NCCN
2021 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 Webex
- 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 International Adaptations & Translations of the NCCN Clinical Practice Guidelines in Oncology (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/global/supporters
- Access to annual NCCN Guidelines User Survey global report
- NEW! Exclusive access to new NCCN Virtual Global Content

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 & NCCN Compendia®: Flash Cards
- Support for NCCN Global Roundtable
- 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 1.2 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 application.

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.

NEW! 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. This support will facilitate physicians’ needs allowing them to focus on providing the best possible care for cancer patients in times of crisis.

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, global 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.

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.

To learn more about the NCCN Global Academy program, visit NCCN.org/globalacademy.

Contact Information

For additional information regarding NCCN Global Academy, please contact:

Tracy McDowell
Manager, Global Business Development
McDowell@nccn.org

Caitlin McAuley
Project Manager, Global Business Development
McAuley@nccn.org

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 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.

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.

Contact Information

For licensing NCCN Content, please contact:
Rachael Ritchie
Business Development Coordinator
Ritchie@nccn.org

For licensing NCCN Content in HIT, please contact:
Deanne Lovina
Business Development Program Manager
Lovina@nccn.org

NCCN.org/global

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 influences appropriate practice patterns and prescribing behavior. The influence of NCCN Content continues to gather momentum throughout all regions of the world, with over 11.3 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-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 populations sizes and multiple languages. An organization has the opportunity to license for distribution or support NCCN’s distribution.

NCCN Guidelines, Compendia, and Templates: Flash Cards

NCCN will develop a customized NCCN-branded Flash Card with Templates 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, Compendia, and/or 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. NCCN Guidelines for Patients are translations of the NCCN Guidelines that 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 language translations. NCCN seeks support for the distribution and translation of NCCN Guidelines for Patients to share important information to people when they are diagnosed with cancer.

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 new and improved version of 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 309,000 oncology professionals from approximately 197 countries outside of the United States.

Other newsletter editions:

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

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**Ad Sizes**

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** 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)**

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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

The NCCN website NCCN.org is being completely redesigned in 2020! This robust and comprehensive resource of clinical information, and includes the only online postings of the Complete Library of NCCN Guidelines. In 2019, there were more than 3.5 million unique visitors to NCCN.org and more than 1.2 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 30 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
- Patients 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.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 300,000 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>66%</td>
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<tr>
<td>Subset of clinicians outside of the United States registered as doctors, surgeons, or oncologists</td>
<td>73%</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.

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.
US PROGRAMMING

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 leading research to benefit patients 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.

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 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 2019, the NCCN Virtual RRR had more than 12,300 page views. The app, which was updated in 2019 to increase usability, had more than 1,800 users.

Commercial Sponsorships and Exhibitor Opportunities at NCCN Meetings

NCCN Annual Conference
Planned for: March 18 - 20, 2021
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.

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

Contact Information
For additional information regarding NCCN’s US Programming, please contact:
Megan Ilnicki
Senior Business Development Specialist
ilnicki@nccn.org

NCCN.org

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NCCN Annual Congress: Hematologic Malignancies™
Planned for: October 15 - 16, 2021
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 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

Contact Information
For additional information regarding NCCN’s US Programming, please contact:
Megan Ilnicki
Senior Business Development Specialist
ilnicki@nccn.org