

COVID ADVOCACY X EXCHANGE

In May 2020, Bristol Myers Squibb, in partnership with GRYT Health, launched The COVID Advocacy Exchange to unite advocacy groups, patients and industry leaders to synchronize efforts, facilitate resource sharing and provide an opportunity for increased collaboration as we navigate the global pandemic and beyond. The platform offers live discussions and 24/7 access to recordings of past sessions, as well as expert materials, through its virtual exhibitor space.

Sessions to Date

COVID Advocacy Exchange: Welcome & Introduction

May 21, 2020

[Session Recording](#) | [Session Resources](#)

This is an unprecedented time for healthcare systems around the world. This first panel discussion explored how COVID has affected advocates' ability to engage with their communities and what steps patient advocacy groups have taken to support their communities thus far.

Coalitions & Collaboration

May 28, 2020

[Session Recording](#) | [Session Resources](#)

In a post-COVID world, advocacy organizations will face increased pressure to meet their mandates with fewer resources. Coalitions offer a simple and effective way to pool resources, share information, improve problem-solving and increase awareness. This session investigated the impact of coalitions on patient advocacy and explored best practices for forming, managing and improving them.

Going Virtual – Best Practices for Advocacy Organizations

June 4, 2020

[Session Recording](#) | [Session Resources](#)

A major change wrought by COVID is the transition to virtual communication. Advocacy organizations face the daunting task of restructuring their entire communication frameworks to meet this new reality. This session focused on how to build a virtual organization, run a virtual conference and initiate virtual fundraising, to continue providing needed services to patients, globally.

Safely Returning to Clinical Trials

June 11, 2020

[Session Recording](#) | [Session Resources](#)

Clinical trial recruitment and enrollment has decreased since COVID emerged. This session brought together experts who sponsor, conduct, staff and recruit clinical trials to discuss the challenges and potential solutions that will enable continued access to novel, life-saving medications for patients.

Telemedicine & Access to Care

June 18, 2020

[Session Recording](#) | [Session Resources](#)

An important consequence of the global pandemic has been the accelerated use of telemedicine. This session discussed best practices for using telemedicine and outlines how we can maintain access to care for people with diverse backgrounds.

Mental Health, Well-Being, and Psychosocial Support for Patients

June 25, 2020

[Session Recording](#) | [Session Resources](#)

COVID has and will continue to impact society's mental health, including under-resourced healthcare systems. This session discussed what each of us can do to alleviate the mental health burden on ourselves and those around us, with a particular emphasis on patients with pre-existing conditions who have been among the hardest hit by the pandemic.

Practical Solutions for Patients during COVID

July 2, 2020

[Session Recording](#) | [Session Resources](#)

The need for simple, practical solutions to patient problems is greater than ever. This session brought together patients, physicians and advocates to discuss challenges patients with chronic medical conditions are battling because of COVID. Informed by their experiences weathering the pandemic, speakers also explored practical, yet innovative solutions to address these urgent issues.

Sessions to Date

Preventive Care & COVID

July 9, 2020

[Session Recording](#) | [Session Resources](#)

Preventive care is among the most important responsibilities of the healthcare system to help save lives, lower healthcare costs and improve overall population health. With COVID disrupting our ability to distribute these vital services there is a need to develop new ways of making preventive care available to patients at home. This session focused on the future of preventive care and public health.

Reshaping Healthcare: Thinking Differently after COVID

July 16, 2020

[Session Recording](#) | [Session Resources](#)

COVID has exposed the inadequacy of healthcare systems around the world and brought public attention to government and private institutions alike. This session focused on renewed opportunities to reshape healthcare in response to the COVID pandemic.

The Patient Voice & Patient-Focused Drug Development

July 23, 2020

[Session Recording](#) | [Session Resources](#)

Patient-focused drug development helps ensure that patients' experiences, perspectives and needs are meaningfully incorporated into clinical testing. This session brought together experts to discuss how this approach in drug development is impacting the way researchers and industry think about clinical trials and how it is making healthcare more responsive to patients.

Getting Back to Care by Putting Patients First

September 10, 2020

[Session Recording](#) | [Resources](#)

If there is one positive thing that can be taken from the pandemic, it is the opportunity to step back and reassess how our healthcare systems provide care. This session focused on openly and honestly integrating the patient experience to improve health care as we begin to return to treatment, care and life more broadly.

Getting Back to Work

October 8, 2020

[Session Recording](#) | [Session Resources](#)

While some companies have developed detailed strategies to maintain safety as people return to work, many others do not have the means or infrastructure to invoke health screenings or social distancing rules considering COVID. Compounding this, there has been little discussion of the difficulties facing chronic disease patients when getting back to business. This session focused on opportunities to redefine how we think about chronic disease in the workplace as patients may soon need to become more open about their health conditions with their employers.

Moving Forward and Rebuilding

October 14, 2020

[Session Resources](#)

As we continue navigating these challenging times, we can all use a little extra support. During this session, organizational psychologist Adam Grant discussed how we can move forward and rebuild together, and how we can find motivation and meaning in our lives.

Taking Action to Correct Health Inequities

November 12, 2020

[Session Recording](#) | [Session Resources](#)

The pandemic has brought the topic of health inequalities to the forefront of people's minds, highlighting the struggle to deliver fair and equitable care to those who need it most. What will we do with this opportunity to reassess and correct systemic imbalances in our health systems? This session focused on identifying actual steps that can be taken to eliminate disparities in access and treatment outcomes.

Building Stronger Relationships Across Healthcare Through Empathy

December 17, 2020

[Session Recording](#) | [Session Resources](#)

While the fast-paced and ever-evolving nature of the health care industry requires efficiency and productivity, it also calls for empathy, especially concerning interactions with patients and their loved ones. This session brought together experts who have made it their mission to build stronger relationships within health care through active listening and understanding and offers insights on how to foster more compassionate conversations.

Advocacy for Advancements: Patient Insight Influencing Action

January 14, 2021

[Session Recording](#) | [Session Resources](#)

Through perseverance, ingenuity and collaboration, patient advocates have made great strides in supporting their communities despite the unprecedented and unforgiving effects of the pandemic. This session brought together advocates from across the globe to celebrate their work and discuss the meaningful changes they'll continue to advance in 2021.