

# COVID ADVOCACY X EXCHANGE

## About the Exchange

The COVID Advocacy Exchange is an entirely virtual platform created by Bristol Myers Squibb in partnership with GRYT Health to unite advocacy organizations, patients and industry in the exchange of information. In 2020, more than 25,000 people from 95 countries visited the platform.

## Resources and Getting Involved

The platform offers 24/7 access to COVID-19-related materials from industry, other advocacy organizations and third-party experts through the on-demand virtual exhibitor space. The live meeting area hosts interactive sessions with guest speakers, which are recorded and accessible to anyone who cannot attend the live events. Resources addressing timely needs such as digital fundraising and other issues exacerbated by the pandemic are also available.

## Why Now?

As part of our continued commitment to patients worldwide, we have been in ongoing communication with the global patient advocacy community to understand the impact of the COVID-19 crisis, and what resources are most needed in order to continue to fulfill your missions.

Across the board, we are hearing from advocates that the biggest concerns are time and capacity constraints, infrastructure needs, and lasting financial implications.

Recognizing the urgency of the situation for the global advocacy community, we launched the COVID Advocacy Exchange, an entirely virtual platform uniting advocacy groups to synchronize efforts, facilitate resource sharing with each other and with patients and affiliates, and provide an opportunity for increased collaboration, both now and over the long-term.

Together, we hope to continue enhancing the COVID Advocacy Exchange over the coming months, in collaboration with you, our advocacy group partners, to create a lasting coalition and platform that will exist for the long-term and cover critical topics beyond COVID-19.

**[www.COVIDAdvocacyExchange.com](http://www.COVIDAdvocacyExchange.com)**

**#AdvocacyExchange**

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