

Global Advocacy

# The COVID Advocacy Exchange

Overview, metrics and next steps

January 2021

# The COVID Advocacy Exchange



An **INNOVATIVE** and **BOLD** online resource to elevate awareness, engagement and impact of advocacy efforts to support patients affected by COVID-19

Launched in May 2020 in partnership with GRYT Health, the 24/7 platform provides advocacy organizations with the opportunity to increase:

- Reach and effectiveness, sharing resources, globally
- Collaboration with other advocates, across disease areas
- Innovation and problem-solving including tackling current challenges by hosting live, interactive sessions with subject matter experts (also available on-demand)
- Content is co-created with advocates

25,000+ people from 95 countries have visited the CAE with nearly 5,000 registrants 24% from outside the US

280+ advocacy organizations have participated, and 50+ have created virtual booths; 5,100 booth visits

Media coverage in 10+ trade outlets, including 7 interviews with CAE spokespeople (reaching 4.6M+ monthly readers)

15+ live sessions were co-created; 21 hours of exclusive, expert video content

2,700+ interacted live with 65 advocate, healthcare and BMS thought-leaders

6 million social media impressions; 19k email opens

# Leaders in the Patient Advocacy community were involved from the beginning

COVID ADVOCACY X EXCHANGE

“COVID is creating a period of **dynamic change**. I'm seeing organisations move away from transactional, toward more collaborative approaches.”



**Dr. Cary Adams**  
CEO, Union for International Cancer Control (UICC)

GRYT Health  
431 followers  
3d • 🌐

We are excited to feature Megan-Claire Chase, also known as Warrior Megsie, tomorrow on our COVID Advocacy Exchange panel to discuss Practical Solutions for Patients During COVID. If you haven't yet, register now at <https://lnkd.in/eefNnQd>.

Megan-Claire is a 4-year breast cancer survivor in Atlanta, GA. She is a sought-after influencer and blogger in the Young Adult Cancer community both nationally and internationally. Her blog, Life on the Cancer Train, is about her life post breast cancer (Stage IIA Invasive Lobular) and the struggles of being a young adult cancer patient/survivor while advocating for better treatments and resources.

Her perspective is authentic, raw and informative, with a twist of humor. You won't want to miss this session!

#AdvocacyExchange #warrior #globalhealth #digitalhealth

COVID ADVOCACY X EXCHANGE

“None of us is as strong as **all** of us.”



**Seth D. Ginsberg**  
Co-founder, President, Global Healthy Living Foundation

COVID ADVOCACY X EXCHANGE

“The things we thought were not possible before, are now becoming **possible**.”



**Pat Garcia-Gonzalez**  
CEO, The Max Foundation

COVID ADVOCACY X EXCHANGE



“ Two of the most important things to consider when going virtual with your events are what your audience wants and how you stay engaged after. We need to focus on the relationships even more than the events themselves.”

**Nick Giallourakis**  
Co-Founder and President  
Elephants and Tea

COVID ADVOCACY X EXCHANGE

# High engagement from BMS leaders & patients



# COVID Advocacy Exchange live session topics

- May 21 | COVID Advocacy Exchange launch
- May 28 | Coalitions & Collaboration
- June 4 | Going Virtual - Best Practices for PAGs
- June 11 | Safely Returning to Clinical Trials
- June 18 | Telemedicine and Access to Care
- June 25 | Mental Health, Well-Being, and Support
- July 2 | Practical Solutions for Patients during COVID
- July 9 | Preventive Care During COVID
- July 16 | Reshaping Healthcare: Thinking Differently after COVID
- July 23 | The Patient Voice & Patient-Focused Drug Development

- August 6 | Exhibitor Day
- September 10 | Returning to Care
- October 8 | Returning to Work
- October 14 | Adam Grant on Resiliency
- November 12 | Health Inequities
- December 17 | Building Stronger Relationships Across Healthcare Through Empathy
- January 14, 2021 | Examples of Advocacy in Action
- February 11, 2021 | Launch Working Groups
- March 2021 | Creating Your Own Resiliency Plan

# The patient advocacy community and media are taking notice

“This is exactly the platform we have been looking for - a resource that fosters connections and is focused on overcoming challenges specific to us during this time.”  
-Anonymous survey feedback

“Now **THIS** is togetherness. Interactive. Puts us all on a level playing field.”  
-International Alliance of Patient Organizations

“Because there is no formal professional society for patient advocacy groups, this forum is a great opportunity to provide **much-needed idea-sharing.**”  
-Anonymous survey feedback

“Collaboration is key to bringing about positive change and support. We fully support this initiative and thank you for inviting us to be one of the first participants.”  
-Arrhythmia Alliance



# Advocacy Exchange goals for 2021

- Continue building on awareness, registration and engagement success; finalize broader branding
- Continue co-creating live content that is valuable to advocates, patients and caregivers
- Establish working groups that create advocate-driven outcomes in highest priority areas
  - Health Equity: Racial & Ethnic Disparities
  - Health Equity: Accessibility
  - Patient Voice/ PFDD / PFMD
  - The Future of Advocacy

# Thank you