NCCN
2023 GLOBAL PROGRAMMING

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NCCN.org/global
NCCN Global Corporate Council

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 any of the non-CE programming opportunities highlighted in this prospectus.

Sample 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
- Global 101 Web-ex
- Subscriptions to NCCN Flash Updates™
- Access to customizable Global Usage Reports
- Bi-monthly Global Corporate Council newsletter
- Advertisements in the NCCN eBulletin: Global Edition
- Permission to link to the Global Clinical Resources web page, with direct navigation to a variety of global content, including International Adaptations & Translations of the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®).
- Recognition of Global Corporate Council membership at NCCN Annual Conference and NCCN Annual Congress: Hematologic Malignancies™
- Acknowledgment on the NCCN website: NCCN.org/global/supporters
- Access to annual NCCN Guidelines® User Survey global report

Additional items may be included to customize your membership:

- NCCN Rapid Response General Mission Support
- Sponsorship of Virtual Library of NCCN Guidelines® Mobile App
- License to use NCCN Guidelines content in promotional and educational materials.
- NCCN Pocket Guides: International Edition or NCCN Guidelines Flash Cards
- Support of Global Policy and Advocacy Webinars
- NCCN International Trends™ Survey questions

*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.

A Corporate Council membership option is also available if your organization has a focus in the United States.
Global Initiatives

“From the 500,000 registered users in the United States to the five in Togo, we are honored to play a part in upholding NCCN’s mission to improve the quality, effectiveness, and efficiency of cancer care so that patients can live better lives,” Dr. Robert W. Carlson, NCCN CEO.

To ensure that providers and patients have access to the most up-to-date standards in cancer care, NCCN is committed to maintaining and growing its global resources.

Translation of NCCN Content

Nearly half of the more than 1.5 million registered users of NCCN.org report that they live outside the United States. In order to ensure accessibility of its resources, NCCN is working to bridge language barriers to NCCN recommendations by growing and maintaining a free library of translations of NCCN Guidelines, NCCN Guidelines for Patients®, and other NCCN resources. These translations are published on NCCN.org as well as within the NCCN mobile app.

As a part of this effort, NCCN offers the opportunity to support translation and maintenance of translations of NCCN resources. Having such resources available for healthcare professionals can aid in growing disease awareness and supporting organizations have the opportunity to distribute or support NCCN’s distribution of the translated NCCN Content.

NCCN 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. These resources will aid physicians and allow them to focus on providing the best possible care for cancer patients in times of crisis.

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 clinicians and/or administrators from around the world to observe and interact with NCCN Faculty at an NCCN Member Institution and/or for NCCN Faculty to travel abroad for a clinical exchange.
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 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:

- Providing Cancer Care for Displaced Populations in Ukraine and the Surrounding Region
- Regional Adaptations - Meet the NCCN Guidelines Panel Members and Collaborative International Experts
- Global Patient Advocacy and Policy
- Harmonizing Cancer Care for Patients with Resource Constraints
- Global Resources - Meet NCCN Guidelines Panel Members and Collaborative Experts
- Spreading Equitable and Accessible Cancer Care Through Multilateral Partnerships

To learn more about the NCCN Global Academy program, visit NCCN.org/GlobalAcademy.
Licensing and Permissions

NCCN regularly licenses with companies and organizations for permission to distribute copies of NCCN Content, as well as for use of NCCN Content in educational and promotional materials, including slide decks, advertisements, and digital 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](http://NCCN.org/permissions) to make a formal submission.

License 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](http://NCCN.org).

Contact Information

For licensing NCCN Content, please contact:
Beth Gaffney, MBA
VP, US & Global Business Development
Gaffney@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.
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. The influence of NCCN Content continues to gather momentum throughout all regions of the world, with over 13 million copies of the NCCN Guidelines downloaded worldwide. Distribution of NCCN Content provides health care professionals with a valuable resource.

NCCN Pocket Guides: International Edition

Pocket Guides are pocket-sized, spiral-bound copies of English and translated versions of the NCCN Guidelines and other NCCN Global resources for distribution outside of the United States. NCCN Global resources include but are not limited to regional adaptations of NCCN Guidelines, NCCN Harmonized Guidelines™, and NCCN Framework for Resource Stratification of NCCN Guidelines (NCCN Framework™). NCCN Pocket Guides serve as a valuable reference tool and 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 are printed on quality gloss stock for durability and have coil spines so that algorithms can be viewed as two-page spreads. The International Editions are priced to account for international marketing plans that span multiple countries – taking into account smaller population sizes and multiple languages. An organization has the opportunity to license for distribution or support NCCN’s distribution.

NCCN Guidelines Flash Cards

NCCN will develop a customized NCCN-branded Flash Card with selected pages from the NCCN Guidelines. The Flash Card is a quick-reference tool for clinicians that aids them in their implementation of the NCCN Guidelines. 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 Foundation® offers the opportunity to distribute the NCCN Guidelines for Patients. For more information, please contact NCCN Foundation Executive Director Patrick Delaney, delaney@nccn.org.

Sponsorship of the NCCN Guidelines Formatted for Smartphone and Tablet Computers

The NCCN Mobile App provides vitally important access to NCCN resources for healthcare practitioners around the world. Data from 2021 shows that 81% of mobile downloads of the NCCN Guidelines were outside of the United States. 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 people 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. The app is available free-of-charge for Apple and Android devices.

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: 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 340,000 oncology professionals from approximately 197 countries outside of the United States.

**Other newsletter editions:**

- **NCCN eBulletin: Member Institution Edition**
- **NCCN eBulletin: Patient Advocacy Edition**

**Ad Sizes**

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<td>Banner*</td>
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* 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
Vice President, Marketing and Communications
Tredwell@nccn.org

NCCN.org/advertising
NCCN Website Sponsorship — NCCN.org

NCCN.org is a robust and comprehensive resource of clinical information, which includes the only online postings of all NCCN Guidelines. In 2021, there were more than 4.2 million unique visitors to NCCN.org and more than 1.5 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 32 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 include:

- Oncologists from private practice, government, and academic settings
- Oncology fellows
- Nurses
- Pharmacists
- People with cancer, their caregivers, and family members
- Health care publishers

Contact Information

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

Jennifer Tredwell, MBA
Vice President, Marketing and Communications
Tredwell@nccn.org
NCCN Trends™ Surveys & Data

NCCN Trends™, electronic surveys from NCCN, focus on how clinicians deliver cancer care around the world. 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.

Global Survey Recipients

<table>
<thead>
<tr>
<th>Respondent Pool Types</th>
<th>Percentage of Respondent Pool</th>
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<tr>
<td>Clinicians outside of the United States</td>
<td>67%</td>
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<tr>
<td>Subset of clinicians outside of the United States registered as doctors, surgeons, or oncologists</td>
<td>72%</td>
</tr>
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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 surveys to gather insights from clinicians in targeted geographic areas to support research efforts.

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
Ulrich@nccn.org

NCCN.org/trends

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)
The NCCN ORP is a comprehensive program utilizing diverse research platforms and expert scientific advisors to foster the development of innovative research and quality improvement initiatives to benefit people with cancer. NCCN ORP’s core services focus on facilitating the conduct of preclinical, clinical, translational, and implementation/outcomes research and quality improvement collaborations, assisting companies with drug/device development plans and strategies, and ensuring that results of funded research are publicly disseminated.

NCCN Policy Summit Series
The NCCN Oncology Policy Program provides opportunities for discussion among oncology stakeholders to address relevant health policy concerns. Support of NCCN Policy Summits includes recognition of support, invitation(s) to attend, and permission to distribute the resulting article/summit summary.

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 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 2021, the NCCN Virtual RRR had more than 6,000 page views.

Commercial Sponsorships and Exhibitor Opportunities at NCCN Meetings
NCCN Annual Conference
Scheduled for: March 31 - April 2, 2023
The NCCN Annual Conference attracts more than 1,400 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.

Please visit NCCN.org/conference for updates about this program.
U.S. PROGRAMMING

Contact Information

For additional information regarding NCCN’s U.S. Programming, please contact:

Beth Gaffney, MBA
VP, US & Global Business Development
Gaffney@nccn.org

Opportunities include:

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

NCCN Annual Congress: Hematologic Malignancies™

Scheduled for: September 22 - 23, 2023

The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 450 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 one-and-a-half day program will feature presentations and panel discussions on patient cases.

Opportunities include:

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