**Format Cancer Center Amsterdam News online**

Communicating your research results and insights highlights the progress of our patients and professionals, thank you! We would like to share your results online with as many other people as possible.

Online visitors differ greatly in experience, pre-knowledge and the amount of time they can spend learning. Therefore, it is important that information is kept short, accessible and understandable to a broad audience. Besides, brief messages are better remembered. To enhance accessibility to all, we need concise information from you. If you want to share your research results, please answer the questions.

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| **Title (max. 10 words):**  Is there an attractive title with a clear message, do you have a title in mind?  Which title would attract attention and is applicable to the findings of your research?  Please note that the title we use in the end might differ. |
| **Is there any (rights free) image you want to provide and we can use?** |
| **Core question of your research (20-25 words):**  What is the underlying question you want to solve or contribute answers to?  For example: what causes a certain type of cancer? How to detect cancer earlier, more accurate, less painful / invasive? What happens if drugs are combined? Can we treat a type of cancer better? |
| **Core insight of your research (20-70 words):**  Describe the take home message. What if the reader only remembers one sentence about your research, what do you want them to remember? |
| **Research results and possible improvements for patients (guideline 100-250 words):**  Please keep in mind the following items:   * Explain your research results in a simple way (for example the way you would explain the conclusion of your results to a non-scientist. * What was your hypothesis and how did you perform your research? * Please describe the benefit for (future) cancer patients. What new insights brings your research and how can this knowledge (possibly) help our patients? How can patients benefit from this insight? |
| **Link to website/publication:**  Please provide the link to the relevant website or PDF of your publication/news item |
| **People involved:**  List the names of the people involved and indicate if they are affiliated with Amsterdam UMC |
| **Funders involved**  Are any business partners like pharmacological companies involved? If yes, who and how?  Did you receive any grants? Who provided them? |

Please send this form to [cca@amsterdamumc.nl](mailto:cca@amsterdamumc.nl)