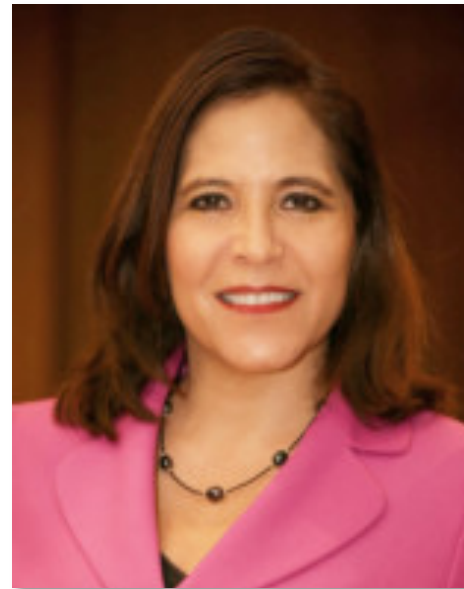


National *Time To Screen* Updates



Nicolas Ferreyros
Director of Communications
Community Oncology Alliance



Rose Gerber
Director of Patient Advocacy & Education
Community Oncology Alliance

Today's Chat

Agenda

- Updates: Community Oncology Alliance (COA) and COA's Patient Advocacy Network (CPAN)
 - Timely Access to Cancer Treatment (TACT) Act
- What is the *Time to Screen* campaign
- Ways YOU can get involved
- *Time to Screen* resources

Learn more:

COA's Patient Advocacy Network: www.coaAdvocacy.org
Community Oncology Alliance: www.communityoncology.org
Time To Screen: www.timetoscreen.org

The Timely Access to Cancer Treatment Act of 2021

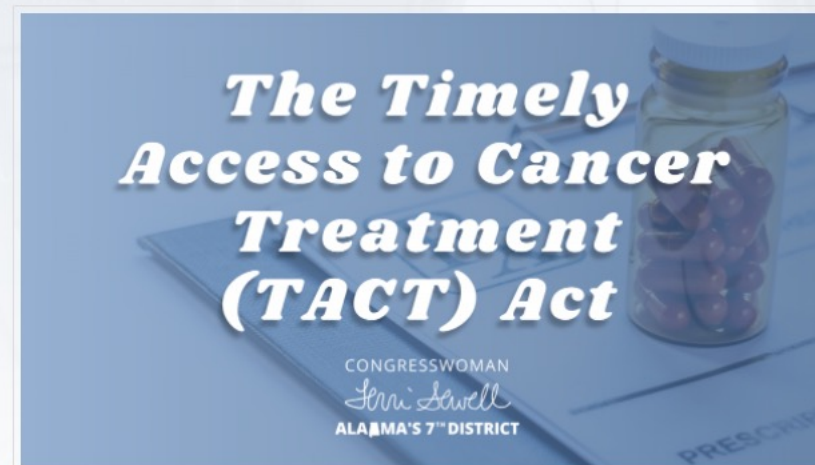
Ask your Congressional representatives to cosponsor H.R. 3258!

- The Timely Access to Cancer Treatment Act of 2021 (TACT Act) was recently introduced by Representatives Terri Sewell (D-AL) and Gus Bilirakis (R-FL).
 - Details: <https://sewell.house.gov/media-center/press-releases/secs-sewell-bilirakis-introduce-legislation-ensure-timely-access>
- What the TACT Act does:
 - Requires PBMs and insurers to ensure patients with cancer can receive their prescribed medication within 72 hours – failing that, the patient will be allowed to seek out medication from any professionally licensed source of their choosing.
 - The medication will be covered under the patient’s plan with full use of the patient’s applicable benefit(s).
 - The pharmacy benefit provider must confirm receipt within 24 hours and indicate ability to fill the prescription within the required 72-hour time limit.
 - Any prior authorization required by the pharmacy benefit provider must take place within the 72-hour time limit.

- Please contact your Congressional offices as soon as possible and ask them to cosponsor H.R. 3258!

To request our TACT Act Support Kit, please contact CPAN Executive Assistant, Tracey Banks at tbanks@coacancer.org

Reps. Sewell, Bilirakis Introduce Legislation to Ensure Timely Access to Treatment for Patients with Cancer



Thank YOU for being a part of our monthly advocacy chat

- Launched in August 2020
- Thousands of audience participants
- Esteemed national speakers
- Education & breaking news on advocacy and healthcare policies impacting patients



What are CPAN Advocacy Chats?

Launched in August 2020, the CPAN Advocacy Chats series are 30-minute, monthly educational webinars on key cancer issues and the policies that impact them. Each month, a special guest joins COA's Director of Patient Advocacy & Education, Rose Gerber for a conversation on oncology and advocacy related topics.

Our distinguished speakers have included:



Site of Care: The Value of Community Oncology
August 12, 2020
Mark Thompson, MD
Medical Director of Public Policy
Community Oncology Alliance



Emotional and Financial Resources for Cancer Patients
September 9, 2020
Patricia "Trish" Goldsmith
Chief Executive Officer
CancerCare



The Problem with White & Brown Bagging: What Patients Need to Know
October 14, 2020
Barbara McAneny, MD
Immediate past president, American Medical Association (AMA) Chief Executive Officer
New Mexico Cancer Center



State of Cancer Survivorship: Survey Reveal
November 4, 2020
Shelley Fuld Nasso
Chief Executive Officer
National Coalition for Cancer Survivorship





Between Life and Death, from despair to hope
December 9, 2020
Kashyap Patel, MD
Chief Executive Officer, Author
Carolina Blood & Cancer Care Associates



What does the Most Favored Nation (MFN) drug pricing "model" mean for patients? - Panel
December 22, 2020
Ted Okon, MBA
Executive Director
Community Oncology Alliance



Debra P. M.D., PhD, MBA
Executive Vice President
Texas Oncology



Lucio Gordan, MD
President & Managing Physician
Florida Cancer Specialists



COA Crystal Ball - What can we expect in 2021?
January 13, 2021
Ted Okon, MBA
Executive Director
Community Oncology Alliance





Dare to Imagine: A World Where No One Dies of Cancer
February 10, 2021
Carotyn "Bo" Aldige
Founder and Chief Executive Officer
Prevent Cancer Foundation



Paving the Path for a world without colorectal cancer
March 10, 2021
Cindy Borassi
President
Colon Cancer Foundation




Introducing the COA & CancerCare "Time to Screen" Campaign - Panel
April 14, 2021
Nicolas Ferreyros
Director of Communications
Community Oncology Alliance




Marissa Fors, MSW, LCSW, OSW-C, C-ASWCM, CCM
Director of Specialized Programs
CancerCare




Clinical Trials in the Community Setting: Cutting Edge Treatment for Cancer Patients
May 12, 2021
Katie Goodman, RN
Vice President, Clinical Research
American Oncology Network, LLC






Cancer & The Power of Social Media
June 9, 2021
Sanjay Juneja, MD
Medical Oncologist
Hematology Oncology Clinic of Baton Rouge, LA



Getting to Know Your Oncology Care Team: Oncology Nurses
August 11, 2021
Brenda McGarr, RN
Oncology Nurse Navigator
Augusta Oncology



National "Time to Screen" Campaign Update
September 8, 2021
Nicolas Ferreyros
Director of Communications
Community Oncology Alliance

To learn more about:

COA's Patient Advocacy Network: www.coaAdvocacy.org
Community Oncology Alliance: www.communityoncology.org

Campaign Updates & Results Highlights



TIME TO SCREEN

**Detecting Cancer Early
May Save Your Life**

Time to Screen is A Proud
Collaboration Between



CANCER*care*®

TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Public Awareness Campaign to Boost Screening



Educate the public on the importance of cancer screenings and taking control of their health



Provide solutions and make it easy for people to schedule a cancer screening appointment



Emphasize safety with modified procedures, masking, and social distancing

TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Core Campaign Components

Free Consumer Tools



CancerCare toll-free hotline **1-855-53-SCREEN**



Time To Screen website with education and information www.TimeToScreen.org



Database of screening locations and options for major cancer types



TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Core Campaign Components

Tapping Into Stakeholder Networks



COA & *CancerCare* community activation



Partnerships with clinicians and employers



Local market amplification and promotion



TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Core Campaign Components

Public Awareness & Advertising



Spokesperson engagement



Public service announcements



Media outreach



TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Key Milestones

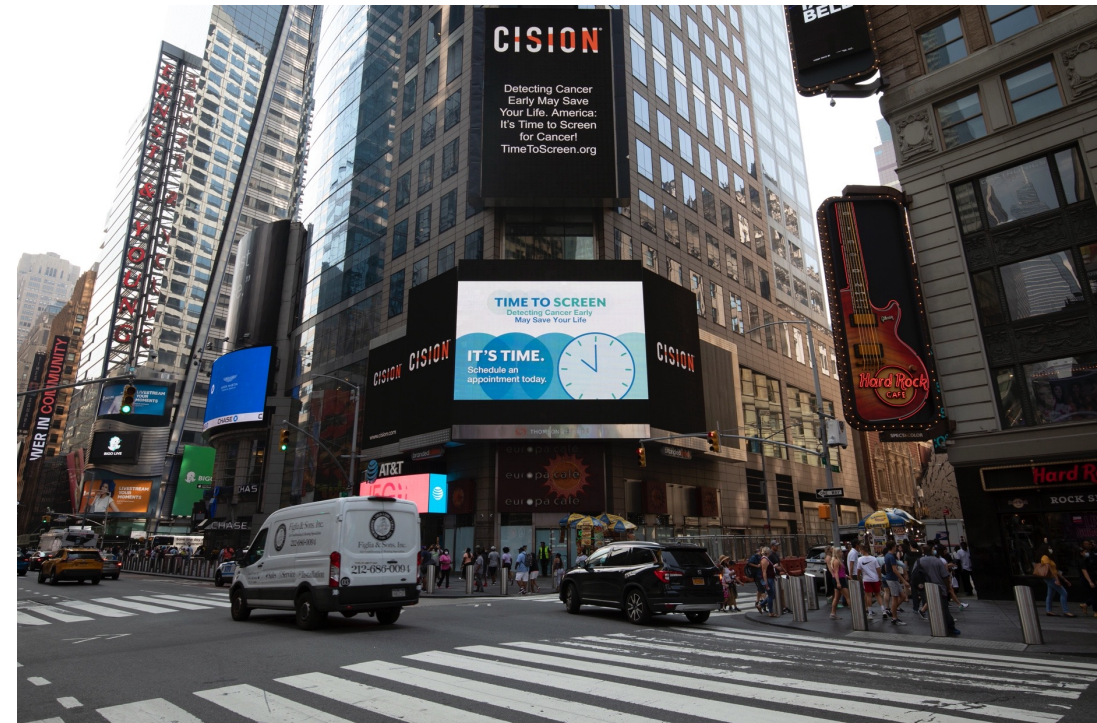
- ✓ Campaign Launch at COA Conference (April 8)
- ✓ Release of Public Service Announcements (July 22)
- ✓ National and local media relations begin (July 22 and beyond)
- ✓ Practice toolkit and materials released (August 5)
- ✓ Advocate and Employer toolkits released (September 8)

TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Earned Media – National Metrics

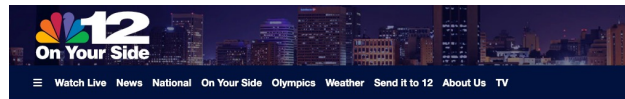
- As of August 4, Time to Screen
 - Covered in 61 national media outlets
 - 266 million media impressions
- *Time to Screen* PSAs featuring Patti LaBelle launched
 - Kicked off national and regional media outreach
 - PSA placement data will be available in early September



TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

- National coverage in
 - *Self* magazine
 - *USA Today*
 - *The Hill*
 - *Fierce Pharma*
 - *Yahoo!Life*
- State coverage
 - 26 states, featuring COA member practices
 - Print, TV, radio interviews ongoing



Cancer organization launches PSA to increase cancer screenings



By A.J. Nwoko
Published: Jul. 22, 2021 at 11:38 PM EDT | Updated: Jul. 24, 2021 at 8:59 AM EDT

RICHMOND, Va. (WWBT) - Delaying cancer screenings can lead to late diagnoses and a greater risk of death. According to the Community Oncology Alliance (COA), cancer screenings across Virginia plummeted nearly 85 percent at the height of the pandemic.

Oncologists like colon cancer specialist Dr. Arthur Vayer knows firsthand the setbacks that come with a cancer diagnosis, especially when it's caught too late. He says being proactive especially these days is key.

"Some people do have an unfortunate surprise on their first study," Vayer said. "Hopefully, we can catch it early enough so that it can be surgically curative."



HEALTH AND WELLNESS

Patti LaBelle lost three sisters to cancer. Now, she's telling adults to 'take heed and get checked'

Melissa Ruggieri USA TODAY
Published 5:43 p.m. ET Jul. 27, 2021 | Updated 8:16 p.m. ET Jul. 27, 2021



TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

National and State PSAs

TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Shout out and thank you to...

- Dr. Schnell (multiple!)
- Dr. Patt (multiple!)
- Dr. Rao (multiple!)
- Dr. Zon (multiple!)
- Dr. Blau
- Dr. Perry
- Dr. Atkins
- AON (multiple!)
- MOASC (multiple!)
- OneOncology (multiple!)
- New York Cancer & Blood (multiple!)
- Center for Cancer & Blood Disorders (Dr. Parra)
- Oncology Consultants (Dr. Campos, multiple)
- Florida Cancer Specialists (multiple docs, incl. Dr. Diaz)
- Hematology & Oncology Consultants (Dr. Mathews)
- RCCA
- And many more...

TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Digital Traffic (through Aug 4)

- Website Visits

- Users: 24,000 (5,355% growth since April 1)
- Pageviews: 29,195 (3,315% growth since April 1)

- Digital Advertising

- Clicks: 36,440
- Impressions: 7.2 million

TIME TO SCREEN
Detecting Cancer Early
May Save Your Life



Call to find screening options near you.

1-855-53-SCREEN

WHY GET SCREENED?

SAFETY DURING COVID-19

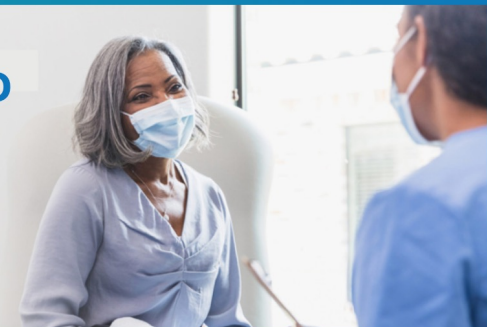
FIND SCREENING OPTIONS

GET INVOLVED

ABOUT

YOU CAN SAFELY BE SCREENED FOR CANCER NOW.

Detecting cancer early may save your life. If you delayed a recommended cancer screening because of COVID-19, remember, it's safer to get screened now than to wait.

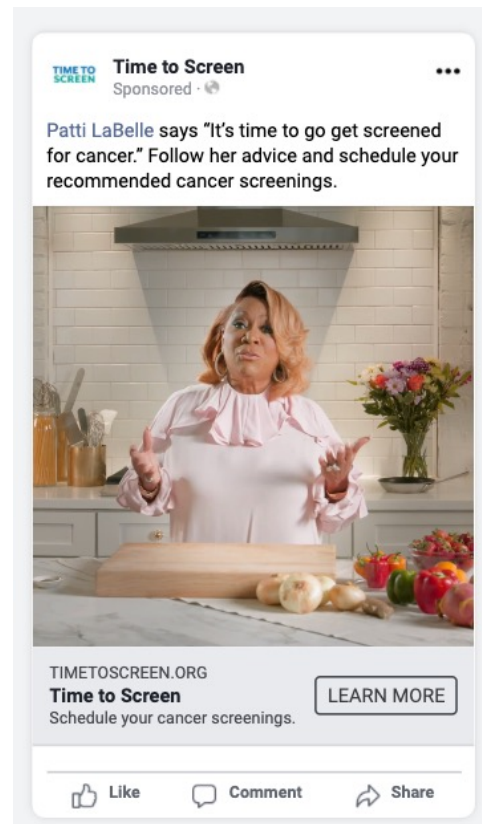


TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Digital and Social Media – July 22 Launch

- Posts from Patti LaBelle and promoted posts from *Time to Screen*
- *Time to Screen* launch posts generated more than **23,000 clicks**



TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Social Media (through Aug 4)

- **Twitter**
 - 23,159 impressions
 - 763% more engagement following launch than in June
- **Facebook**
 - 66,312 engagements (clicks, likes, shares, comments)
 - New page followers increased 73% in July
- **Instagram**
 - Gained 242% more followers during launch
 - Content Interactions saw a 300% increase in July



U.S. Senator Bill Cassidy, M.D.  @SenBillCassidy · May 21

As a doctor, seeing patients delay screenings for cancer is concerning. Early cancer detection can save your life. Click the information from [@TimetoScreen](#) below or call 1-855-53-SCREEN to learn how you can schedule a COVID-safe cancer screening.

...



NYCancerSpecialists @NewYorkCancer · Jul 22

NYCBS is a proud supporter of [@TimetoScreen](#), a collaborative effort from [@CancerCare](#) and [@OncologyCOA](#) encouraging people to get back on schedule with their regular cancer screenings. Take charge of your health, schedule a screening today. [TimetoScreen.org](#)

 Patti LaBelle Retweeted



Time to Screen @TimetoScreen · Jul 22

Here's an important message from [@MsPattiPatti](#) reminding everyone that it's [#TimetoScreen](#).

...



Amgen Oncology  @AmgenOncology · Jul 23

We are a proud supporter of [@TimetoScreen](#), a collaboration between [@CancerCare](#) & [@OncologyCOA](#) encouraging people to get regular cancer screenings. Learn more at [TimetoScreen.org](#). [#TimeToScreen](#) [#AmgenSponsored](#)

...



Time to Screen @TimetoScreen · Jul 21

As [#COVID19](#) cases surged during the initial waves of the pandemic, cancer screenings declined rapidly and remain at dangerously low levels. Don't delay your screenings. Detecting cancer early may save your life. [#TimetoScreen](#). [TimetoScreen.org](#)

...

TIME TO SCREEN

Detecting Cancer Early
May Save Your Life

Get Involved Options (on Time to Screen website)

- Core campaign content, includes:
 - Social media content, digital ads, videos, graphics, campaign literature, etc.
- Toolkits for practices, **advocates**, and more!
- Include everything you need or want:
 - Op-eds
 - PSA scripts
 - Letters to editors
 - And more..

Core
Campaign
Assets



Public
Service
Announcements



Social
Media
Assets



Practice
Toolkit



Employer
Toolkit



Advocacy
Toolkit



Thank You to Nick Ferreyros & Our Listeners!

Don't miss our next advocacy chat

October is Breast Cancer Awareness Month – Learn about the second most common cancer in women including resources and tools.

Wednesday, October 13, 2021, 12:00 PM – 12:30 PM ET



Stacy Lewis
Chief Program Officer and
Deputy Chief Executive
Young Survival Coalition
www.youngsurvival.org