NCCN 2018 PROGRAMMING

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NCCN Corporate Council

NCCN offers membership into the NCCN Corporate Council to significantly enhance collaborative efforts between pharmaceutical, biotechnical, and diagnostic companies and NCCN, and thus better serve patients.

Membership also allows for regular communication with NCCN throughout the year. Memberships may be customized with any of the non-CE programming highlighted in this prospectus.

Sample benefits to a Corporate Council membership may include:

- Attendance at semi-annual Corporate Council meetings
- Complimentary registration to NCCN Symposia
- Complimentary tuition to NCCN Academy
- Subscriptions to NCCN Flash Updates™
- Placement of live link to REMS program on NCCN.org
- Recognition of Corporate Council membership at NCCN Annual Conference and NCCN Annual Congress: Hematologic Malignancies™
- Online Subscriptions to JNCCN
- Corporate Council rate of website sponsorship
- Acknowledgment on the NCCN website: NCCN.org
- Monthly Corporate Council newsletter

Additional items may be included to customize your membership:

- Support of and attendance to NCCN Policy Summits, State Oncology Society Forum, and/or Employer Forum
- NCCN Trends™ Survey questions
- Exhibit and/or NCCN Reimbursement Resource Room space at and/or sponsorships of the NCCN Annual Conference or NCCN Annual Congress: Hematologic Malignancies™
- Free access to NCCN Compendia with permission to copy and distribute pages/copies
- License and permission to use NCCN Guidelines content in promotional and educational materials
- NCCN eBulletin Advertising
- NCCN.org Website Sponsorship
- NCCN Pocket Guide or Flash Card Distribution

*The above benefits are examples of programming that can be included in a membership. Memberships are not limited to the benefits listed above nor are the benefits included in all memberships.

NCCN also offers a Global Corporate Council Membership. More information can be found in the NCCN Global Programming section of this prospectus.
NCCN Policy Summit Series

The NCCN Oncology Policy Program was initiated in 2009 to allow opportunities for discussion among oncology stakeholders to address relevant health policy concerns. The NCCN Oncology Policy Program has convened Policy Summits in areas such as Value, Access, and Cost of Cancer Care; Emerging Issues in Tissue Allocation; Designing Clinical Trials in the Era of Biomarkers and Molecular Testing; the Impact of the Affordable Care Act on Academic Oncology Practice; Measuring Quality in Oncology; Data Needs in Oncology; Equity in Cancer Care; Molecular Testing; Biosimilars; Emerging Issues and Opportunities in Health Information Technology; Patient Advocacy; and Safety and Accountability.

Support of NCCN Policy Summits includes recognition of support, invitation(s) to attend, and permission to distribute the resulting Article/Summit Summary.

Past Agenda topics have included:
- Safety and Accountability in Cancer Care
- Patient Access to Safe, High-Quality Cancer Care
- Measuring Quality in Oncology
- Diagnostic, Clinical, and Research Concerns
- Issues, Opportunities, and Patient Impact
- Moonshot: The Role of Health Information Technology
- Patient Advocacy

Contact Information

To learn how to attend or support a program or distribute Articles and Summit Summaries, please contact:
Kimberly Drager
Manager, Business Development
Drager@nccn.org
NCCN collaborates with State Oncology Societies in various ways to contribute to our mutual commitment to quality care for patients with cancer. In recognition of the essential role of community oncologists and their representative state oncology societies in advancing the quality of cancer care, NCCN holds an annual meeting at the NCCN Annual Conference to provide a forum for open dialogue, an exchange of best practices, and the identification of areas for collaboration. Fundamental to the success of this program is the shared core value of the state oncology societies and NCCN, which is to improve the lives of patients with cancer.

Past Agenda topics have included:

- ACOS: Coordinated Care under the ACA
- Best Practices
- Best Patient Resources
- Best Technology for Reporting Quality
- Clinical Research in a Community Setting
- Payer Perspective: Models for Quality
- Utilization of Clinical Guidelines to Pathways
- Value Pathways Powered by NCCN™
- Utilization of NCCN Content within Health Information Technologies
NCCN Employer Forum

Employers share NCCN’s mission of improving the lives of patients with cancer. Throughout the year, NCCN engages in discussions with employers to identify opportunities to facilitate access to evidence-based oncology care for employees. In recognition of their critical role in insuring access to high-quality, high-value cancer care, NCCN will also extend an annual invitation to representatives of employers and employer groups to participate in an in-person forum that allows for open dialogue on trends in evidence-based cancer prevention and treatment, an exchange of best practices and the identification of collaboration opportunities.

Past topics have included:

- Understanding the needs of employers, managing cancer in the workplace
- Understanding evidence based cancer care, insights & tools for employers
- Living and working with cancer, information for employees
- Evaluating national coverage policies for cancer care

Contact Information

To learn more, please contact:
Elyse Becker
Senior Business Development Specialist
Becker@nccn.org
NCCN Academy for Excellence & Leadership in Oncology™: School of Pharmaceutical & Biotech Business

This educational forum is held twice a year for pharmaceutical and biotech professionals to participate in and observe interactions with key stakeholders. Participants improve their working knowledge of key business, policy, coverage, reimbursement, informational, and operational issues in oncology while gathering valuable insights into developing effective strategies for navigating the various constituencies in cancer care. NCCN Academy provides its attendees with a receptive environment in which to hear directly from thought leaders and ask questions about what they view to be the most pressing issues in oncology today and how to apply this knowledge to create mutually successful working relationships. Further, participants listen to expert constituents discuss how their decisions and programs are shaped by certain types of information and data, as well as their perspectives on the oncology space, and its current and its future challenges.

NCCN Customized Academy

Resultant from the success of the NCCN Academy program series, NCCN expanded the NCCN Academy initiative to offer the unique opportunity for industry to host a customized Academy. The curriculum is tailored so that it best aligns with the requesting organization’s particular needs and interests. Price is determined by number of modules and number of attendees.

Sample topics include:
- Continuum of Care Management: Screening, Palliative Care/End of Life Planning
- Meet the Experts: NCCN Guidelines® Panel Chairs Address Hot Topics
- Real World Trends Impacting Cancer Care–Cost, Reimbursement, and Policy
- The Patient Journey
- Pathways and Guidelines

NCCN Global Academy for Excellence & Leadership in Oncology™: School of Pharmaceutical & Biotech Business

Pharmaceutical and biotechnology professionals are given the rare opportunity to view the global oncology space, its future and its current operational issues from the provider, payer, and patient advocate perspective. Participants will improve their working knowledge of key global business, policy, informational, and operational issues in oncology and will gather valuable insights material to developing effective strategies for navigating the various constituencies in consideration of worldwide cancer care issues. Through this interactive program, pharmaceutical and biotech professionals will learn from key stakeholders what they view to be the most pressing issues in the global oncology environment and how to apply this knowledge to create mutually successful working relationships.

Contact Information

To learn more about NCCN Academy or to discuss developing a Customized Academy for your organization, please contact:

Jennifer Tredwell, MBA
Senior Director, Marketing
Tredwell@nccn.org

Elyse Becker
Senior Business Development Specialist
Becker@nccn.org

NCCN.org/academy
LICENSING AND PERMISSIONS

Licensing and Permissions

NCCN regularly licenses with companies and organizations for permission to distribute copies of NCCN Content, as well as for use of the NCCN Content in educational and promotional materials, including slide decks, advertisements, and computer based materials. NCCN Content is a highly-valued and trusted resource for health care professionals. Utilizing NCCN Content helps bring credibility to marketing and educational materials.

NCCN Content is a valuable asset of NCCN and is subject to copyright, trademark and other legal protections. NCCN Content may not be used, copied, distributed or modified in any manner without a written license agreement from NCCN. NCCN works with organizations interested in using NCCN Content through the NCCN permissions process. If you or your organization would like to license NCCN Content for any purpose, please visit NCCN.org/permissions to make a formal submission.

Licensing in Health Information Technology

NCCN works with organizations for use of content within Health Information Technologies (HIT), including but not limited to clinical decision support and mobile applications for use at point-of-care, and as a standard for medical appropriateness review. NCCN works to inform and regularly notify licensing organizations of updates to the NCCN Content contained in the technologies to ensure that the NCCN Content represented in the tools is up-to-date and consistent with what is published on NCCN.org.

NCCN Content is a valuable asset of NCCN and is subject to copyright, trademark and other legal protections. NCCN Content may not be used, copied, distributed or modified in any manner without a written license agreement from NCCN. NCCN works with organizations interested in using NCCN Content through the NCCN permissions process. Please contact Elyse Becker if you or your organization would like to license NCCN Content within Health Information Technology.

Contact Information

If you or your organization would like to license NCCN Content for any purpose, please contact:

Elyse Becker
Senior Business Development Specialist
Becker@nccn.org
DISTRIBUTION OF NCCN CONTENT

NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) and derivative products are widely recognized and used as the standard for clinical policy in oncology in both the academic and community settings and significantly influences appropriate practice patterns and prescribing behavior. Distribution of NCCN Content provides health care professionals with a valuable resource.

NCCN Guidelines®: Pocket Guides
Pocket Guides are pocket-sized versions of the NCCN Guidelines, conveniently sized to fit in a lab coat pocket, and serve as a valuable reference tool for physicians, nurses, pharmacists, and other oncology health care professionals. NCCN Pocket Guides allow clinicians to reference the NCCN Guidelines in making treatment decisions more easily, as well as to have more informed conversations with patients at the point of care. Pocket Guides also contain a QR code for access to the Virtual Library of NCCN Guidelines Mobile Application, providing health care professionals even greater access to this information. Pocket Guides are printed on quality gloss stock for durability and have coil spines so that algorithms can be viewed as two-page spreads. Content is formatted in sections with colored tabs so readers can quickly and easily reference desired sections. In 2017, NCCN estimates that more than 90,000 Pocket Guides will be distributed.

NCCN Guidelines & Compendia: Flash Cards
NCCN will develop a customized NCCN-branded Flash Card of selected pages from the NCCN Guidelines and/or NCCN Compendia content. The Flash Card is a quick-reference tool for clinicians that aids them in their implementation of the NCCN Guidelines and Compendia content. The Flash Card is compliant with the current PhRMA code and meets the criteria to be considered an appropriate educational item.

Sponsorship of the NCCN Guidelines Formatted for Smartphone and Tablet Computers
This easy-to-use and convenient format further assists health care professionals in their implementation of the NCCN Guidelines, thus improving the quality and effectiveness of care provided to patients with cancer. Sponsorship includes copies of a promotional card containing instructions to access the app and/or a QR code that allows users to download the specified NCCN Guideline directly to their mobile device, for your company’s distribution to health care professionals. During 2016, NCCN Guidelines were downloaded more than 6.9 million times from NCCN.org and the Virtual Library of NCCN Guidelines mobile app, which is available free-of-charge for Apple and Android devices.

Contact Information
If your organization would like to distribute or support NCCN’s distribution of NCCN Content, please contact:
Kimberly Drager
Manager, Business Development
Drager@nccn.org
NCCN 23rd Annual Conference: Improving the Quality, Effectiveness and Efficiency of Cancer Care™

The Rosen Shingle Creek, Orlando, Florida | March 22 – 24, 2018

The NCCN Annual Conference attracts more than 1,600 registrants from across the United States and the globe including oncologists (in both community and academic settings), oncology fellows, nurses, pharmacists, and other health care professionals involved in the care of patients with cancer. Respected opinion leaders present the latest cancer therapies and provide updates on selected NCCN Guidelines, the data upon which the NCCN Guidelines are based, and quality initiatives in oncology. Topics change annually but focus on the major cancers and supportive care areas.

Commercial Level Sponsorships

NCCN is pleased to invite organizations to sponsor the NCCN 23rd Annual Conference. Sponsor levels are Presenting, Platinum, Gold, Silver, and Bronze. Sponsor packages can be customized to meet specific marketing needs. Benefits and recognition increase with each level. Sponsors have the ability to increase visibility, build relationships, and support NCCN through these opportunities.

Exhibit Space

The conference will host a two-day Exhibition Hall. Exhibitors have the opportunity to promote brands or provide company information with a display in pipe and drape exhibit space. Island booths are offered at a 20’x20’ size. Inline booths start at 10’x10’ and can be as large as 10’x40’.

Emerging Issues in Oncology Roundtable Discussion Sponsorship

NCCN will hold a special live Roundtable during the NCCN Annual Conference to address emerging issues in oncology. This non-accredited roundtable discussion will address important issues facing various oncology stakeholders including access to, quality of, and appropriateness of care. It will be filmed and endured on NCCN.org and the NCCN YouTube Channel.

NCCN Reimbursement Resource Room Table Top Display

NCCN will have a dedicated section in the Exhibition Hall for clinicians to visit and learn about industry reimbursement help and services. Individual tabletop displays are available. The NCCN Reimbursement Resource Room will have a prominent position in the front of the Exhibition Hall. Along with the tabletop, this sponsorship comes with a year-long placement on the Virtual Reimbursement Resource Room, inclusion in the NCCN Reimbursement Resource apps, and other benefits.
COMMERCIAL SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES AT NCCN MEETINGS

NCCN 23rd Annual Conference: Improving the Quality, Effectiveness, and Efficiency of Cancer Care™

NCCN Patient Advocacy Pavilion Sponsorship
In response to on-going requests from patient advocacy groups, NCCN has created the NCCN Patient Advocacy Pavilion program which provides for an advocacy pavilion where multiple groups receive an individual kiosk. Each group also receives attendance to the NCCN Annual Conference, the Advocacy Pavilion Kick Off event, the NCCN Academy program, support materials, and an ad in the Exhibition Guide. Sponsors will be recognized in the Exhibition Guide, kiosk display signage, and broadcast announcements, and also invited to the kick-off event.

Exhibitor Showcase Presentations
Sponsors are able to give an informational presentation in a casual theater-like set-up conveniently located inside the Exhibition Hall. Presentations will last 25 minutes followed by an audience Q&A session. NCCN provides podium, stage, flat screen monitor, and sound system. Banner signs, directional signs, ads, broadcast announcements, and door drop flyers will promote presentations. Sponsors have the option of recording their presentations for future use.

Exhibition Guide Advertising
Advertising in the NCCN Exhibition Guide provides uncommon exposure to influential oncologists, nurses, pharmacists, and other health care professionals. The NCCN Exhibition Guide will be inserted in the conference bag and distributed to all conference attendees. Additional copies are displayed in the exhibition hall and foyers. The digital version is posted online prior to the conference.

Door Drops
Sponsors can provide a custom printed piece to be included in a door drop bag delivered directly to the hotel room of all attendees staying in the NCCN room blocks.

Exhibition Hall Offers
- Cyber Café and/or Charging Station Sponsorship - Sponsors can support a cyber café or charging station with up to (10) stations that offer attendees complimentary internet access or charging services in the NCCN Exhibition Hall. Sponsors can brand stations with custom artwork.
- Food and Beverage Sponsorship - Exhibitors gain exposure by providing a food or beverage treat, such as ice cream, gelato, coffee, or cappuccino. A corner 10’ x 20’ booth is included. Food and beverage fees are not included.
- Custom Water Bottle Sponsorship - Exhibitors can distribute complimentary bottled water to NCCN attendees. A sponsor-provided logo or message will be featured on water bottle labels and promotional signs. A quantity of 1,000 bottles will be displayed on ice next to the sponsor’s exhibit or within the food and beverage areas.

For more information, please contact:
Jennifer Tredwell, MBA
Senior Director, Marketing
Tredwell@nccn.org

Kimberly Drager
Manager, Business Development
Drager@nccn.org
COMMERCIAL SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES AT NCCN MEETINGS

Opportunities include:
- Commercial Level Sponsorships
- Tabletop Exhibit Space
- Advertisements in the Exhibition Guide & Door Drops
- Exhibition Hall Offerings
- Patient Advocacy Pavilion Sponsorship

NCCN 13th Annual Congress: Hematologic Malignancies™

New York Marriott Marquis, New York, New York | September 21 – 22, 2018

The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 600 attendees. The treatment of hematologic malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of new advances. In addition, targeted therapies and oral treatments bring new benefits to patients. This two-day congress will focus on the new approaches that have been incorporated into patient management, including the use of drugs, biologics, and diagnostics.

Commercial Level Sponsorships

NCCN is pleased to invite organizations to sponsor the NCCN 13th Annual Congress. Sponsor levels are Presenting, Platinum, Gold, Silver, and Bronze. Sponsor packages can be customized to meet specific marketing needs. Benefits and recognition increase with each level. Sponsors have the ability to increase visibility, build relationships, and support NCCN through these opportunities.

Tabletop Exhibit Space

The NCCN Annual Congress will host a two-day Exhibition Hall. Exhibitors have the opportunity to promote brands and provide company information with a table top display. Limited space is available; food and beverage are served exclusively in the exhibition areas.

Exhibition Guide Advertising

Advertising in the NCCN Exhibition Guide provides uncommon exposure to influential oncologists/hematologists, nurses, pharmacists, and other readers. The NCCN Exhibition Guide will be inserted in the congress bag and distributed to all attendees. Additional copies are displayed in the exhibition hall and foyers. The digital version is posted online prior to the congress.

Door Drops

Sponsors can provide a custom printed piece to be included in a door drop bag delivered directly to the hotel room of all attendees staying in the NCCN room block.

Exhibition Hall Offerings

- Cyber Café and/or Charging Station Sponsorship - Sponsors can support a cyber café or charging station with up to (6) stations that offer attendees complimentary internet access or charging services in the NCCN Exhibition Hall. Sponsors can brand stations with custom artwork.
- Exhibitor Showcase Presentations - Sponsors are able to give an informational presentation in a casual theater-like set-up conveniently located inside the Exhibition Hall.
- Custom Water Bottle Sponsorship - Exhibitors can distribute complimentary bottled water to NCCN attendees. A sponsor-provided logo or message will be featured on water bottle labels and promotional signs within the exhibition hall. A quantity of 1,000 bottles will be displayed on ice next to the sponsor’s exhibit or within the food and beverage areas.

Contact Information

For more information, please contact:
Jennifer Tredwell, MBA
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Tredwell@nccn.org
Kimberly Drager
Manager, Business Development
Drager@nccn.org

NCCN.org/sponsorship
**NCCN eBulletin Newsletter Advertising**

Delivered regularly to registered users of NCCN.org, NCCN eBulletin newsletters share timely news about topics spanning the global oncology environment and bridge clinical, policy, and operational perspectives. In 2018, NCCN will publish three editions of NCCN eBulletin, each intended for a specialized audience.

- **NCCN eBulletin:** Clinical and operational trends in the delivery of cancer care and the oncology health policy environment, notification of recent updates to the NCCN Guidelines, and links to notable advances in treatment and research at NCCN Member Institutions. Reach more than 155,000 registered users from the United States.

- **NCCN eBulletin: Global Edition:** Clinical and operational trends in the delivery of cancer care and the oncology health policy environment and detailed information on NCCN Global Initiatives, as well as new translations and adaptations of the NCCN Guidelines. Reach more than 220,000 key stakeholders practicing outside of the United States.

- **NCCN eBulletin: Member Institution Edition:** Executive messages, NCCN Program and Committee updates, journal contributions, subscription and benefit notices, program participation announcements, and NCCN Foundation® messages. Reach more than 17,000 readers from the 27 NCCN Member Institutions.

### Ad Sizes

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*(includes up to 30 words (NCCN eBulletin) or 75 words (Global Edition) of text with links to advertiser pages)*

* NCCN eBulletin only
** NCCN eBulletin and NCCN eBulletin: Global Edition only

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**Contact Information**

To learn how to place an ad or determine availability, please contact:

Jennifer Tredwell, MBA  
Senior Director, Marketing  
Tredwell@nccn.org

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NCCN.org/advertising
Visitors to NCCN.org include:

- Oncologists from private practice, government and academic settings
- Oncology fellows
- Nurses
- Pharmacists
- Patients with cancer, their caregivers, and family members
- Health care publishers
- Patient advocacy organizations
- Payers, managed care medical directors, case managers, etc.
- Other professionals and key opinion leaders in oncology
- Pharmaceutical, medical device, and biotechnology companies

**NCCN Website Sponsorship — NCCN.org**

The NCCN website NCCN.org is a robust and comprehensive resource of clinical information, and includes the only online postings of the Complete Library of NCCN Guidelines. In 2016, there were more than 2.4 million unique visitors to NCCN.org and more than 900,000 individual registered users. Physicians and other medical professionals, as well as patients and their caregivers, regularly visit NCCN.org for highly credible clinical information, including:

- NCCN Guidelines®
- NCCN Drugs & Biologics Compendium (NCCN Compendium®)
- NCCN Chemotherapy Order Templates (NCCN Templates®)
- NCCN Imaging AUC™
- NCCN Biomarkers Compendium®
- NCCN Radiation Therapy Compendium™
- Information and profiles on the 27 NCCN Member Institutions
- NCCN Oncology Research Program Information
- NCCN Oncology Policy Program
- Registration for all NCCN educational programs
- NCCN Virtual Reimbursement Resource Room – enabling readers to learn about patient assistance programs and reimbursement services.

To learn how to sponsor NCCN.org, please contact:
Jennifer Tredwell, MBA
Senior Director, Marketing
Tredwell@nccn.org
NCCN Reimbursement Resource Room and Mobile App

The oncology reimbursement landscape continues to present ever-evolving challenges for clinicians. As a response to these ongoing challenges, NCCN has strategized to provide access to and information about resources available for clinicians and patients within the reimbursement space. To help clinicians and their staff address reimbursement challenges, NCCN developed: the NCCN Reimbursement Resource Room (RRR) including the NCCN Virtual RRR and Mobile App. In 2014, NCCN successfully expanded this resource and made the content of the NCCN Virtual RRR into a free mobile app for Apple and Android phones and tablets. For 2016, the NCCN Virtual RRR had more than 12,700 page views. To date, there more than 2,000 users of the NCCN Reimbursement Resource Mobile App.

The NCCN Reimbursement Resource Room at the NCCN 23rd Annual Conference is a designated section of the exhibition hall for clinicians to go to learn about industry reimbursement help/services. All participants receive a table top display at the NCCN 23rd Annual Conference.

All participants in the NCCN Reimbursement Resource Room have content and links included in the NCCN Virtual Reimbursement Resource Room on NCCN.org/reimbursement and the NCCN Reimbursement Resource Mobile App for a term of one year, and additional promotion throughout the year including free ads in NCCN eBulletin newsletters.

Contact Information

To learn more about the NCCN Reimbursement Resource Room or to participate, please contact:

Jennifer Tredwell, MBA
Senior Director, Marketing
Tredwell@nccn.org

NCCN.org/reimbursement
NCCN Trends™ Surveys & Data

NCCN Trends™ is a survey-based analytics tool that focuses on how clinicians in the United States and abroad deliver cancer care. NCCN Trends™ Surveys pose questions regarding topics including, but not limited to, patterns of care, and awareness and utilization of various treatment modalities, as well as key topics impacting oncology stakeholders, such as how changes in the health care environment impact them and their patients.

Organizations supply draft questions for each survey. Following review within the NCCN Trends™ team and prior to survey launch, a consultation call may be scheduled to discuss any potential refinements to the questions according to research goals and data needs. The data is then gathered through brief electronic surveys to more than 200,000 health care providers who access the NCCN website on a frequent basis and express interest in responding to NCCN Trends™ Surveys. These clinicians consist of practicing physicians in diverse practice settings, including academic/research cancer centers, community hospitals, and private practices. Survey participants also represent pharmacists, nurses, and other oncology stakeholders.

NCCN Trends™ provides detailed analyses of resulting data that can help determine trends and patterns by geographical region, practice size, practice setting, or specialty. In addition, NCCN has the capability of conducting customized, international surveys.

NCCN Trends™ Surveys and Data are independent of any NCCN Guidelines or other NCCN clinical recommendations. Participants in the surveys receive a summary of survey results that offer insight into their own practice and that of their peers.
The NCCN Oncology Research Program (ORP) has developed a comprehensive program of research platforms and scientific advisors to foster the development of world-class therapies to treat people with cancer. The NCCN ORP’s core services focus on assisting companies with drug development plans and strategies, facilitating the conduct of preclinical, translational, and clinical research at NCCN Member Institutions, ensuring that results of funded research projects are publicly disseminated.

**Scientific and Peer Review committees include the following:**
- Request for Proposals (RFP) Development Teams
- Protocol Development Teams
- Scientific Review Committees
- Drug Development and Pipeline Review Committees
- Scientific Advisory Boards

**Research Platforms**
The key element that encompasses the work and success of the ORP is that of strong and enduring collaborations with investigators and industry. ORP takes pride in establishing relationships with industry that keeps them involved in research projects from start to finish and in building relationships with our investigators to support important research. This focus on maintaining strong collaborations with all stakeholders is integrated into each research platform.

The NCCN ORP provides the following services for all research platforms:
- Facilitates study initiation including contracting and regulatory oversight;
- Oversees the conduct of the clinical trials and provides auditing/monitoring services, data safety oversight, statistical analysis, and other research services as needed (some services provided through a subcontractor);
- Disburses grant funds according to achievement of important benchmarks;
- Supports the publication of results of the studies.

**Value to Industry:**
- Long-standing relationships with leading investigators and key thought leaders at NCI-designated cancer centers across the country
- History of effective, productive, collaborations with industry
- High-quality peer review process for investigator initiated trials (IIT)
- Flexible study designs
- Superior contracting metrics
- Rapid study start-up

For additional information regarding NCCN Oncology Research Program, please contact: ORP@nccn.org
GLOBAL PROGRAMMING

The global influence and demand for the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) is ever increasing. Today, nearly half of the more than 900,000 registered users of the NCCN Guidelines® on NCCN.org report that they live outside of the United States. In order to help clinicians and patients with cancer outside of the United States, NCCN strives to identify programming and execute on opportunities that will have a global impact. NCCN’s mission, as an alliance of leading cancer centers devoted to patient care, research, and education, is to improve the quality, effectiveness, and efficiency of cancer care so that patients can live better lives. Our vision is to be the world’s leader in defining and advancing high-quality, high-value cancer care. The rapid expansion of the NCCN Global program is a reflection of this effort.

NCCN Global Corporate Council Membership

International collaborations are a vital part of the development of the NCCN Global Program. In order to advance its Mission, NCCN works with various stakeholders in health care, including industry to identify programming and execute on opportunities that will have a global impact. Created in 2015, the NCCN Global Corporate Council is a membership opportunity for industry that serves to build relationships and facilitate collaboration, and thus, better serve patients.

Sample benefits include:

- Attendance at annual Global Corporate Council meeting
- Complimentary registration to NCCN Symposia
- Complimentary tuition to NCCN Academy and NCCN Global Academy
- Subscriptions to NCCN Flash Updates™
- New! Customizable Quarterly Global Usage Reports
- Bi-monthly Global Corporate Council newsletter
- NCCN Trends™ Survey questions
- Advertisements in the NCCN eBulletin: Global Edition
- New! Link to the International Adaptations & Translations of the NCCN Guidelines Table of Contents Web Page
- Recognition of Global Corporate Council membership at NCCN Annual Conference and NCCN Annual Congress: Hematologic Malignancies™
- Acknowledgment on the NCCN website: NCCN.org

Additional items may be included to customize your membership:

- General Mission Support
- Sponsorship of Mobile Application
- License and permission to use NCCN Guidelines content in promotional and educational materials.
- Support for Global Roundtable

For additional information regarding NCCN’s Global Programming, please contact:
Caitlin Donnelly
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Donnelly@nccn.org

Jorge Bacigalupo
Global Business Development Program Manager
Bacigalupo@nccn.org

NCCN.org/global

continued on next page
GLOBAL PROGRAMMING

GLOBAL ACADEMY

Pharmacetical and biotechnology professionals are given the rare opportunity to view the global oncology space, its future and its current operational issues from the provider, payer, and patient advocate perspective. Participants will improve their working knowledge of key global business, policy, informational, and operational issues in oncology and will gather valuable insights material to developing effective strategies for navigating the various constituencies in consideration of worldwide cancer care issues. Through this interactive program, pharmaceutical and biotech professionals will learn from key stakeholders what they view to be the most pressing issues in the global oncology environment and how to apply this knowledge to create mutually successful working relationships.

Professionals from marketing, sales, advocacy, medical affairs, clinical research, international programs, policy and government affairs, and other business areas will better be able to serve their customers with improved knowledge of real-world oncology issues after completion of this program.

Past agenda topics have included:

- Regional Adaptations – Meet the NCCN Guidelines Panel and Collaborative International Experts
- Global Patient Advocacy and Policy

GLOBAL ROUNDTABLES

Discussion across multiple stakeholders is vital to understanding the current state of oncology care, identifying gaps, and enacting meaningful change for the future. NCCN understands this importance, particularly when working across national lines and in a truly comprehensive, international capacity. In order to advance its Mission and Vision, NCCN hosts Global Roundtables of experts across multi-discipline institutions on various topics relevant to advancing high quality, global cancer care.

TRANSLATION OF NCCN CONTENT

Nearly half of all registered users of NCCN.org report that they live outside the United States. NCCN offers the opportunity to support translation, maintenance of translations, and/or distribution of NCCN Content globally. Organizations can support the translation and verification of NCCN Content, including the NCCN Guidelines, the NCCN Guidelines for Patients®, and/or the NCCN Framework for Resource Stratification of NCCN Guidelines (NCCN Framework™). In 2017, NCCN received support...
from our industry collaborators for translation and verification of the NCCN Guidelines for Hodgkin Lymphoma, Non-Hodgkin’s Lymphomas, and Multiple Myeloma into Chinese, French, German, Italian, Korean, Portuguese, and Spanish. There is an unmet need for translations of the NCCN Guidelines around the world. Help NCCN bridge the language barrier gap by creating access to the NCCN Guidelines in native languages. Moreover, additional support can be provided to maintain and update our current translations to reflect the latest versions of the NCCN Guidelines.

The cost to support NCCN Guidelines translations varies depending on the number of pages, language, and projected updates per version year; translation support may include license and permission for distribution of the supported translated Guidelines. Additionally, translations of NCCN Guidelines can be distributed in Pocket Guide and Flash Card formats.

**NCCN eBulletin: Global Edition**

*NCCN eBulletin: Global Edition* is an electronic newsletter delivered to all ex-U.S. registered users of the NCCN website—NCCN.org on a monthly basis, and features articles on topics including clinical and operational trends in the delivery of cancer care and the oncology health policy environment, notification of recent updates to the NCCN Guidelines, and links to notable advances in treatment and research at NCCN Member Institutions. Content bridges clinical, policy, and operational perspectives and includes notifications of NCCN updates and news. Reach more than 220,000 foreign oncology professionals from approximately 192 countries who are eager to learn from NCCN.

*NCCN eBulletin: Global Edition* is a unique, large-reach electronic vehicle in which advertisers have the exclusive opportunity to position their messages in conjunction with distinctive, sought-after NCCN Content. Readers include more than 140,000 physicians practicing outside the United States; other key recipients include oncology nurses, hospital and health care administrators, and additional professionals with an interest in oncology.

**Global Leadership Exchange**

NCCN offers the opportunity to support a global leadership exchange which allows for International clinicians and/or administrators to observe and interact with NCCN Faculty at an NCCN Member Institution and/or for NCCN Faculty to travel abroad for a clinical exchange at an International facility.

In 2013, NCCN worked with The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins, an NCCN Member Institution, to successfully coordinate a four-day observership for an Egyptian delegation of five clinicians. Delegates shadowed Hopkins faculty on clinical rotations and attended a variety of lectures addressing the management of colorectal cancer. NCCN has also coordinated Leadership exchanges for physicians in China.
In 2014, NCCN leadership participated in the 10th International Course of the Brazilian Cancer Society at the University of Colorado Cancer Center, an NCCN Member Institution. The International Course brought surgical oncologists and medical oncologists representing the Brazilian Cancer Society, the world’s second oldest cancer society, to Colorado for a four-day educational program covering various areas of advancement in the treatment and management of cancer, including but not limited to, colorectal, lung, pancreatic, and prostate cancers.

NCCN International Day
NCCN holds NCCN International Day during the NCCN Annual Conference and is typically used as a forum to discuss regional modifications to the NCCN Guidelines. It also gives foreign physicians the opportunity to attend the NCCN Annual Conference to learn more about the NCCN Guidelines and the standard of care in the United States as well as to interact with U.S. physicians. NCCN offers the opportunity for industry to support the travel and lodging fees for the international physician participants.

At NCCN’s first International Day in 2013 more than 20 physicians from across Latin America and three physicians from Turkey came to Hollywood, Florida to meet with NCCN Guidelines Panel members and staff to consider a regional adaptation of the NCCN Guidelines for Colorectal Cancer in Latin America and potential modifications to NCCN Guidelines for Melanoma for use in Turkey.

In 2014, NCCN held its 2nd International Day at the NCCN 19th Annual Conference. Four hematologists from Latin America met with NCCN Guidelines Panel members and staff to consider a regional adaptation of the NCCN Guidelines for Multiple Myeloma for application in Latin America.

General Mission Support
NCCN is seeking general mission support for its mission-related international work. General Mission Support can be specified by region, program, and/or disease type.

NCCN’s vision is to be the world’s leader in defining and advancing high-quality, high-value cancer care. NCCN aims to accomplish its vision by developing initiatives that will help create greater access and awareness of NCCN and the NCCN resources to better the standard of cancer care globally.

Last year NCCN translated 39 NCCN Guidelines into ten languages. More than 100 translated NCCN Guidelines are currently available on NCCN.org. Moreover, NCCN is actively developing 15 regional adaptations of the NCCN Guidelines in order to maximize relevancy in a local setting.

NCCN has lead and collaborated on several programs around the world including, MENA, LATAM, EU, sub-Saharan Africa, and Asia. NCCN has
several formal relationships and partnerships with distinguished global oncology organizations that propel NCCN’s vision.

**NCCN’S INTERNATIONAL WORK**

**Global Outreach and Guidelines Adaptations**

In concert with its mission, NCCN works in collaboration with third party organizations across the globe to present the NCCN Guidelines to international audiences of clinicians and other medical professionals. Additionally, NCCN collaborates to create and distribute foreign language translations, foreign editions, regional adaptations, and consensus statements of the NCCN Guidelines, which are NCCN Guidelines derivatives and allow for consideration of metabolic differences in populations, local accessibility, and regulatory status of health care technologies used in cancer care in the specified country; regional experts develop and update local editions of the NCCN Guidelines under the oversight of the NCCN Guidelines Panel Chair or representative. The modified NCCN Guidelines are published and distributed locally to aid clinicians in determining appropriate and effective cancer care in their region.

NCCN collaborates with physicians across Asia to develop Asia Consensus Statement for Non-Small Cell Lung Cancer. NCCN will publish updated MENA Editions for at least three tumor types. NCCN’s work with LACOG will result in an updated NCCN Guidelines for Prostate Cancer Latin America Editions. Additionally, NCCN is working with Foundation for Excellence and Quality in Oncology (ECO) to publish Spanish translations of NCCN Guidelines, as well as regional adaptations for Spain. NCCN Guidelines for the following diseases will be translated into Spanish and adapted for use in Spain: Breast, Colorectal, Melanoma, Non-Small Cell Lung, and Prostate Cancers. ECO is a leading association in Spain, formed by medical oncologists, with the commitment to improving quality care for cancer patients, promoting excellence in clinical assistance, investigation, and training. The adaptation meetings are planned to take place during the ASCO annual conference.

NCCN leadership and Panel Members recently traveled to Nairobi, Kenya to work alongside 30 oncologists from 11 African countries representing the Africa Cancer Coalition to focus on achieving the highest standard of care with available resources. Adaptations to existing guidelines were made by clinicians from the Africa Cancer Coalition and NCCN Guidelines Panel Chairs. The types of adaptations include highlighting treatments that are cost-effective and accessible in the region, adding new alternatives to less accessible treatments, and having additional consideration of relevant co-morbidities, such as HIV.

As explained by Dr. Vicente Guillem, President of the ECO Foundation (Excellence and Quality in Oncology), “The agreement we reached with
NCCN for the translation and adaptation of these five clinical practice guidelines into Spanish has been an exciting and pioneering project at the European level. All the members of the ECO Foundation are proud of this collaboration, and we strongly believe that with this initiative we have taken an important step towards the excellence of the entire cancer community. This agreement allows all the agents involved in the management of cancer patients to the most prestigious guidelines in cancer worldwide adapted to the Spanish patient population, and we are committed to continuing working in the future in collaboration with NCCN in order to improve cancer care, ensuring excellence in cancer prevention, diagnosis, and treatment in Spain.”

The NCCN Framework™ guides evidence-based adaptation to available clinical treatment resources. NCCN Guidelines® are used widely around the world, including in a number of low-and-middle income countries (LMICs) where certain diagnostic tests and/or treatment approaches may be unavailable. The goal of the NCCN Framework™ is to define appropriate treatment pathways based on available resources—Basic, Core, Enhanced, and NCCN Guidelines®—and deliver a tool for health care providers to identify treatment options that will provide the best possible outcomes given specific resource constraints.

The NCCN Framework™ outlines a rational approach for building cancer management systems to provide the highest achievable cancer care by applying available and affordable services in a logical sequence. Each NCCN Framework™ builds on the one before it, with incremental changes to the allocation of resources, providing a structure for improving cancer care. Treatment recommendations applicable to each NCCN Framework can be viewed within the context of the NCCN Guidelines.

The NCCN Framework™ resources are defined as:

- **Basic Resources**: Basic Resources include essential services needed to provide basic minimal standard of care.
- **Core Resources**: Core Resources include those provided in the Basic Resources Framework plus additional services that provide major improvements in disease outcomes (e.g. survival) and that are not cost prohibitive.
- **Enhanced Resources**: Enhanced Resources include those provided in the Core Resources Framework and additional services that provide lesser improvements in disease outcomes and/or services that provide major improvements in disease outcomes but are cost prohibitive in lower resource settings.
- **NCCN Guidelines**: The NCCN Guidelines are evidence-based, consensus-driven recommendations made by the NCCN Guidelines panels. They include services from the Enhanced Resources Framework and additional services that provide minor improvements in disease outcomes, interventions that are cost prohibitive in lower resource settings.
settings, and/or services that do not provide improvement in disease outcomes but are desirable services.

NCCN believes that the best available resources should be provided. If Basic Resources for cancer treatment are unavailable, palliative and best supportive care should be provided.

NCCN extends its sincere gratitude to those clinicians from around the world who generously give their time and expertise to review the NCCN Framework™ and provide thoughtful input. Learn more about the International Review of NCCN Framework™ by visiting NCCN.org/framework.

Live NCCN International Congresses and Symposia

NCCN receives a high level of international interest in the NCCN Guidelines. Expert clinicians from NCCN Member Institutions and NCCN staff have recently traveled to Abu Dhabi, Paris, Beijing, Guangzhou, Seoul, Shanghai, Warsaw, Brasilia, and Tokyo to provide educational programs for clinicians and other professionals who treat patients with cancer.

The content of these live congresses and symposia is designed to inform physicians and other stakeholders regarding the development and utilization of the NCCN Guidelines and NCCN Guidelines: Local Editions. The programs consist of presentations from NCCN panel chairs and members who have developed the content. These lectures offer detailed analyses of the evidence and clinical decision-making that led to the establishment of specific pathways in the Guidelines. Additionally, regional experts illustrate information relating to their patient populations and respective management approaches to the disease states.

International NCCN Guidelines programs have been held on topics including breast, cervical, colon, gastric, head and neck, hepatobiliary, kidney, lung, ovarian, prostate, and rectal cancers, as well as chronic myelogenous leukemia, non-Hodgkin’s lymphoma, and supportive care.

Such programs have been beneficial to participating parties, not only through the formal communication of educational practices, but also by the sharing of ideas and concepts in oncology care. The global benefits achieved through these activities lend importance not only to NCCN and its collaborators, but most significantly to patients with cancer worldwide.

NCCN continues to expand its global outreach as we engage in discussions of proposals to plan programs in additional regions and to further develop initiatives in the areas named above.

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