Elsevier Partners with VHL Alliance on PracticeUpdate

Free virtual resource focuses on latest research and physician education in Von Hippel-Lindau Disease

Philadelphia, PA, January 17, 2018 – Elsevier, a world-leading provider of scientific, technical, and medical information products and services, recently announced that it is partnering with VHL Alliance, launching a new, content-rich module on PracticeUpdate, focused on von Hippel-Lindau Disease.

Von Hippel-Lindau (VHL) disease is a rarely diagnosed and often mistreated disease, which currently afflicts one in every 36,000 people in the United States. By working with PracticeUpdate the VHL Alliance helps broaden their mission and their important work by leveraging PracticeUpdate’s global reach and powerful industry expert resources.

“The VHL Alliance empowers patients and their health care teams to manage the health of the patients. Working with PracticeUpdate will give doctors another tool providing the most up-to-date information to diagnosis and treat VHL and improve life for their patients,” said Ilene Sussman, PhD, Executive Director of VHL Alliance.

The Von Hippel-Lindau Disease Spotlight continues to build upon the mission of PracticeUpdate by bringing together key medical experts to discuss the latest research on VHL, provide relevant and impactful information, and reach a broad spectrum of specialists who may encounter these important cases.

“With PracticeUpdate’s continually expanding subscriber base of multi-disciplinary healthcare professionals, we are in a unique position to elevate awareness of VHL and provide critical information across multiple specialty areas,” said Allison Risko, SVP, Pharma & Life Sciences Solutions, Elsevier.

VHL Disease Spotlight features on PracticeUpdate include:

- **Editor’s Picks** – gain insights from PracticeUpdate’s key opinion leaders, who hand-select and provide relevant context on important articles from top journals.
- **Expert Opinion** – watch exclusive video interviews and read commentaries from leading experts.
- **Tumor Boards** – join interactive, ongoing patient case discussions with your peers and PracticeUpdate board members.

PracticeUpdate.com is a free destination for physicians to access distilled, expert-selected professional research, articles, and education—with insights and analysis from credible opinion leaders in their field. The site provides a highly customized experience for its members by tailoring its content to each user’s chosen specialty and communication preferences. For additional information on the Von Hippel-Lindau Disease Spotlight, please visit vhl.practiceupdate.com.

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About VHL Alliance
The VHL Alliance (VHLA) is a 501c3 non-profit organization founded in 1993. Today, the VHL Alliance is the preeminent resource and clearing house of patients, caregivers, researchers and the medical community. Von Hippel Lindau (VHL) is a genetic condition involving the abnormal growth of blood vessels causing tumors to grow in up to 10 different parts of the body throughout a patient’s life. With no known pharmacological treatment, surgery is the only option for VHL patients. VHL knows no boundaries; it affects approximately one in 36,000 people in every ethnic group.

About Elsevier
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