Amgen’s Approach to Patient Advocacy

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Amgen
Overview

• The importance of Patient Centeredness
  – Two-way communication with patients
  – Partnering with advocacy organizations
  – Engaging with patients in the community
Approaches to Patient Advocacy

- Disease education and awareness
- Policy priorities
- Community engagement
- Convening
- Partnerships
Disease Education and Awareness

• Sponsored LLS Leukemia Ball’s Jim Eichberg Lifetime Achievement award established in memory of the long-time volunteer and supporter of LLS whose service to others was an integral part of his daily life.
  – Premiered a video to educate the more than 2000 attendees on innovative treatments for blood cancers.
  – Onyx CEO introduced the award recipients

• Rare Disease Legislative Advocates
  – Second year sponsoring Rare Disease Day reception
  – Filmed short videos:
    • Highlighted two patients living with multiple myeloma to promote message that cancer can also be a rare disease
    • Also through patients’ stories, demonstrated how investments in biomedical research led to innovative, lifesaving treatments for two patients with blood cancer
  – Participated in a panel discussion with scientists including NIH Director Dr. Francis Collins
Disease Education and Awareness - Continued

• Congressional briefings
  – Environmental exposures as risk factors for cancer
  – Immunotherapy treatments for melanoma
  – Addressing health disparities in the diagnosis and treatment of multiple myeloma
  – Advocating for the support of biomedical research funding
Policy Priority:
Annual Health Equity Summit

- Each year, Amgen convenes a one-day summit focused on reducing health disparities
  - Speakers include experts from academia, government, community organizations, and think tanks
  - Themes included opportunities to prevent disparities in cancer care through patient navigation, improving minority participation in medical research, and community based interventions to improve health.
Policy Priority: Addressing Health Disparities

- Partnered with Rep. Clyburn and the University of South Carolina on Health Disparities Policy Summit
  - Excellent attendance with more than 100 participants
  - The panel on clinical trial participation successfully elevated recruitment and participation in research as a barrier to reducing health disparities.
  - Expert luncheon panel extremely well received—demonstrated achievable, community focused solutions

- Outreach to National Urban League
  - On behalf of Amgen, Dr. Cole at the University of Michigan participated in a health equity panel discussion at their annual meeting
Community Engagement

• National Minority Quality Forum
  – Dr. Ken Bridges with Amgen and Dr. Cole at the University of Michigan both participated in a panel discussion on multiple myeloma at an invitation from Amgen

• Health Affairs briefing
  – Partnered with Representative Clyburn to participate in local Health Fair in Santee, SC
  – Collaborated with Rep. Sheila Jackson-Lee to sponsor a Health Fair in Houston
  – Rep. Barbara Lee on educating the community on the Affordable Care Act
Community Engagement - Continued

• USC School of Medicine and James E. Clyburn Health Disparities Lecture series
  – A panel discussion, “Health Disparities and Blood Cancers,”
  – Panelists include
    • Dr. Cristina Gasparetto, Duke Medicine;
    • Thomas Goode, advocate and multiple myeloma patient;
    • Dr. Virginie Daguise, Division of Cancer Prevention and Control at the S.C. Department of Health and Environmental Control,
    • Dr. Ken Bridges of Amgen
    • Moderator--Vicki Kennedy, VP Cancer Support Community
Community Engagement - Continued

- Community screening of the movie, “Emperor of All Maladies,” in partnership with National Medical Association and WETA.
  - Advertised to young professional audience
  - Panel discussion that includes community oncologist, cancer patient, and community organizer
Convening

• Amgen also engages with the patients, clinicians, and other industry members through salon-style dinners at annual conferences such as the BIO meeting