NCCN Commercial Licensing and Permissions Process
NCCN Commercial Permissions

PermissionRequest@nccn.org

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NCCN Licensing and Permissions

NCCN regularly licenses NCCN Content and does not permit commercial use of NCCN Content without a License Agreement between the user and NCCN.

If you or your organization would like to license NCCN Content for any purpose or if you would like to review the Agreement required, please contact permissionrequest@nccn.org.

If you would like any further information concerning NCCN or NCCN Content, please visit our website at www.nccn.org.
NCCN Firewalls

• NCCN imposes strict policies to shield the guidelines development processes from external influences.

• The “firewall” surrounding the NCCN Guidelines processes includes:
  o financial support policies
  o panel participation and communication policies;
  o guidelines disclosure policies;
  o and policies regarding relationships to NCCN’s other business development activities.

• NCCN does not accept any form of industry or other external financial support for the guideline development program.

• Development of NCCN Guidelines is supported exclusively by NCCN Member Institution dues.
NCCN Licensing and Permissions

Permissions Process

- Any material that references or uses NCCN Content for commercial purposes requires a license and must be submitted to NCCN for clinical review prior to production/distribution.
- Material that is for internal use only does not require clinical review, but still requires a license for use, and submission to NCCN to ensure proper citations and referencing.
- Submit a permission request through the online form: www.nccn.org/permissions
- **Note:** Please fill out the request form as thoroughly and accurately as possible.
  - You will be asked to provide the following information:
    - Name of the NCCN Guideline/NCCN Content for which you are requesting permission
    - Specific figures/tables to be used
    - How NCCN material will be used
    - Territory of Distribution (i.e., United States, Global, or specific country)
    - Number of Copies or Intended Audience Size
    - Project sponsor (if applicable)
    - Your contact information (email, mailing address, phone number)
Permissions Process (continued)

• Once we receive your request, a member of the Business Development team will reach out within 2-5 business days with instructions for draft submission.

• When NCCN receives the draft material, we will review to determine if a license is in place. If a license is not in place, a member of the Business Development team will send a quote for the project. Upon approval of a fee (if applicable), NCCN will provide a reproduction permission agreement.

• Once a fully executed agreement is in place, NCCN will issue an invoice (if applicable).

• NCCN will submit drafted materials to Guidelines Staff (not Panel Members) for review.

• If edits are required, the Business Development team member managing the request will send the piece back to the requester with instructions for submitting revised content. (Note: NCCN will not finalize approval of content for dissemination unless all requested edits are made.)

• Upon final approval of content, NCCN will send an email finalizing permission.
NCCN Licensing and Permissions

Using the NCCN Guidelines®

• The most current NCCN Content must be used. NCCN will not review material that references outdated content and will request an updated draft prior to initiating the review process.
• Appropriate NCCN branding/trademarking standards must be followed.
• Appropriate credit language must be added.
• Content must be consistent with the original NCCN Guidelines and cannot appear to be favoring a specific product unless this is specified in the NCCN Guidelines.
Using the NCCN Guidelines (continued)

• Algorithm page cannot be used in its entirety, unchanged within branded pieces – it must be adapted significantly if used promotionally.

• How to appropriately adapt an algorithm:
  o Remove NCCN logo, references, headers, footers, and clinical trial information.
  o Add appropriate reference statement specific to adapted algorithms.
  o Change font, spacing, style, coloring, etc. (content should be distinguishable from an algorithm page in the NCCN Guidelines).
Algorithms in Promotional Materials: Improper Use
Algorithms in Promotional Materials: Proper Use
Using the NCCN Guidelines (continued)

NCCN Logo
• NCCN logo may **not** be used in commercial/promotional pieces.

Use of Third Party Content
• Any other use of third party content (i.e., staging tables) requires permission from the original source.
Referencing Recommendations included within NCCN Guidelines

Generic Drug Names- NCCN Guidelines always recommend the generic, and do not recommend a brand. For licensed use for commercial purposes, we do allow the use of “generic (brand name)” when citing the NCCN recommendations.

Example: [Generic name (brand name)] is a recommended option within NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) in [setting and cancer type]

NCCN Recommendation is a treatment OPTION - Statements should make it clear that a particular product/recommendation is an “option.”

Example: [Generic name (brand name)] is recommended by the National Comprehensive Cancer Network® (NCCN®) as a treatment option for [setting and cancer type]

The term “certain patients” may be used if the full NCCN recommendation cannot be listed on a piece due to regulatory requirements or space limitations.

Example: [Generic name (brand name)] is recommended by the National Comprehensive Cancer Network® (NCCN®) as a treatment option for certain patients with [cancer type]
If including both the NCCN Category of Evidence and the NCCN Category of Preference, the Category of Evidence should be first, followed by the Category of Preference.

Example: [Generic name (brand name)] is recommended by the National Comprehensive Cancer Network® (NCCN®) as a **Category 2A, Preferred** treatment option for [setting and cancer type]

Avoid the phrase, “standard of care” when referring to recommendations in the NCCN Guidelines due to potential legal implications.

Caution should be used when making “only” statements regarding NCCN Guidelines – the requestor should ensure that these statements are factually accurate and they will need to be changed as needed based on guideline updates.

Stay true to how the NCCN recommendation is written and avoid subjective commentary.

For example, avoid “highest recommendation,” use “preferred” only when explicitly noted, and avoid oversimplification of recommendations.
Trademarking

The following statement must be included on all materials that reference NCCN or the NCCN Guidelines:

NCCN makes no warranties of any kind whatsoever regarding their content, use or application and disclaims any responsibility for their application or use in any way.
Trademarking (continued)

NCCN must be referenced using the following formats:

**Proper citing when Referencing:**
Referenced with permission from the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) for Guideline Name V.X.202X. © National Comprehensive Cancer Network, Inc. 202X. All rights reserved. Accessed [Month and Day, Year]. To view the most recent and complete version of the guideline, go online to NCCN.org.

**Proper citing when adapting an NCCN figure/algorith:**m
Adapted with permission from the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) for Guideline Name V.X.202X. © 202X National Comprehensive Cancer Network, Inc. All rights reserved. The NCCN Guidelines® and illustrations herein may not be reproduced in any form for any purpose without the express written permission of NCCN. To view the most recent and complete version of the NCCN Guidelines, go online to NCCN.org. The NCCN Guidelines are a work in progress that may be refined as often as new significant data becomes available.

**Proper citing when reproducing an NCCN figure/algorith:**m
Reproduced with permission from the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) for Guideline Name V.X.202X. © 202X National Comprehensive Cancer Network, Inc. All rights reserved. The NCCN Guidelines® and illustrations herein may not be reproduced in any form for any purpose without the express written permission of NCCN. To view the most recent and complete version of the NCCN Guidelines, go online to NCCN.org. The NCCN Guidelines are a work in progress that may be refined as often as new significant data becomes available.
NCCN Global Permissions

How does Global differ from US?

Fee
• Global Fee Structure
• Global Permissions in the agreement

Territory
• International (single country)
• Global (US and another area of distribution)

Translations
• Translation verification
Draft Submission Requirements

All drafts should be provided as a PDF attachment. In order to support efficiency and accuracy of review, please adhere to the following submission requirements:

• All requests must be submitted in a readable and searchable PDF format
• On the first page, please list all pages in which NCCN content/references are located
• On all pages, please highlight and/or box the NCCN content to be reviewed

Audio/Video Recorded Content:

• If content is scripted, submit the script to NCCN prior to recording
• If content is un-scripted, it will be handled on a case-by-case basis
Helpful Tips for Submission

Proper Trademarking
• Please have the correct NCCN reference statements and written identity completed for draft submission. If staff is new, please provide and review the NCCN permissions slides to become familiar with trademarking standards.

Follow the Process
• Please do not send drafts of emails to NCCN employees before the initial draft request email is sent.

Accurate Completion of the Request Form
• Please complete the NCCN Permission form in full.
• Please put in all Guidelines being referenced, area of distribution and how many copies/views-these are most helpful for quoting purposes.

Issue Escalation
• To escalate an issue with permissions or the permissions process, please email the contact you are working with directly and copy permissionsrequest@nccn.org.
Helpful Hints

• Easy Tracking
  o Submit multiple pieces with same language under one request vs. multiple requests.
    ▪ Previously approved materials that have been updated, can be sent under the original job request number for up to one year. If material has not been reviewed in more than a year, please submit a new permissions request.

• Please read the draft submission email for detailed instructions.

• Please make all changes indicated by NCCN; these are required revisions, not suggestions.

• NCCN processes requests on a first-in, first-out basis; we cannot accommodate “rush” or “expedited” submissions.