



## COVID ADVOCACY X EXCHANGE

### COVID Advocacy Exchange Engages 15,000 People Since May

*Adam Grant, bestselling author of Give and Take, Option B and Originals, will be featured as keynote speaker for October 14*

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Since May, the [COVID Advocacy Exchange](#) (CAE) has virtually convened advocates from around the world to synchronize efforts, share resources, and engage in live, weekly discussions about key issues faced by those serving patients during the pandemic and into the future. To date, more than 1,500 people from 61 countries have registered for the CAE, with 31% of registrants joining from outside the U.S. More than 40 groups have created virtual booths to share free resources with other advocates from across disease states.

Launched in partnership with GRYT Health who has previously collaborated on the Global Virtual Cancer Conference, the CAE offers a unique, innovative way to support patient advocates during these times filled with unprecedented challenges.

“When the pandemic hit, we listened to the Patient Advocacy community and understood their need to come together, across a variety of therapeutic categories and disease states to share challenges and solutions,” said Danielle Halstrom, VP for Corporate Affairs. “By partnering with GRYT and making this unique collaborative platform available, we enabled the community to support one another through the exchange of information and approaches that ultimately serve patients, globally.”

All topics have been shaped by advocate feedback and include returning to preventative care during the pandemic, addressing health inequities, examples of advocacy in action and creating new opportunities for collaboration. Building on this success for the community, the programming of live, virtual panel sessions will convene monthly through the rest of 2020. Fall and winter sessions (October 8, October 14, November 12 and December 10) will have both presentation and breakout sessions to allow for greater connection and collaboration.

[Adam Grant](#) will be a featured speaker on October 14. Grant is the New York Times bestselling author of *Give and Take*, *Option B* and *Originals*. Chris Boerner will moderate the discussion focused on getting through challenging times and moving forward/rebuilding. Watch for a calendar invite and more details in the coming weeks.

To register or to view all sessions on demand, visit [www.COVIDAdvocacyExchange.com](http://www.COVIDAdvocacyExchange.com). You will receive information and reminders about upcoming sessions. All sessions are recorded and available on a platform for later viewing, in the event you cannot attend a live session.