2021 Advocacy Highlights

COA’s Patient Advocacy Network

Lakshmi Aggarwal, MD, CPAN Medical Co-Chair
Miriam Atkins, MD, CPAN Medical Co-Chair
Rose Gerber, Director of Patient Advocacy & Education

We support the cure and Advocate for the Care
CPAN Advocate Represents *The Patient Voice* at the 2021 Community Oncology Conference

Defining Value In Cancer Care: Patient, Physician, & Employer Perspectives

- Beth A. Curran, Senior Director, Risk Management, Orange County Public Schools
- Bo Gamble, Director of Strategic Practice Initiatives, Community Oncology Alliance, *Moderator*
- Edward Licitra, MD, PhD, Medical Oncologist, Astera Health Partners
- **Tami Ramey, CPAN Advocate/Survivor**
CPAN Advocates Supported our National Initiatives

CPAN Advocates participated in the Time To Screen focus group

- Tracy B.
  - Breast Cancer – Hematology Oncology Associates of Central NY
- Charles C.
  - Prostate cancer with bone mets, Augusta Oncology
- John S.
  - Pancreatic Cancer - Augusta Oncology
- Karen C.
  - Multiple Myeloma – Connecticut
- Ronald K.
  - Head and neck, Florida Cancer Specialists & Research Institute
- Steven S.
  - Glioblastoma - Florida Cancer Specialists & Research Institute
- Mary O.
  - Breast cancer-Genesis Cancer Center
CPAN Advocacy Leaders Continued to Keep Their Chapters Active During COVID

Hosted CPAN Virtual Events
- Northwest Medical Specialties
  - Educational Event
  - Clinical Trials Event
- Fort Wayne Medical Oncology & Hematology
  - Educational Event
- Augusta Oncology
  - Clinical Trials Event, 5/14/2021
  - Educational Event, 6/19/2021
- Northwest Georgia Oncology
  - Clinical Trials Event, 5/27/2021

CPAN Educational/Display Tables
- Dayton Physicians Network
- Eastern CT Hematology Oncology

CPAN Leader initiated Video Project
- Beth Wittmer, RN, BSN, OCN, Director, Care Management and Florida Cancer Specialists marketing department created *Get involved with CPAN* video, running in 90 locations.

Monthly Advocacy Engagement
- CPAN Chapter Advocacy Leaders calls
- CPAN Medical Co-chair calls
- CPAN News Bulletins
CPAN Advocacy Leaders Kept Their Chapters Active During COVID

Get to Know Your Oncology Care Team: Oncology Nurses

Brenda McIlvain, RN
Augusta Oncology

Rosa Gorham
Community Oncology Alliance

Clinical Trials Northwest Georgia Oncology Centers
May 27, 2021

What are clinical trials?
A clinical trial is a research study that involves people. These studies help doctors deter-
mine what works best for people who have a disease.

Who are clinical trials for?
Clinical trials are the only way that doctors find better treatments. They are clinical trials for
people with cancer and other illnesses.

What is clinical research?
Clinical research is medical research that involves people. It includes studies that use clinical
trials to test new treatments, new medications, or new ways of diagnosing or treating illnesses.

For more information on clinical trials visit: https://clinicaltrials.gov

Advocacy CHATS

Dayton Physicians Network
Oncology Social Workers

Get to Know Your Oncology Care Team: Oncology Nurses

Thank you!
Gettysburg Cancer Center Joined CPAN’s National Network

COMMUNITY ONCOLOGY ALLIANC
PATIENT ADVOCACY NETWORK
CHAPTER LAUNCH

Gettysburg Cancer Center
June 25, 2021

- Domenic Borro, Director of Operations, Gettysburg Cancer Center
- Satish Shah, MD, Medical Oncologist, Gettysburg Cancer Center
- Megan Buddemeyer, LSW, Social Worker, Gettysburg Cancer Center
- Rose Gerber, Director of Patient Advocacy & Education, Community Oncology Alliance
Cancer & Blood Specialists of Arizona Joined CPAN’s National Network

COMMUNITY ONCOLOGY ALLIANCE
PATIENT ADVOCACY NETWORK
VIRTUAL CHAPTER LAUNCH

Cancer & Blood Specialists of Arizona
November 3, 2021

- Tania Cortas, MD, CPE, Cancer & Blood Specialists of Arizona
- Rose Gerber, MS, Director of Patient Advocacy & Education Community Oncology Alliance
- Genna Hill, MBA, Physician Liaison, CPAN Chapter Advocacy Leader, Cancer & Blood Specialists of Arizona
Virtual Advocacy Summit:
Experts in advocacy, policy, treatment and more
CPAN Kept Our Advocates Informed with Monthly News Bulletins and *Shined the Light* on 11 Different Cancer Centers

### News Bulletin Section Topics

- **CPAN Chapter Spotlights**
  - Jan: Genesis Cancer Center
  - Feb: Carolina Blood & Cancer Care Associates
  - Mar: Oklahoma Cancer Specialists
  - Apr: New England Cancer Specialists
  - May: New Mexico Cancer Center
  - Jun: Regional Cancer Care Associates
  - Jul: Dayton Physicians Network
  - Aug: Augusta Oncology
  - Sep: Hematology Oncology Associates of CNY
  - Oct: TN Oncology
  - Nov: NY Cancer & Blood Specialists

- **Cancer News You Can Use**

- **Community Oncology 101 (YouTube content)**

- **Resources for Advocates**
CPAN Brought Nationally Recognized Speakers and Advocacy/Oncology Education to our Audience
CPAN Supported our Chapters by Creating Customized Educational Resources for Multiple Chapter Events

18x12 poster

Presentations

Fact Sheets

CPAN NWMS Chapter Advocacy Virtual Event
March 2, 2021

CPAN Northwest Medical Specialties Chapter
Alora Kelton, LCSW
Supportive Services Supervisor
CPAN Chapter Advocacy Leader

Augusta Oncology is a proud member of the Community Oncology Alliance (COA) and COA’s Patient Advocacy Network (CPAN).

Ways to get involved with COA’s Patient Advocacy Network (CPAN):

- Sign up to become an advocate www.coapatientadvocacy.org/become-an-advocate
- Share your story www.coapatientadvocacy.org/share-your-story
- Subscribe to monthly news bulletins www.coapatientadvocacy.org/subscribe-to-updates
- Join our monthly National CPAN Advocacy Chats - check website for registration link
- Follow us on social media
  - Facebook www.facebook.com/CommunityOncologyAlliance
  - Instagram www.instagram.com/community-oncology-alliance
  - Twitter @communityoncology
- Visit our website to learn more and take action
  - COA Patient Advocacy Network www.coapatientadvocacy.org

About CPAN
The Community Oncology Alliance Patient Advocacy Network (CPAN) is a national advocacy organization committed to raising awareness of independent, community cancer care and the issues that affect it.

CPAN was created in recognition of the vital role patients play in advocating for access to local, affordable cancer care. The network educates the community about policy issues affecting the quality and accessibility of cancer care at the local level. It also serves as a non-cancer type specific organization for individuals to learn how to become advocates for cancer care and provides community Advocacy networks with education regarding the economic and administrative pressures facing their organization.

CPAN advocates – including patients, survivors, caregivers, nurses, pharmacists, oncologists, and more – share their personal stories and advocacy power to elected officials understand the importance of local, affordable, and accessible cancer care close to where they live and work.

Community Oncology Alliance © www.CommunityOncology.org
## CPAN Supported Our Corporate Members Advocacy Initiatives

<table>
<thead>
<tr>
<th>AbbVie</th>
<th>Bristol Myers Squibb</th>
<th>Eisai</th>
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| Living with CLL initiative with Genentech  
  • Education materials shared with CPAN chapters  
  • Website posting | Health Equity Advocacy Summit  
  • Policy Forum Step Therapy Reform  
  • Conquering Veteran Cancer Together  
  • Patient Advocacy Forum (ASCO)  
  • Advocacy Exchange  
  • Annual Patient Advocacy Forum | Spot Her Initiative  
  • Education materials shared with CPAN chapters |

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<th>EMD Serono</th>
<th>Genentech</th>
<th>Janssen</th>
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| Patient Focus Group – Bladder Cancer  
  CPAN identified two patients for this opportunity | Meet the Moment Webinar Series  
  Living with CLL initiative with AbbVie  
  • Education materials shared with CPAN practices  
  • Website posting | CarePath Savings Program – RYBREVANT.  
  • Education materials shared with CPAN practices |

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<th>Karyopharm Therapeutics</th>
<th>Pfizer</th>
<th>SANOFI</th>
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</thead>
<tbody>
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<td>Multiple myeloma education information with CPAN chapters</td>
<td>Rose a member - Pfizer Patient Centricity Initiative Clinical Trials Leadership Workstream Group</td>
<td>Rose a member - Sanofi Advocacy Leadership Council</td>
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</tbody>
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# CPAN Supported Multiple Advocacy Organizations

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<thead>
<tr>
<th>Organization</th>
<th>Description</th>
<th>Actions Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter To President Biden And Leaders Of State Public Health Departments: Prioritizing Covid-19 Vaccines For Patients With Cancer And Survivors Of Cancer</td>
<td>Groups Will Push For Comprehensive Paid Leave For People With Serious Conditions And Their Caregivers</td>
<td>Recognized on CAN’s National Family Caregivers Month webpage as one of CAN’s valued nonprofit Partners.</td>
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<td>CAN’s valued nonprofit partners</td>
<td>Shared resources with CPAN chapters</td>
<td>Webinar: Imagine Cancer Equity: Leveraging Collaboration Across Sectors to Eliminate Disparities</td>
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<td>LiYFE – Co-Founder &amp; CEO, shared information with CPAN chapters during monthly meeting</td>
<td>Strategy 1 Toolkit – Raises awareness about oncology funds. Share with CPAN chapters</td>
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</tr>
<tr>
<td>Q1 PRODUCTIONS – Improving Visibility and Understanding of the Patient Advocacy Function Confirmation</td>
<td>Founder &amp; CEO along with COO, shared information with CPAN chapters during monthly meeting</td>
<td>Virtual Forum on Clinical Trials. Session Title: Overcoming obstacles to Patient Adherence</td>
</tr>
<tr>
<td>LiYFE – Co-Founder &amp; CEO, shared information with CPAN chapters during monthly meeting</td>
<td>Understanding Unique Psychosocial Stressors Impacting Cancer Patients Pertaining to Their Self-image and How to Support Those Patients as They Navigate – webinar shared with CPAN Advocacy Leaders</td>
<td>CPAN supporting others advocacy efforts. How to Get Your Doctor to Speak Your Language published 12/10/2021 on WebMD</td>
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Our Community Oncology Practices Supported CPAN

Company News

Join us for our January online advocacy event
January 11, 2021
Join the Community Oncology Alliance Patient Advocacy Network (CPAN) for a virtual Advocacy Chat on Wednesday, January 13, at 12 p.m. ET. Ed Olson, COA’s executive director, will provide insights into multiple hot topic policy issues impacting patient care. [1]

Join us for our December online advocacy event
December 13, 2020
Join us for our next online event December 5 at 12:30 PM. This month we will be discussing the special relationship between oncology patients and physicians. Advances in medicine, technology, and knowledge have increased the chances that patients with cancer will[1]....

American Oncology Network Partners with National Patient Advocacy Organization Fighting for Patient Rights

Friedman, Jan 11, 2021 (B2BWire) -- American Oncology Network, LLC is a high growth medical oncology practice partners with the National Patient Advocacy Organization (NPAO) to help patients with kidney cancer and other advanced cancer populations improve their lives through the National Patient Advocacy Network (CPAN). We are committed to empowering all patients to take control of their health care. As a result, we are creating a new way of delivering oncology care through our innovative, patient-centered care model.

American Oncology Network provides comprehensive care to kidney cancer patients through CPAN. CPAN connects patients with experts, advocates, and caregivers to support the patient's overall health and well-being.

Our mission is to improve the quality of life for patients and their families. We believe that every patient deserves a personal care plan that is tailored to their specific needs.

Community Oncology Alliance © www.CommunityOncology.org | 14
Physicians Supported CPAN

Lakshmi Aggarwal, MD
Fort Wayne Medical Oncology Hematology

Miriam Atkins, MD
Augusta Oncology

Tania Cortas, MD, CPE
Cancer & Blood Specialists of Arizona

Madelaine Feldman, MD
Coalition of State Rheumatology Organizations

Lucio Gordan, MD
Florida Cancer Specialists

Sanjay Juneja, MD
Hematology Oncology Clinic of Baton Rouge

Satish Shah, MD
Gettysburg Cancer Center
External Advocacy Groups Supported CPAN
CPAN in the Media

WebMD

How to Get Your Doctor to Speak Your Language

Cancer Today

Quality Questions

When you are diagnosed with cancer, how can you be sure you’re getting appropriate care?

AON

American Oncology Network Partners with National Patient Advocacy Organization Fighting for Patient Rights

The Sentinel-Record

by Carolyne Long

January 30, 2021 at 4:08 am

Genesis Cancer Center Medical Oncologist Dr. Fred Dikers has started a new chapter in the Community Oncology Alliance Patient Advocacy Network, a national organization that advocates for patients on Capitol Hill and provides local education.

"Some patients really want to speak out and as their red badge of courage they want to help others in any way that they can," Dikers said. "Other patients are more private, but the CPAN chapters are a way to keep the patients engaged, provide patients with important education, but also act as a conduit so their voices can be heard in D.C. If, in fact, they’re concerned about limited access to care.”
CPAN in the Media - Used Podcasts to Reach New Audiences

5/12/2021 Trial Talks podcast - Patient Advocacy and Oncology: How A Community Cancer Network is Making a Difference – RG speaker

Approximately 30% of all men and women will be diagnosed with cancer some time during their lifetimes, and nearly 80% of oncology patients participate in clinical trials. Many industry leaders believe that a greater focus on patient advocacy could be the missing pill.

In this episode, Rose Gerber, Director of Patient Advocacy and Education at the Community Oncology Alliance – once a patient herself and now a dedicated advocate – will share her story and discuss how patient advocacy is helping to increase patient enrollment in clinical trials across every therapeutic area.

Featured Guests

Rose Gerber
Director of Patient Advocacy and Education at Community Oncology Alliance

Medrio Hosts

Fred Martin
Chief Product Officer | Medrio

Medrio is a clinically relevant technology company that helps organizations navigate clinical trials. Medrio partners with clinical sites and patients in order to ensure the highest level of clinical trial quality. Medrio’s technology is used for data collection, site management, and electronic informed consent, and is trusted by hundreds of clinical trials across many therapeutic areas.

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In this special edition, CURE spoke with Rose Gerber, Director of Patient Advocacy & Education at the Community Oncology Alliance and a breast cancer survivor, about disparities in cancer care, and what we can do to address them moving forward.
CPAN Leadership invited member Working Groups/Advisory Boards

1. ASCO/COA: Patient Centered Cancer Care Certification Pilot Program
2. Journal of Clinical Pathways, Care Pathways Working Group
3. National Consortium Breast Centers (NCBC) Survivors Founders committee
4. National Patient Advocate Foundation (NPAF) Project Innovation Advisory Group
5. Pfizer Patient Centricity Initiative - Clinical Trials Workstream Group
6. Sanofi Advocacy Leadership Council
CPAN leadership contributing to national initiatives
CPAN National Presence Continues

Advocacy Programs Update – October 2021

Many vital patient support groups are struggling to survive in a post-COVID-19 world. Some advocacy organizations have endured or are facing massive layoffs, office closures, and funding decreases. In some extreme cases, this is forcing them to look for merger partners. As resources are depleted and demand grows, our panelists will discuss the future of patient advocacy groups and the vital role that they have in not only supporting patients and caregivers but also the academic and community oncology providers.

Moderator:
- Elizabeth Franklin, MSW, PhD, President, Cancer Support Community

Faculty:
- Patricia Goldsmith, CEO, CancerCare
- Amy Niles, Executive Vice President, Patient Access Network Foundation
- Marianne Gandee, Senior Director, Team Lead, Advocacy and Professional Relations, Pfizer Oncology
- Rose Gerber, Director of Patient Advocacy & Education, Patient Advocacy Network, COA Community Oncology Alliance
- Ed Hensley, Chief Commercial Officer & Co-Founder, AssistRx

Keynote Speaker: Understanding the Role of Community Oncology in Clinical Trials

Panel: Enhancing Relationships between the Four Main Stakeholders: The Sponsor, CRO, Site and the Patient
Sharing The Value of Community Oncology/Clinical Trials
International Clinical Trials Presentation

**Audience:** 15 participants
- VP Clinical Operations
- Head of Trial Operations
- Clinical Operations Group (Study Managers) from Belgium and France
- France has a nonprofit, private network where all patients are referred to for clinical trials instead of academic hospitals

**Understanding Cancer Care and Clinical Trials in the U.S. Community Oncology Setting**

iTeos Therapeutics
December 8, 2021

Rose Gerber, M.S.
Director of Patient Advocacy & Education
3x Clinical Trial Participant
Why we do what we do
Inspirational Patients, Families and Caregivers!
Thank you for your contributions to another great year of advocacy!

Rose Gerber, M.S.
Director of Patient Advocacy & Education
Community Oncology Alliance

www.coaAdvocacy.org

www.communityoncology.org