



CCG Global Multi-Country Case Studies

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December 8, 2021

CCG GLOBAL MULTI-COUNTRY CASE STUDIES



1

Establishing Thought Leadership in US & 10 Countries for MS & Oncology: 4-year Campaign

Embracing Carers™ Movement – Australia, Brazil, Canada, China, France, Germany, Italy, Spain, UK, and US

2

US & Global Multiple Myeloma Alliance: 3-year Campaign

Austria, Australia, Canada, Croatia, Czech Republic, Denmark, France, Germany, Hungary, Italy, Israel, Korean, Paraguay, Poland, Portugal, Romania, Spain, Sweden, Turkey, UK, US

Embracing Carers™ Movement – Australia, Brazil, Canada, China, France, Germany, Italy, Spain, UK, and the US

CCG is proud of the role we played helping to reach the goals set from the start...Improve the lives of carers demonstrating an unprecedented commitment through novel approaches that elevates caregiving through a global initiative.

1

Supported, managed and facilitated the establishment of the Carer Collaborative and other key stakeholder partners

2

Led the creation of the Embracing Carers™ brand and creative assets

3

Reached more than 1 billion across 10 countries

4

Secured media coverage in leading publications

5

Identified opportunities for leadership engagement on panels, at events and with national media within key global markets

6

Pulled through caregiving as a priority in the business through internal communications support

7

Generated conversations and supported self identification through personal stories across social and media platforms

CREATING A NATIONAL & GLOBAL MOVEMENT: EMBRACING CARERS™

Program Responsibilities and Objectives

Embracing Carers™ is a national public affairs initiative developed in support of carers around the globe addressing four key mission pillars:

- **National awareness** – elevate awareness of practical solutions for carers through expanded media
- **Stakeholder engagement** – increase stakeholder support of carers nationally and deepen engagement
- **Policy activation** – raise visibility of carer needs; establish national policy best practice sharing and advocacy resource development
- **Healthcare system integration** – pilot healthcare system programs to recognize and support carers across the continuum of care

CCG was responsible for initiation, branding, and creative execution, strategic/tactical planning and activation including, but not limited to:

- Name, logo development, branding, Website design, Facebook launch and management, content development
- Video and photography
- Media relations / Social media
- Advocacy engagement



National Activation

Developed national call-to-action to encourage carers to self identify, while encourage others to support carers in their own lives.



Personal Shared Stories

Delivered authentic, powerful content that captures real-life moments that matter and serves to educate, inform and activate individuals nationally.

Videos



By Day, By Night Stories



Stakeholder Support Internally and Externally with Advocates, Elected Officials and within Health Systems

POLICY ACTIVATION & TOOLS DEVELOPED

Surfaced carer challenges, policy and best practices through International survey, white paper and **first-of-its-kind Global State of Care Report**. Will serve as platform for UN Global Action Plan



Australia Parliamentary Breakfast



STAKEHOLDER ENGAGEMENT

Developed steering committee of leading carer groups, while also extending focus on carers with a broad range of organizations.



30+ organizations engaged

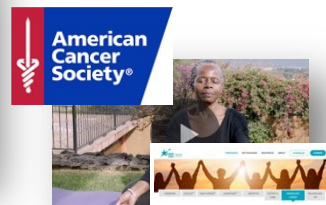


HEALTHCARE SYSTEM INTEGRATION

Collaborated with nursing, oncology, MS and carer organization to educate and train healthcare staff ways to support and recognize carers



In-hospital education



Carer Passport Program

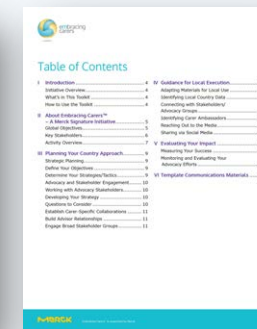


Nursing Trainings



INTERNAL ALIGNMENT & ENGAGEMENT

Created internal tools and resources to provide country teams ways to initiate and pull through the program with globally-approved content and strategic approach

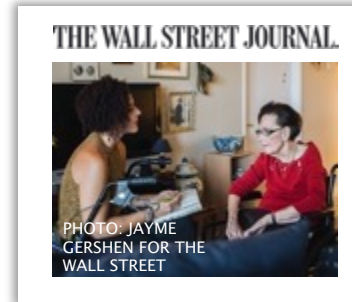


EXAMPLES OF GLOBAL NATIONAL ATTENTION

US • UK • Germany • Brazil • Australia • China



Embracing Carers™, a national initiative launched in 2017 by pharmaceutical company EMD Serono



Märkische Allgemeine

Pflege bringt Depressionen

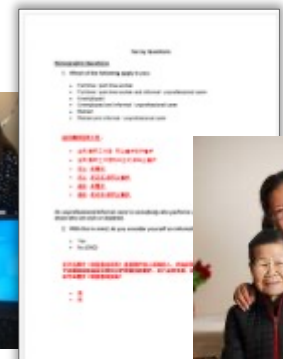
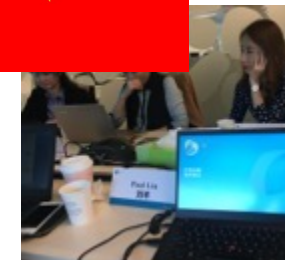


Gerald Dietz
Pflege eines Menschen kann sehr erfüllend sein, ist aber auch
end. Fast die Hälfte aller pflegenden Angehörigen in Deutschland



PRIME 7

aged care
insite



RESULTING IN A NEW LEVEL OF AWARENESS, SUPPORT AND ENGAGEMENT FOR CARERS WORLDWIDE



Media Coverage

916 million+
Online/Print Coverage Reach



114+
Pieces of Broadcast
Coverage

286
Spokespeople
Quotes

33,000+
Embracing Carers™
Video Views



2,602+
Pieces of Online
Media Coverage

Engagement

12,000,000+
Social Media Impressions Sparked by
Advocacy Community



60 Countries
Represented

3,763+
Individual Social
Media Posts



200+
Patient Affairs
Organizations
Engaged
Worldwide

THE **YOU**man FACTOR: VIDEOS: STIRRING HEARTS TO IGNITE CHANGE

Embracing Carers

https://www.embracingcarers.com › en_US

Embracing Carers™ is a global movement that recognizes the pivotal role of **caregivers** in the healthcare ecosystem.

Videos - Embracing Carers

<https://www.embracingcarers.com › embrace-a-career>

Merck KGaA, Darmstadt, Germany operates its businesses as EMD Serono, MilliporeSigma and EMD Electronics in US and Canada.

DEVELOP / LAUNCH U.S. & GLOBAL MULTIPLE MYELOMA ALLIANCE



Member Countries: Austria, Australia, Canada, Croatia, Czech Republic, Denmark, France, Germany, Hungary, Italy, Israel, Korean, Paraguay, Poland, Portugal, Romania, Spain, Sweden, Turkey, UK, & US

GOALS on Behalf of International Myeloma Foundation

- Raise the profile and enhance the capabilities of patient advocacy groups around the globe
- Elevate global awareness of multiple myeloma
- Ensure access to treatments (novel and non-copy) and establish a basic level of patients' rights
- Improve patient outcomes through earlier diagnosis
- Advance innovation in blood cancer through advocacy and clinical trial engagement
- Become a recognized voice and advocate in multiple myeloma

A cross section of nearly 30 patient advocates from around the globe

- | | | |
|------------------------------------|-------------------------------------|--------------------------------------|
| ▪ International Myeloma Foundation | ▪ Blodkreftforeningen, Norway | ▪ Polish Association for MM Patients |
| ▪ The MAX Foundation | ▪ Association of Finnish Patients | ▪ Myeloma Patients Europe (MPE) |
| ▪ SF Bay Area MM Support | ▪ LHRM & Leipzig Gruppe, Germany | ▪ Miyelomla Yasam, Turkey |
| ▪ AF3M, France | ▪ Blodcancerförbundet, Sweden | ▪ AMEN, Israel |
| ▪ Myeloma UK | ▪ Myeloma Platform Portugal | ▪ Myeloma Canada |
| ▪ AEAL, Spain | ▪ Slovak Patient Society | ▪ Korean Blood Cancer Association |
| ▪ AIL, Italy | ▪ Myeloma Euronet Romania | ▪ Myeloma Australia |
| ▪ Czech Myeloma Group | ▪ Foundation for Hungarian Patients | ▪ IMF Latin America |
| ▪ Danish Myeloma Association | | ▪ FUNCA, Paraguay |
| ▪ Mijelom CRO, Croatia | | |
| ▪ Myelom und Lymphomhilfe, Austria | | |

Brought together a cross-section of patient advocates; facilitated meeting and post-meeting survey to determine priority needs

CREATE AND SUPPORT THE EXECUTION OF A 3-YEAR STRATEGIC PLAN

Developed three-year strategic plan that served as the foundation for all tactical programs and initiatives for the alliance

Core Success Factors

- | | |
|--|---|
| Operating Structure | Maintain one IMF staff person dedicated to overseeing the operations of the GMA with additional support from IMF staff as needed. |
| Financial Support | Cultivate additional funding from a diverse base of external stakeholders supportive of the myeloma patient population. Donation perimeters should be developed and agreed upon by members and/or the steering committee. |
| Member Engagement | Members must meet identified criteria and Requirements to realize full member benefits. |
| Synergistic External Partnerships | Identify collaborative initiatives, programs with strategic partners to help broaden audience and credibility and sustain/develop financial support. |
| Marketing | Execute a modest marketing initiative to get begin to build the brand of the GMA among |

Mission Statement

Support and mobilize the global myeloma advocacy community in order to improve the lives of myeloma patients around the world.

3-Year Strategic Plan Strategic Roadmap for the Development of the GMA June, 2014



Strategic Objectives

- GMA's efforts to support patient advocacy organizations and improve the lives of myeloma patients over the next three years will be underpinned by these four strategic pillars, under which all GMA and GMA collaborative initiatives and programs will fall:
- Capacity Building:** Facilitate best practice sharing among member organizations and provide each with the information, skills and tools needed to support patient needs in their respective countries.
 - Global Myeloma Awareness:** Foster opportunities to raise the profile and level of awareness of myeloma globally through engagement of all stakeholders.
 - Clinical Trials Engagement:** Be and active and engaged voice in clinical trial participation and education.
 - Executive Policy Influence:** Participate in policy and access issues in countries where additional support and influential voices can positively impact change.

Leadership for Engagement

Because the GMA is an alliance of organizations with no formal board structure, engagement and communication are envisioned as specific focus of interaction. It will be important for membership to actively participate in order for the GMA to successfully launch and engage in activities.

Steering Committee

Every two years a steering committee will be selected and participation is voluntary. There will be no more than four steering committee members at a time, in addition to one representative from the IMF facilitating the committee. Organizations can be on the committee beyond two years if other groups have decided not to participate. Requirements and responsibilities of the steering committee include:

- Active member of the GMA for at least one year
- Participate in quarterly steering committee calls
- Provide feedback/sight to IMF staff about GMA goals, strategies and initiatives
- Help identify and approve new members and stakeholders

Working Groups

As specific activities are determined, members with expertise and/or interest in supporting the planning and execution of the activities will collaborate in a working group setting. The groups will be responsible for providing input into planning activities and engaging in execution both with the working group and the GMA membership as a whole. Working groups will be determined as the tactical outputs of the strategic plan have been decided. They may include, but are not limited to:

- Global Myeloma Awareness Day
- Clinical Trials
- International Surveys
- Drug Approval/Advocacy

In-Person Meetings

In order to maintain collaboration and provide the opportunity for networking and information sharing, the GMA will conduct meetings throughout the year. Meetings will take place more than once per year at the European Society of Hematology (ESH) and the European Hematology Association (EHA) annual meetings. While it is not always possible to have member participation in each meeting, GMA members should try to participate at one or both of the meetings either in person (if possible) or virtually.