®. New for the 2016 symposium, the Janssen supported event, ASCO DIRECT™ LIVE, will allow healthcare professionals located in Europe and the Middle East to access new data presentations on genitourinary cancers broadcasted from the symposium.

“ASCO DIRECT™ LIVE is a 21<sup>st</sup> century approach to sharing new scientific data and knowledge amongst healthcare professionals. Busy clinics and local regulations mean that travelling to international conferences has become a rarity for many of my colleagues, so ASCO DIRECT™ LIVE offers a convenient, alternative way to participate in the symposium,” said Professor Kurt Miller, Urologist, Charité Berlin, Germany. “I am looking forward to interacting with my peers in Germany and attendees at the Genitourinary Cancers Symposium in the United States as well as hearing about the latest research in genitourinary cancer care. I encourage other scientific conferences to hold similar initiatives to ensure we can continue to facilitate clinicians’ access to new clinical data in real-time,” he continued.

The 2016 Genitourinary Cancers Symposium will take place between 7<sup>th</sup>-9<sup>th</sup> January 2016 in San Francisco, USA. The program includes sessions on localised and advanced disease, immunotherapy, healthcare outcomes, and challenging cases in common and rare genitourinary tumour types.

Through ASCO DIRECT™ LIVE, simultaneous meetings will be held in Austria, Belgium, Germany, The Netherlands, Switzerland and the United Arab Emirates and include video broadcasts of data presentations and real-time connection with experts onsite.

Jane Griffiths, Company Group Chairman, Janssen Europe, Middle East and Africa (EMEA) said: "ASCO DIRECT™ LIVE enables the potential for online technology to connect clinicians from different countries. We are pleased to help facilitate this service and provide clinicians with a new avenue to view and discuss vital oncology research. It is our aim to drive greater learning and collaboration amongst international clinicians, which we hope will ultimately lead to improved outcomes and quality of life for genitourinary cancer patients across EMEA."

ASCO DIRECT™ LIVE 2016 is organised by ASCO® and Quadia Online Video and supported by Janssen Pharmaceutica NV.

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## **NOTES TO EDITORS**

### **About the 2016 Genitourinary Cancers Symposium**

The Genitourinary Cancers Symposium is a three-day scientific and educational symposium co-sponsored by ASCO®, the Society of Urologic Oncology (SUO) and the American Society for Radiation Oncology (ASTRO). The symposium will be held from 7<sup>th</sup>-9<sup>th</sup> January 2016 in San Francisco, USA. Updates on latest scientific and clinical applications and research will be presented to provide information for clinicians to diagnose, treat, and study genitourinary malignancies. This year's program will include sessions on localised and advanced disease, immunotherapy, healthcare outcomes, and challenging cases in common and rare genitourinary tumour types.

### **About ASCO DIRECT™ LIVE GU 2016**

ASCO DIRECT™ LIVE is a medical education initiative involving parallel meetings across Austria, Belgium, Germany, The Netherlands, Switzerland and the United Arab Emirates. 40 healthcare professionals per country can attend the meetings and a local scientific committee will supervise in each country. The meeting agenda will include:

- Broadcast of selected videos of presentations from the symposium
- Real-time connection with experts onsite at the symposium
- Discussions on implications of new data and local clinical relevance of important developments, moderated by a Program Committee

## **About Janssen**

Janssen-Cilag International NV is one of the Janssen Pharmaceutical Companies. Janssen Pharmaceutical Companies of Johnson & Johnson are dedicated to addressing and solving the most important unmet medical needs of our time, including oncology (e.g. multiple myeloma and prostate cancer), immunology (e.g. psoriasis), neuroscience (e.g. schizophrenia, dementia and pain), infectious disease (e.g. HIV/AIDS, hepatitis C and tuberculosis) and cardiovascular and metabolic diseases (e.g. diabetes). Driven by our commitment to patients, we develop sustainable, integrated healthcare solutions by working side-by-side with healthcare stakeholders, based on partnerships of trust and transparency. More information can be found on [www.janssen-emea.com](http://www.janssen-emea.com). Follow us on [www.twitter.com/janssenEMEA](https://www.twitter.com/janssenEMEA) for our latest news.

## **Janssen in Oncology**

In oncology, our goal is to fundamentally alter the way cancer is understood, diagnosed, and managed, reinforcing our commitment to the patients who inspire us. In looking to find innovative ways to address the cancer challenge, our primary efforts focus on several treatment and prevention solutions. These include disease area strongholds that focus on haematologic malignancies and prostate cancer; cancer interception with the goal of developing products that interrupt the carcinogenic process; biomarkers that may help guide targeted, individualised use of our therapies; as well as safe and effective identification and treatment of early changes in the tumour microenvironment.