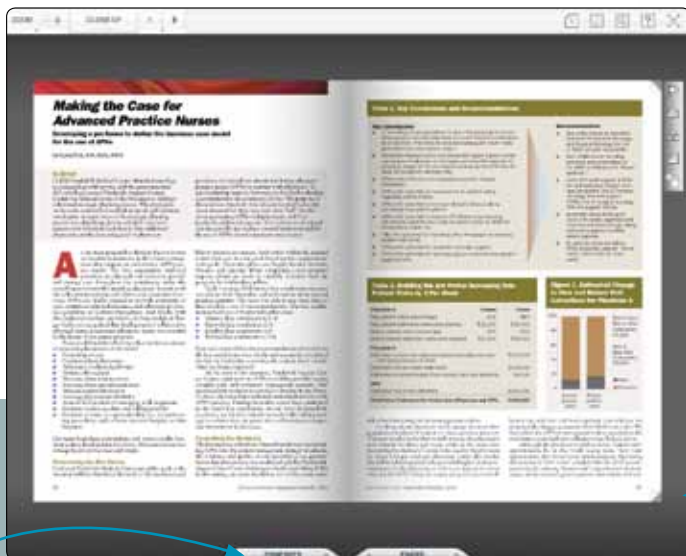


The Association of Community Cancer Centers (ACCC) is pleased to announce an easy-to-read online edition of *Oncology Issues*, which begins with this September/October 2010 journal!

ACCC members will continue to receive their printed copy in the mail, but now they'll have an additional benefit: a vivid digital version that is accessible from any computer or mobile device.

Check it out at www.accc-cancer.org/oncology_issues


The online edition enhances the reading experience online with easy page-turning and zoom-in features. You can post notes to your pages and save them for future reference. Plus, you can easily share comments and email articles to your friends and colleagues.



Step By Step: What You'll See

If you have never read a digital magazine, you're in for a surprise. It's easy and fun.

▶ Turn the pages as you would with a printed magazine by clicking on the corners of the pages, or by using the forward or back arrows located at the left side of the top toolbar. Each click allows you to move one page at a time.

 ▶ To zoom in, simply click anywhere on a page. When zoomed in, click and hold your mouse button down to move around the page. Click again to zoom out. You may choose a custom zoom level by clicking on the small arrow under "Zoom." We recommend 150 percent to 200 percent. Once selected, click anywhere outside the box to set.

▶ Toggle between viewing two pages side-by-side or a single page at a time by clicking on the Page View button in the top toolbar on the right-hand side.

▶ To select an article to read, click on the "Contents" tab at the bottom and then on the article of interest. Or, click on the article while browsing the table of contents in the magazine.

▶ To share a link with a friend, or add a link to your favorite social site, click the share button that appears on the right of each page.



In With the New—*Oncology Issues* Offers a Digital, Online Alternative

Why Now?

Our 2010 *Oncology Issues*' survey asked readers to give us their "wish list" for the journal. Here is what respondents had to say:

- ▶ 37 percent want to easily find *Oncology Issues* articles by topic within an easily accessible and searchable archive.
- ▶ 28 percent want to find an expert or author and ask questions directly.
- ▶ 20 percent want to share articles with colleagues.

With this wish list in mind, ACCC's Editorial Committee went to work. The result: our new online magazine allows better archiving and faster access to articles, delivers rich content, and creates multimedia experiences that allow sharing and emailing of articles and increased contact with authors.

The technology is provided by NXTbook Media™, which many healthcare associations use to broadcast print materials in easy-to-read online formats over the Internet.

Take a look. And let us know what you think. Comments, concerns, and suggestions can be emailed directly to: mmarino@acc-cancer.org.

