

Bristol Myers Squibb and GRYT Health
COVID Advocacy Exchange
Key Messages and Q&A
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Key Messages

- The global spread of COVID-19 continues to affect each of us and the communities in which we live in different ways, and we recognize this is a challenging time for everyone.
- As part of our continued commitment to patients worldwide, we have been in ongoing communication with the global patient advocacy community across disease areas to understand how they are being impacted by the current crisis, and what resources they most need in order to continue to fulfill their missions.
 - Specific disease areas include oncology, cardiovascular, immunology and fibrosis, hematology and multiple sclerosis.
- Across the board, we have heard from advocates that their biggest concerns are time and capacity constraints, infrastructure needs, and the lasting financial impact from the current crisis.
- Recognizing the urgency of the situation for the global advocacy community, in May 2020, Bristol Myers Squibb and GRYT Health launched the COVID Advocacy Exchange, a virtual platform to unite advocacy organizations, patients and industry leaders in the exchange of information during and beyond the pandemic.
 - This entirely virtual platform convenes advocates to synchronize efforts, facilitate resource sharing with each other, and allow for increased collaboration, both now and over the long-term.
 - The COVID Advocacy Exchange currently facilitates live discussions with experts and peers through virtual sessions which are also recorded for on-demand access, as well as an exhibit hall that provides information about various advocacy groups through virtual booths that participants can visit.
- Since launching, the COVID Advocacy exchange has held more than fifteen live sessions covering a variety of topics – shaped by advocate feedback –with more to come this year.
 - Sessions have been structured in a variety of formats including panel discussions, smaller group discussions, and Q&A-style interviews.
 - Sessions have featured more than 65 experts.
 - Topics covered have included telemedicine and access to care, clinical trials, preventive care, resilience and motivation, health inequities, and mental health.
- The response from the global advocacy community has been overwhelmingly positive, notably:
 - More than 25,000 people have visited the platform from 95 countries.
 - Nearly 5,000 people have registered for the COVID Advocacy Exchange.
 - Approximately one-third of registrants are ex-U.S.
 - 83% of invited patient advocacy groups registered for the platform.
 - More than 50 patient advocacy groups have set up virtual exhibit booths.
 - Nearly one-quarter (24%) of external live session attendees joined two or more sessions.
- The media has taken notice of the Exchange, too; the platform has been featured in more than 10 trade media outlets, reaching an audience of more than 4.6 million monthly readers.
 - 70% of the original articles published about the Exchange have featured a BMS or Exchange spokesperson.
- We hope the Exchange will continue to serve our patient and advocacy communities in the long-term and offer accessible resources that meet needs beyond those related to the pandemic.

Q&A

1. What is the COVID Advocacy Exchange and how do you access it?

The COVID Advocacy Exchange (CAE) is a first-of-its-kind platform that offers live, interactive discussions through which patient voices are heard, and a virtual exhibit hall where participating organizations can share resources and learn from one another – all available free of charge, 24/7 at www.COVIDAdvocacyExchange.com. More than fifteen live sessions have been hosted on the CAE so far, and the virtual exhibit hall currently houses resources from more than 50 Patient Advocacy Groups (PAGs). Through these opportunities for dialogue and information exchange, the CAE allows PAGs from around the world and from across many different therapeutic areas to connect with one another and uncover common challenges, break down barriers to good health and create a stronger global community on behalf of the patients they serve.

2. Who are the partners behind the COVID Advocacy Exchange?

Bristol Myers Squibb and GRYT Health are industry leaders connecting patient advocacy organizations in an innovative virtual approach. GRYT Health is a digital health company with a social purpose, and is the creator of both the Global Virtual Cancer Conference and the GRYT Health platform, which offers opportunities for connection and learning, paired with research, marketing and clinical trial services that put people and caregivers first. Bristol Myers Squibb is a global biopharmaceutical company whose mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases.

3. What is the reason you launched this platform?

As part of our continued commitment to patients worldwide, we have been in ongoing communication with the global patient advocacy community across disease areas to understand how they are being impacted by the current crisis, and what resources they most need in order to continue to fulfill their missions. Across the board, we are heard from advocates that their biggest concerns are time and capacity constraints, infrastructure needs, and the lasting financial impact from the current crisis. Recognizing the urgency of the situation for the global advocacy community, Bristol Myers Squibb and GRYT Health decided to launch the COVID Advocacy Exchange to unite advocacy organizations, patients and industry leaders to synchronize efforts, facilitate resource sharing with each other, and allow for increased collaboration.

4. Who is invited to access the platform?

The COVID Advocacy Exchange is available to global and local patient advocacy organizations and members of their communities, spanning disease states.

5. What resources are available on the platform for advocacy groups?

Participants have access to materials from Bristol Myers Squibb, other advocacy organizations and third-party experts through the on-demand virtual exhibitor space. In addition, recordings of previous virtual sessions are made available in the “Auditorium” section of the site.

6. Is the virtual platform available now?

Yes. The platform launched in May 2020, offering access to on-demand resources and live interactive sessions. Participants can register any time at www.COVIDAdvocacyExchange.com.

7. How has the global advocacy community responded to the platform?

The response from advocates has been overwhelmingly positive, with more than 200 people from 34 countries registering for the platform in the first two weeks alone. More than 100 attendees joined the first live virtual panel session, expressing gratitude for the platform and its efforts to unite the global advocacy community during this time of unprecedented challenges for all. Our community has since grown to nearly 5,000 registered users from around the world, with more than 25,000 visitors from 95 countries.

8. Is there a cost associated with joining the virtual platform?

Registration and access to the COVID Advocacy Exchange is free. Once you register, you have access to all live sessions, session recordings and other on-demand resources.

9. What will happen to the virtual platform in the future?

We hope to build upon and enhance the COVID Advocacy Exchange over the coming months, in collaboration along with the patient advocacy community, to create a lasting coalition and platform that will exist for the long-term and cover critical topics beyond COVID-19.

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