

Summary of Health Consumer Organisations supported by Medicines Australia Member Companies

For the period: 2019

Company: Bristol-Myers Squibb Australia Pty Ltd

Name of Health Consumer Organisation	Description of and/or purpose of support	Nature of support (monetary value or equivalent) or description of non-financial support
Name of HCO supported	Provide a description of the nature of the support that is sufficiently complete to enable the average reader to form an understanding of the nature of the support	\$ Cost For non-financial support, describe the non-monetary value that the organisation receives.
Australian Patients Association	<p>The Australian Patients Association is an independent not-for-profit organisation established to promote and protect the rights and interests of patients, and improve overall patient outcomes. They address important health issues impacting on patient care in the public and private healthcare system. They are also actively involved in educating patients about their rights and choices, as well as supporting patients in need.</p> <p>In 2019, BMS supported the organisation in updating their web site, which contains information on patient rights and resources in Australia, and updating their comprehensive patients handbook, which is a self-help guide for patients. The value of this support was \$5,000</p>	Total Support: \$5,000
Beyond Five	<p>Beyond Five's mission is to improve the quality of life for head & neck cancer patients, their families and carers, through education, awareness and access to support. In 2019, Bristol-Myers Squibb provided the following support:</p> <p>(1) Beyond Five's Boardroom Dinner bring together Members of Parliament and Senators to raise awareness of head and neck cancer (HNC) with key government stakeholders and explore and understand issues such as Updates in HNC Treatment, Importance of Early Diagnosis and Challenges for Head and Neck Cancer Survivors. The value of this support was \$5,000</p> <p>(2) Beyond Five's Website development converting over 60 existing head and neck cancer information PDFs covering topics from diagnosis, treatment to life after cancer into user friendly webpages on the Beyond Five website and associated social media campaign to raise awareness of the comprehensive information available on to support people affected by HNC. The value of this support was \$11,500.</p> <p>(3) Printing and nation-wide distribution of Beyond Five patient educational materials including patient cards, posters, leaflets to hospitals, cancer centres, specialist consulting rooms and patient support groups. The value of this support was \$6,000.</p> <p>(4) World Head and Neck Cancer Day 2019 Activities including the development and promotion of the New Face of Head and Neck Cancer video and associated social media campaign to raise awareness of HPV related head and neck cancer, the importance of early diagnosis and health checks with a focus on men. The value of this support was \$5,000.</p>	Total Support: \$27,500
Hearts4Heart	<p>Hearts4Heart aims to raise awareness of heart disease and give patients equal access to advice, support, education and treatment. In 2019, Bristol-Myers Squibb provided the following support:</p> <p>(1) BMS supported Hearts4Heart's Atrial Fibrillation (AF) Awareness week in September 2019 in collaboration with the Asia Pacific Heart Rhythm Society (APHRS). The key message to the public and primary care was to raise awareness of the underutilisation of anticoagulants to prevent stroke: "Preventing stroke in atrial fibrillation – It's a no-brainer". To this goal, BMS provided financial support to develop a screening APP, the development of a database and the development of an information pack. AF Awareness week was also associated with a large media campaign to ensure public awareness was maximised. The value of this support was \$50,000.</p> <p>(2) As part of the Heart4Heart's program for AF Awareness week, the organisation sought funding for the development of a poster to highlight the importance of anticoagulation and the underutilisation of anticoagulants to reduce the risk of stroke. The poster was disseminated to GP clinics, pharmacies and hospitals. The value of this support was \$20,000</p>	Total Support: \$70,000
Melanoma Patients Australia	<p>The Melanoma Patients Association (MPA) is an independent, not for profit organisation dedicated to supporting and representing those affected by melanoma. Their vision is to reduce the impact of melanoma on all Australians by providing a range of comprehensive support services to patients affected by melanoma including emotional support, information and connections. In 2019, Bristol-Myers Squibb provided the following support:</p> <p>(1) Patient Information Forums (x3) involving between 80-100 attendees. The Forums allowed patients and those affected by melanoma to come together to learn about the disease, treatments and strategies for coping. Patients were provided access to experts in melanoma with the opportunity for question time. The value of this support was \$10,000</p> <p>(2) Volunteer Development & Training Project whereby MPA will be able to update and enhance MPA's existing Volunteer Policies and Procedures to ensure compliance with all legislative requirements to ensure the wellbeing and safety of our volunteers. It also enables the MPA to increase organizational capacity to recruit, train and manage volunteers nationally. The value of this support was \$15,000.</p> <p>(3) The development of new patient information resources that are available both electronically and by hard copy. The MPA provides this information to patients across Australia free of charge. The value of this support was \$5,000</p> <p>(4) Donation of \$10,000 for the organisation to represent melanoma patients on important issues including patient care and access to treatments and to attend key events with stakeholders such as Government, research and industry.</p>	Total Support: \$40,000

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Rare Cancers Australia	<p>Rare Cancers Australia (RCA) is a charity whose purpose is to improve awareness, support and treatment of Australians with rare and less common cancers. They do this through advocacy, awareness, community and financial support. In 2019, Bristol-Myers Squibb provided the following support:</p> <p>(1) Grant to the value of \$50,000 to support their staging of the Canberra Forum, preparation of a 'report card' detailing the progress to parity for rare cancer patients and the redesign of the RCA website. With respect to the Forum, it was a one-day event held in Canberra involving speakers from inside and outside the cancer community discussing the major issues of concern around cancer treatment; including the need for improved access and funding for clinical trials, improved access to aggregated health data and faster access to medicines for rare cancer patients in Australia. The value of this support was \$60,000.</p> <p>(2) Support of RCA's media campaign involving support for an international expert to be part of RCA's launch of their position paper. RCA endeavoured to launch a media campaign across all platforms highlighting the findings of the report drawing public attention to the need for innovation and reform to improve treatment for rare cancer patients. The value of this support was \$20,000.</p> <p>(3) Support for the Rare Cancers Australia Charity Ball; an annual event hosted by RCA. 100 per cent of proceeds raised help fund the organisation in continuing to deliver emotional and financial support to patients and carers during their cancer diagnosis journey. BMS was able to obtain a table for 10 employees. The value of this support was \$5,000.</p> <p>(4) Support for the Rare Cancers Australia Mount Kosi Challenge; an annual event hosted by RCA. 100 per cent of proceeds raised help fund the organisation in continuing to deliver emotional and financial support to patients and carers during their cancer diagnosis journey. BMS was able to have a number of employees participate in the event. The value of this support was \$5,000.</p>	Total Support: \$90,000