



National Comprehensive
Cancer Network®

NCCN 2022 PROGRAMMING

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[NCCN.org](https://www.nccn.org)



NCCN CORPORATE COUNCIL



Contact Information

To learn more about NCCN Corporate Council, please contact:

Suzanne Starbuck, MBA
Senior Manager, Business Development
Starbuck@nccn.org

[NCCN.org/corporatecouncil](https://www.nccn.org/corporatecouncil)

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 many of the non-CE programming opportunities 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—Journal of the National Comprehensive Cancer Network*
- Corporate Council rate of website sponsorship
- Acknowledgment on the NCCN website: NCCN.org
- Monthly Corporate Council newsletter
- Access to annual NCCN Guidelines User Survey report
- Annual NCCN Policy Update
- Opportunity to participate in NCCN 101 Web-Ex

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™
- License and permission to use NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) content in promotional and educational materials
- Free access to NCCN Compendia® and NCCN Templates® with permission to copy and distribute pages/copies
- *NCCN eBulletin* advertising
- NCCN.org website sponsorship
- NCCN Pocket Guide or Flash Card distribution
- Support for the distribution of NCCN Guidelines for Patients®

**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 imposes strict policies to shield the NCCN Guidelines development processes from improper influences because of the importance of the guidelines, guidelines credibility and their impact.*

NCCN also offers a [NCCN Global Corporate Council Membership](#); see page 19.



NCCN ACADEMY



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 cancer care ecosystem. 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
- Real World Trends Impacting Cancer Care – Cost, Reimbursement, and Policy
- The Patient Journey
- Pathways and Guidelines

Contact Information

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

Erin Green
Business Development Specialist
EGreen@nccn.org



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LICENSING AND PERMISSIONS

Contact Information

For licensing NCCN Content, please contact:

Rachael Ritchie
Business Development Coordinator
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Kieran Berkery
Business Development Program Manager
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*For licensing NCCN Content in HIT,
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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 web-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.

If you or your organization would like to license NCCN Content for any purpose, please visit [NCCN.org/permissions](https://www.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](https://www.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.



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DISTRIBUTION OF NCCN CONTENT



NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)

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 influence 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 App, 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 2020, NCCN estimates more than 71,000 Pocket Guides were distributed.

NCCN Guidelines, Compendia, and Templates: Flash Cards

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

NCCN Guidelines for Patients®

NCCN aims to provide state-of-the-art cancer treatment information in easy-to-understand language for people with cancer and the general public. The NCCN Guidelines for Patients are based on the NCCN Guidelines and are meant to help people with cancer talk with their physicians about the best treatment options for their disease. With support from NCCN Foundation® and generous donors, NCCN continues to expand the library of NCCN Guidelines for Patients to include additional disease sites, areas of cancer care, and international translations. NCCN seeks support for the distribution of NCCN Guidelines for Patients to ensure people get this important information when they are diagnosed with cancer. In 2020, NCCN estimates more than 34,000 Guidelines for Patients were distributed.

Contact Information

If your organization would like to distribute or support NCCN's distribution of NCCN Content, please contact:

Suzanne Starbuck, MBA
Senior Manager, Business Development
Starbuck@nccn.org



DISTRIBUTION OF NCCN CONTENT



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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 Virtual Library of NCCN Guidelines 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 2020, NCCN Guidelines were downloaded more than 11.7 million times from NCCN.org and the 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:

Suzanne Starbuck, MBA
Senior Manager, Business Development
Starbuck@nccn.org

[NCCN.org/apps](https://www.nccn.org/apps)



COMMERCIAL SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES AT NCCN ANNUAL CONFERENCE

Opportunities include:

- o Commercial Level Sponsorships
- o Exhibit Space
- o Reimbursement Resource Room Tabletops
- o Patient Advocacy Pavilion Sponsorship
- o Exhibitor Showcase Presentations
- o Exhibition Guide Advertisements & Door Drops
- o Exhibition Hall Offerings



March 31 - April 2
Annual 2022 Conference

Contact Information

For more information, please contact:

Jennifer Tredwell, MBA
Vice President, Marketing and Communications
Tredwell@nccn.org

[NCCN.org/sponsorship](https://www.nccn.org/sponsorship)

NCCN 2022 Annual Conference

Scheduled for: March 31 – April 2, 2022

The NCCN Annual Conference attracts more than 1,500 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.

A note about NCCN events in 2022

NCCN remains committed to lessening transmission risk of COVID-19. We continue to follow the guidelines and recommendations provided by the Center for Disease Control, as well as local and state health agencies, related to conducting live meetings and events. Information provided by these agencies could result in modifications, restrictions, or even the cancellation of events.

At this time, NCCN is planning a return to our in-person Annual Conference on March 31 – April 2, 2022, at the Rosen Shingle Creek in Orlando, Florida, with some sessions available via a virtual platform. Please visit [NCCN.org/conference](https://www.nccn.org/conference) for updates.

Commercial Level Sponsorships

NCCN is pleased to invite organizations to sponsor the NCCN 2022 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.

Exhibit Space

The conference will host a multi-day Exhibition Hall. Exhibitors have the opportunity to promote brands or provide company information with an exhibit.

NCCN Reimbursement Resource Room Table Tops

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. Along with the tabletop, this sponsorship comes with a year-long placement on the *Virtual* Reimbursement Resource Room, inclusion in the NCCN Reimbursement Resource app, and other benefits.

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COMMERCIAL SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES AT NCCN ANNUAL CONFERENCE

Contact Information

For more information, please contact:

Jennifer Tredwell, MBA
Vice President, Marketing and
Communications
Tredwell@nccn.org

[NCCN.org/sponsorship](https://www.nccn.org/sponsorship)

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NCCN Patient Advocacy Pavilion Sponsorship

The NCCN Patient Advocacy Pavilion program provides for yearlong collaboration with oncology patient advocacy organizations. Through this sponsorship, groups will be provided with individual kiosks at the NCCN Annual Conference and the NCCN Annual Congress. Advocates receive attendance to these programs, invitations to an Advocacy Pavilion kick-off event, attendance at NCCN Academy programs and the NCCN Patient Advocacy Summit, support materials, and additional advertisement opportunities. Sponsors will have the opportunity to nominate groups and will be recognized at both events.

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.

Exhibition Guide Advertising

Advertising in the NCCN Exhibition Guide provides uncommon exposure to influential oncologists, nurses, pharmacists, and other health care professionals. The Guide is published in both print and digital versions.

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 Offerings

Charging Station Sponsorship

Sponsors can support this station which allows for access to charging for multiple mobile devices. Prominently display your artwork or logo on the station billboard that is placed next to your exhibit.

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.



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COMMERCIAL SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES AT NCCN ANNUAL CONGRESS

Opportunities include:

- o Commercial Level Sponsorships
- o Tabletop Exhibit Space
- o Patient Advocacy Pavilion Sponsorship
- o Exhibition Guide Advertising & Door Drops
- o Exhibition Hall Offerings

Contact Information

For more information, please contact:

Jennifer Tredwell, MBA
Vice President, Marketing and
Communications
Tredwell@nccn.org

NCCN 2022 Annual Congress: Hematologic Malignancies™

Scheduled for: October 14 – 15, 2022

The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 500 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 program will feature presentations and panel discussions on patient cases.

Commercial Level Sponsorships

NCCN is pleased to invite organizations to sponsor the NCCN 2022 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.

Tabletop Exhibit Space

The NCCN Annual Congress will host a multi-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.

SEE PREVIOUS PAGE FOR INFORMATION ABOUT

NCCN Patient Advocacy Pavilion Sponsorship

Exhibition Guide Advertising

Door Drops

Exhibition Hall Offerings

POLICY INITIATIVES



Contact Information

To learn how to attend or support a program or distribute articles or submit summaries, please contact:

Kieran Berkery
Business Development Program Manager
Berkery@nccn.org

NCCN Policy Summit Series

The NCCN Oncology Policy Program allows opportunities for discussion among oncology stakeholders to address relevant health policy concerns.

In 2022, NCCN will hold three Policy Summits, including a patient advocacy summit, that include a broad scope of stakeholders, including, but not limited to, patients, advocates, clinicians, administrators, payers, and regulatory experts.

New for 2022:

- Cancer Care in the Workplace: Building a 21st Century Workplace for Cancer Patients, Survivors, and Caretakers
- Cancer Prevention and Early Detection: Policies and Practices to Defeat Cancer
- Best Practices and Policies for Addressing the Health Needs of LGBTQ Cancer Patients and Survivors

Past agenda topics have included:

- Finding the “New Normal”: 2021 and the State of Cancer Care in America Following 2020
- The Impact of Advancements in Technology on Cancer Care in 2021
- Advancements in Precision Medicine and Implications for Quality, Accessible, and Equitable Cancer Care
- A Lookback at the 21st Century Cures Act in 2020
- Implications for Access to High-Quality Cancer Care
- Cancer Across the Lifespan
- The Impact of State Policy on Access to High-Quality Cancer Care
- Delivering Value for Patients across the Oncology Ecosystem
- Advocating for Equity in Cancer Care

Featured speakers have included:

- Scott Gottlieb, MD (23rd Commissioner of the FDA)
- Congressman Buddy Carter (R-GA)
- Congresswoman Diana DeGette (D-CO)
- Congressman Mark DeSaulnier (D-CA)
- LaShawn McIver, MD, MPH (Director, CMS Office of Minority Health)
- Congressman Ted Poe (R-TX)
- Congressman Fred Upton (R-MI)
- Senator Chris Van Hollen (D-MD)

Support of NCCN Policy Summits includes recognition of support, invitation(s) to attend, and permission to distribute the resulting article/summit summary.

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POLICY INITIATIVES



Contact Information

To learn more, please contact:

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NEW Support Opportunity! Elevating Cancer Equity

Numerous studies have identified significant racial disparities in both access to optimal cancer care and in cancer care outcomes. To address this, in 2021 NCCN partnered with the American Cancer Society Cancer Action Network and the National Minority Quality Forum to convene the Elevating Cancer Equity initiative. This initiative aimed to meaningfully move toward action through the identification and promotion of actionable policy and practice change solutions to advance equitable cancer care.

Specifically, the initiative:

- Conducted surveys of patients, caregivers, and oncologists to better understand both patient experiences of bias, discrimination, and access issues in care, and physician perceptions of bias and access issues in care.
- Convened the Elevating Cancer Equity Working group comprised of 17 total members representing patients, caregivers, physicians, researchers, and industry.
- The Elevating Cancer Equity Working Group developed and disseminated 16 actionable policy change solutions for Congress, payers, federal agencies, and state lawmakers. The recommendations span the areas of clinical trial diversity and access, access to comprehensive and quality care, prevention and early detection, promoting workforce diversity, and addressing the social determinants of health.
- The Elevating Cancer Equity Working Group also developed a Health Equity Report Card, comprised of 17 total practice recommendations to improve the accessibility of care, address bias in care delivery, address the social determinants of health, and improve community engagement by oncology care providers. This is intended to be a tool for providers and health systems, payers, and accreditation entities seeking to advance more equitable cancer care practices.

Next steps for 2022 include:

- Piloting of the Health Equity Report Card within health systems.
- Convening of a broader group of stakeholders to advocate for the Elevating Cancer Equity Working Group policy change recommendations.

The total list of recommendations and a public webinar on the initiative can be found at [NCCN.org/policy](https://www.nccn.org/policy).



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STATE ONCOLOGY SOCIETY FORUM INITIATIVES

NCCN State Oncology Society Forum

NCCN collaborates with state oncology societies throughout the year 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 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:

- Use of NCCN Content for Utilization Management & Value-Based Contracting
- Local Coverage Determinations
- Transforming Prior Authorization Using Decision Support
- Update on Innovation
- Policy Perspective: Post Election Impact
- 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

Contact Information

To learn more, please contact:

Kieran Berkery
Business Development Program Manager
Berkery@nccn.org



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NCCN EMPLOYER FORUM

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 a 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:

- Employer collaborations with health plans
- Employer collaborations with patient advocacy groups
- Academic cancer centers in benefit design
- Evaluating national coverage policies for cancer care
- Evolution and innovation in the cancer care continuum: Ensuring quality
- Clinical education to ensure employers utilize evidence-based care/benefits
- 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

Contact Information

To learn more about the NCCN Employer Forum, please contact:

James McCanney, JD
Senior Manager, Health Information
Technology & Payer Relations
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NCCN eBULLETIN ADVERTISING



Contact Information

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

Jennifer Tredwell, MBA
Vice President, Marketing and
Communications
Tredwell@nccn.org

[NCCN.org/advertising](https://www.nccn.org/advertising)

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. NCCN publishes four 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 198,000 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 335,000 key stakeholders practicing in 197 countries 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 19,400 readers from the 31 NCCN Member Institutions.
- *NCCN eBulletin: Patient Advocacy Edition*: Recent updates to the NCCN Guidelines for Patients, patient and caregiver information, oncology health policy and research, and NCCN news and events. Reach more than 23,000 registered users in the patient advocacy space.

Ad Sizes

Ad Unit	Pixel Size
Leaderboard	728 x 90 px
Banner	468 x 60 px
Skyscraper	160 x 600 px
Square**	90 x 90 px

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

WEBSITE SPONSORSHIP OPPORTUNITY



Contact Information

To learn how to sponsor NCCN.org,
please contact:

Jennifer Tredwell, MBA
Vice President, Marketing and
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Tredwell@nccn.org

NCCN Website Sponsorship — [NCCN.org](https://www.nccn.org)

NCCN launched an updated design for NCCN.org in spring 2021! This robust and comprehensive resource of clinical information includes the only online postings of the Complete Library of NCCN Guidelines. In 2020, there were more than 5 million unique visitors to NCCN.org and more than 1.4 million 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:

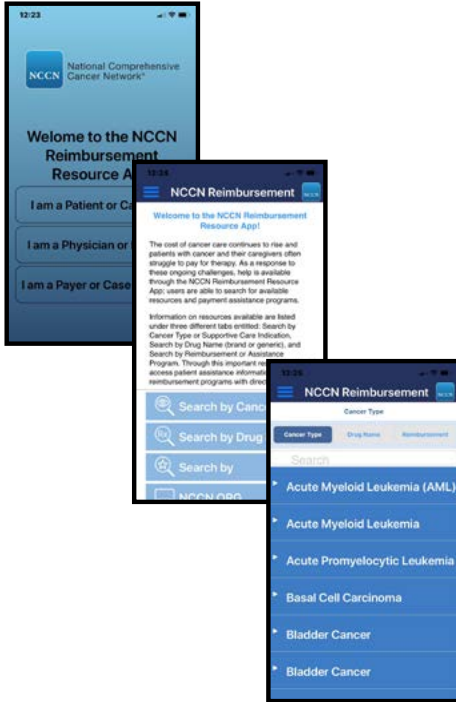
- NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)
- NCCN Drugs & Biologics Compendium (NCCN Compendium®)
- NCCN Chemotherapy Order Templates (NCCN Templates®)
- NCCN Imaging Appropriate Use Criteria (NCCN Imaging AUC™)
- NCCN Biomarkers Compendium®
- NCCN Radiation Therapy Compendium™
- Information and profiles on the 31 NCCN Member Institutions
- NCCN Global Program
- NCCN Oncology Research Program (ORP) 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

Visitors to [NCCN.org](https://www.nccn.org) include:

- Oncologists from private practice, government, and academic settings
- Oncology fellows
- Nurses
- Pharmacists
- People 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 REIMBURSEMENT RESOURCE ROOM AND MOBILE APP



Contact Information

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

Jennifer Tredwell, MBA
Vice President, Marketing and Communications
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 free RRR mobile app. In 2020, the NCCN *Virtual* RRR had more than 14,000 page views.

The NCCN Reimbursement Resource Room at the NCCN 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 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](https://www.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.



NCCN BUSINESS INSIGHTS



NCCN Trends™ Surveys & Data

NCCN Trends™, electronic surveys from NCCN, focus on how clinicians in the United States and globally 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 350,000 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, and specialty. In addition, NCCN has the capability of conducting customized, international surveys.

Contact Information

To learn more about NCCN Trends™ Surveys and Data, to commission a survey, or to discuss a customized survey, please contact:

Sherry L. Ulrich, MBA
Market Insights & Business Analytics
Program Manager
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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.



NCCN ONCOLOGY RESEARCH PROGRAM (ORP)



Value to Industry:

- o Long-standing relationships with leading investigators and key thought leaders at NCI-designated cancer centers across the country
- o History of effective, productive collaborations with industry
- o High-quality peer-review process for investigator initiated trials (IIT)
- o Flexible and tailored research platforms
- o Superior contracting metrics
- o Rapid study start-up
- o Close investigator engagement and oversight of study progress

Contact Information

For additional information regarding NCCN Oncology Research Program, please contact:

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Denlinger@nccn.org

NCCN.org/orp

NCCN Oncology Research Program (ORP)

Mission Statement

The NCCN Oncology Research Program (ORP) fosters innovation and knowledge discovery that improve the lives of patients with cancer.

About ORP

The NCCN ORP is a comprehensive program utilizing diverse research platforms and expert scientific advisors to foster the development of leading research to benefit patients with cancer. NCCN ORP's core services focus on assisting companies with drug/device development plans and strategies, facilitating the conduct of preclinical, translational, clinical, and implementation/outcomes research at NCCN Member Institutions, and ensuring that results of funded research are publicly disseminated.

Scientific and Peer Review committees include the following:

- RFP Development Teams (RFPDTs)
- Scientific Review Committees (SRCs)
- Scientific Advisory Boards (SABs)
- Protocol Development Teams (PDTs)
- Drug Development and Pipeline Review

Flexible Models Facilitate Collaborative Research

Strong and enduring collaborations with investigators and industry are integrated into each platform. NCCN ORP is involved in research projects from start to finish.

Investigator Initiated Research Grant Model: Externally funded peer-review process to develop projects using investigational or FDA-approved cancer therapies

Quality Improvement Collaboration Model: Externally funded peer-review process to develop quality improvement, outcomes, or educational projects in collaboration with Member Institutions and/or healthcare organizations nationwide

Scientific Advisory Panel/Protocol Development Model:

Consultants from Member Institutions advise on drug/device development, drug-specific advisory boards, protocol design and implementation, and Study Chair/Principal Investigator opportunities

The NCCN ORP provides the following services for all research platforms:

- Facilitates study initiation including contracting and regulatory oversight
- Oversees the conduct of the research
- Can provide auditing/monitoring services through a subcontractor
- Disburses grant funds according to achievement of important benchmarks
- Supports the publication of results of the studies

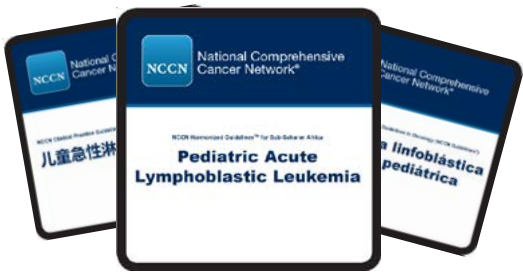


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Comprehensive
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GLOBAL PROGRAMMING



GLOBAL



Contact Information

For additional information regarding NCCN's Global Programming, please contact:

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NCCN.org/global

NCCN Global Programming

NCCN is devoted to defining and advancing high-quality, high-value, patient-centered cancer care globally. NCCN has developed strategic global initiatives to ensure awareness, accessibility, and relevancy of NCCN resources.

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. The NCCN Global Corporate Council is a membership opportunity for industry that serves to build relationships and facilitate collaboration, and thus, better serve patients. Global membership may be customized with many of the non-CE programming opportunities highlighted in this prospectus.

Benefits to a Global Corporate Council membership may include*:

- Attendance at annual Global Corporate Council meeting
- Complimentary registration to NCCN Symposia
- Complimentary tuition to NCCN Global Academy
- Subscriptions to NCCN Flash Updates™
- Access to Customizable Global Usage Reports
- Bi-monthly Global Corporate Council newsletter
- NCCN Trends™ Survey questions
- Advertisements in the *NCCN eBulletin: Global Edition*
- 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: NCCN.org/global/supporters

Additional items may be included to customize your membership:

- NCCN Rapid Response General Mission Support
- Sponsorship of Mobile Application
- License to use NCCN Guidelines content in promotional and educational materials
- NCCN Guidelines: Pocket Guides or NCCN Guidelines & NCCN Compendia®: Flash Cards
- Support of Global Policy and Advocacy Webinars
- Subscriptions to *JNCCN—Journal of the National Comprehensive Cancer Network*
- Support NCCN Guidelines translations
- Clinical and Patient Guideline Translations

**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 imposes strict policies to shield the NCCN Guidelines development processes from improper influences because of the importance of the guidelines, guidelines credibility and their impact.*

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GLOBAL PROGRAMMING



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NCCN Global Academy

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 to develop 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
- Harmonizing Cancer Care for Patients with Resource Constraints
- Global Resources - Meet NCCN Guidelines Panel and Collaborative Experts
- Spreading Equitable and Accessible Cancer Care Through Multilateral Partnerships

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[NCCN.org/globalacademy](https://www.nccn.org/globalacademy)

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GLOBAL PROGRAMMING



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Translation of NCCN Content

The influence of NCCN Content continues to gather momentum throughout all regions of the world, with over 11.7 million copies of the NCCN Guidelines downloaded worldwide. Nearly half of the more than 1.4 million registered users of NCCN.org report that they live outside the United States. NCCN is working to bridge language barriers to NCCN recommendations by growing and maintaining a free library of translations of NCCN Guidelines on NCCN.org as well as within the NCCN mobile app. NCCN offers the opportunity to support translation, maintenance of translations, and distribution of NCCN Content globally. The cost to support NCCN Guidelines translations varies depending on the number of pages, language, and projected updates per version year. A supporting organization has the opportunity to distribute or support NCCN's distribution of the translated NCCN Content globally.

NCCN eBulletin: Global Edition

NCCN eBulletin: Global Edition is an electronic newsletter delivered to all registered users outside of the U.S. of the NCCN website—NCCN.org—on a monthly basis. It 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 335,000 oncology professionals from approximately 197 countries outside of the United States who are eager to learn from NCCN.

Global Policy and Advocacy Webinars

Discussion across multiple stakeholders is vital to understanding the current state of oncology care, identifying gaps, and enacting meaningful patient-centered policy 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 high-quality, global cancer care, NCCN will host a Global Policy and Advocacy Webinar series to focus on patient engagement in key decision-making points across the cancer care continuum.

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.

Rapid Response General Mission Support

NCCN is seeking support to deliver NCCN resources to providers and patients helping them quickly and effectively navigate disruptions in the oncology ecosystem. This support will facilitate physicians' needs allowing them to focus on providing the best possible care for cancer patients in times of crisis.

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