



CCG US Case Studies

Information discussed herein is CONFIDENTIAL and for internal discussion purposes only.

CCG CASE STUDIES

- 1 **Rare Disease:** Amyloidosis Breakfast Meeting and Earned Media
- 2 **Medicare Issue Mitigation:** Payer Issue Congressional Outreach

RARE DISEASE/AMYLOIDOSIS POLICY BREAKFAST

CCG worked with client to raise awareness of a rare condition, Amyloidosis, and draw attention to the unmet needs and barriers faced by rare disease patients in the MA Commonwealth. The briefing at the Massachusetts State House also highlighted the need to establish a Rare Disease Advisory Council in Massachusetts.



Holliston resident part of push to create alliance for rare diseases

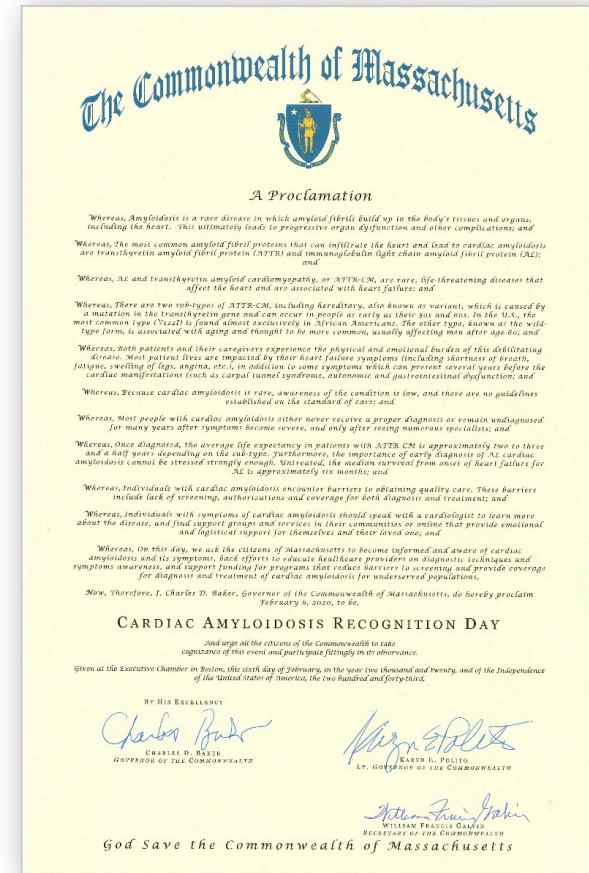
Stephen Wright, husband of Christine Wright, who died of complications from amyloidosis, supports the proposed state rare disease council.

GOAL:

Support enactment of a Rare Disease Council in Massachusetts, which would advise the Governor, General Court, and Department of Public Health on the incidence of rare disease in the Commonwealth and the status of rare disease in Massachusetts. The advisory council will also develop and maintain a rare disease plan for the Commonwealth to achieve the council's mission.

RESULTS:

- Close to 50 attendees
- Speakers included a geneticist, caregiver, representatives from rare disease organizations, and legislators
- SD 2264/H 4268: An Act to Create a Rare Disease Advisory Council has been filed and is moving through the House and Senate due to advocate support
- Governor Charlie Baker proclaimed February 6 as Cardiac Amyloidosis Awareness Day in the Commonwealth
- Highly localized PR effort generated traditional and social media support
- Sustainable community alliance of stakeholders developed with lead organizations to continue Amyloidosis awareness and support for Rare Disease legislation



MEDICARE PAYER ISSUES: CONGRESSIONAL OUTREACH

Reversing Decision to Limit Access to RA Medication: *Success Within 6 Weeks*

Worked with Biotechnology company in a six-week campaign to quickly activate national stakeholder groups to address decision by Medicare Administrative Contractors to limit access to medication by placing it on the Self-Administered Drug Exclusion List. Outreach and activation focused on Payers, Congressional Members, CMS, media and patients.

GOAL:

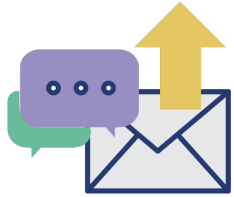
Reverse decision by specific Medicare Administrative Contractors to limit access to RA medication and raise issue with CMS to ensure no other MACs try to make similar changes.

NATIONAL COALITION

Lead Organization



STRATEGIES & TACTICS



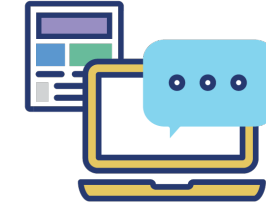
Identify and Engage 3rd Party Organizations:

- Within 2 weeks reached out to 30 organizations
 - Focused on arthritis, women's health, seniors and health care disparities
- Identified organization to lead awareness and letter-writing campaign
- Briefed organizations, worked with all to pull through in social media and other communications channels



Supported Dialogue with Payers/Congressional Members/CMS:

- Developed multiple mechanisms for engagement and response to key audiences (letters, action alerts, social media)
- Facilitated dialogue among all parties (multiple correspondence points between organizations, payers and client)

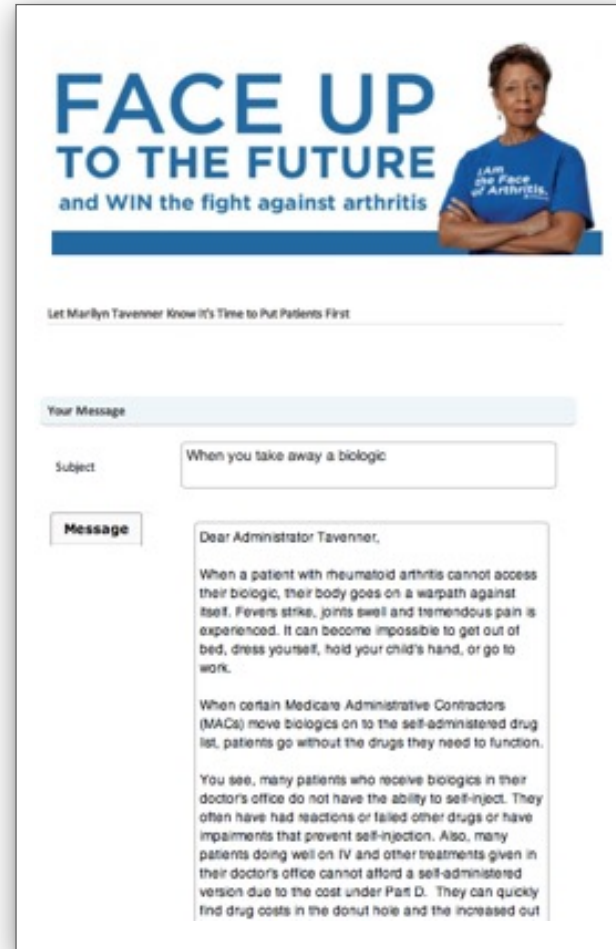
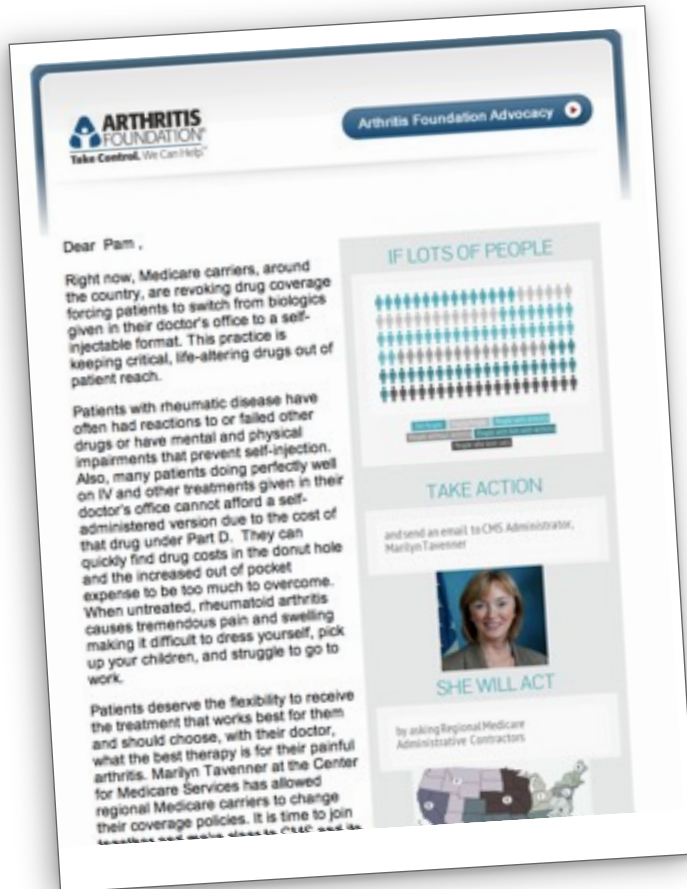


Media Support:

- Helped identify patients
- Supported Op-ed placement
- Worked to media train patients for potential video and broadcast opportunities

STAKEHOLDER MEDIA

Advocate Letters: Insurance companies tying doctors' hands.



MEASURING RESULTS

Immediate Activation Leads to Successful Outcome



CAMPAIGN ACHIEVED DESIRED OUTCOMES

and ended within six weeks, due to immediate pressure by CMS and congressional members to Medicare payers who then

reversed their decision

and kept drug coverage under Medicare Part B

Garnered significant media and social media attention and support

WITHIN **4** WEEKS TIME



Recognized by other industry partners as one of the **BEST/QUICKEST**
advocacy campaigns
EXECUTED TO DATE



Organizations reached out to **49** congressional members

in **23** states

