



National
Comprehensive
Cancer
Network

LAUNCH STRATEGIES:

In Anticipation of an FDA Approval
or Potential Inclusion into the
NCCN Guidelines®

Contact Information

Please consider incorporating NCCN programming into your upcoming launch strategy. For additional information on any of the proposed programs, please contact:
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215.690.0573

NCCN.org

For Immediate Action

NCCN Annual Conference: Improving the Quality, Effectiveness, and Efficiency of Cancer Care™ – 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. Commercial Level Sponsorships, Advertising, Exhibitor Showcase Presentations, Door Drops, Exhibit Space and other supporter opportunities available.

NCCN Annual Congress: Hematologic Malignancies™ – This Annual Congress attracts more than 600 attendees and will focus on the new approaches that have been incorporated into patient management, including the use of drugs, biologics, and diagnostics. Commercial Level Sponsorships, Advertising, Door Drops, Exhibit Space and other supporter opportunities available.

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

NCCN Website Sponsorships – The NCCN website, **NCCN.org**, is a robust and comprehensive resource of clinical information, and includes the only online postings of the Complete Library of NCCN Guidelines. In 2015, there were more than 2.1 million unique visitors to NCCN.org and more than 750,000 individual registered users. Physicians and other medical professionals, as well as patients and their caregivers, regularly visit **NCCN.org** for highly credible clinical information.

NCCN Trends™ – A survey-based analytics tool from NCCN that focuses on how clinicians in the U.S. and abroad deliver cancer care and provides detailed analyses of resulting data that can help determine trends and patterns by geographical region, practice size, practice setting, or specialty.

Upon Potential Inclusion into the NCCN Guidelines and Compendium

NCCN Flash Updates – NCCN Flash Updates™ is a subscription service from NCCN that provides timely notification of updated and new information appearing in the NCCN Guidelines, the NCCN Compendium, and other NCCN Content. Support the redistribution of a Flash Update to all registered users (US and/or International) of **NCCN.org** announcing that a drug has been added to the updated NCCN Guidelines and/or Compendium.

NCCN eBulletin – 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. Consider placing a “coming soon” or “now available” advertisement in *NCCN eBulletin*, *NCCN eBulletin: Global Edition*, or *NCCN eBulletin: Member Institution Edition*.



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NCCN Clinical Practice Guidelines in Oncology

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NCCN Guidelines: Pocket Guides – Pocket Guides are pocket-sized versions of the NCCN Guidelines®, conveniently sized to fit in a lab coat pocket, and serve as a valuable reference tool for physicians, nurses, pharmacists, and other oncology health care professionals. NCCN Pocket Guides allow clinicians to reference the NCCN Guidelines in making treatment decisions more easily, as well as to have more informed conversations with patients at the point of care. Pocket Guides also contain a QR code for access to the Virtual Library of NCCN Guidelines Mobile Application, providing health care professionals even greater access to this information. Supporters can purchase a license to distribute copies or support NCCN distribution.

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

NCCN Guideline ePrint – NCCN will grant license and permission to send e-prints of one NCCN Guideline (NCCN will provide PDF of file for use).

Sponsorship of the NCCN Guidelines Formatted for Smartphone and Tablet Computers – This easy-to-use and convenient format further assists health care professionals in their implementation of the NCCN Guidelines, thus improving the quality and effectiveness of care provided to patients with cancer. Sponsorship includes copies of a promotional card containing instructions to access the app and/or a QR code that allows users to download the specified NCCN Guideline directly to their mobile device, for your company's distribution to health care professionals.

NCCN Reimbursement Resource Room and Mobile App – As a response to ever-evolving challenges in the oncology reimbursement landscape, NCCN has strategized to provide access to and information about resources available for clinicians and patients within the reimbursement space. The NCCN Reimbursement Resource Room at the NCCN Annual Conference is a designated section of the exhibition hall for attendees to learn about industry reimbursement help and patient assistance services. All participants in the NCCN Reimbursement Resource Room have content and links included in the NCCN *Virtual* Reimbursement Resource Room on **NCCN.org/reimbursement** and the NCCN Reimbursement Resource Mobile App for a term of one year, and additional promotion throughout the year.