

Summary of Health Consumer Organisations supported by Medicines Australia Member Companies

For the period:

1 January 2021 to 31 December 2021

Company:

AstraZeneca 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 |
|--|---|--|
| Prostate Cancer Foundation of Australia | Improving Patient Communications: Understanding Hormonal Therapy Sponsorship contribution towards the costs of printing 1,000 copies of the new patient resource on hormonal therapy. Sponsorship for printing of x1000 Understanding Hormone Therapy Patient booklets (educational resource) | 5,000.00 |
| PINK HOPE COMMUNITY LIMITED | Sponsorship of EduEvenings and Virtual panels and website redevelopment. Expand EduEvenings to have a combination of virtual panels of experts Q and A style and a presentation-based series, where we discuss and explore the issues and challenges for women with ovarian cancer, BRCA gene mutations and more. OCA and other stakeholders to collaborate and design a program that is reflective of the community's needs. Budget *In addition to the below we would need in-kind support from AstraZeneca with PR and comms. Create an information and resource page that is specifically for women who are considering BRCA testing (this will explore tumor testing, germline, pathways, what to ask your doctor if you have been diagnosed etc.). It will have patient stories, medical information explained taking into account varying levels of health literacy, clinical trials and research available, questions to ask their doctors and related blog posts and video content. Will include insights from other industry partners such as OCA and OCRF to ensure there is breadth and depth to the resources and includes the most up to date information and data available. We will use medical writers to explain the importance of germline Vs tumor testing, understanding biomarkers and other scientific/medical terms that are often not fully explained or understood by doctors. | 20,000.00 |
| Australian Diabetes Educators' Association Ltd | The QLD (Brisbane) hybrid event - F2F and Virtual. The conference will offer a set number of face to face registrations (depending on current restrictions) as well as unlimited registrations for online delegates. All presentations at the conferences will be live-streamed to online delegates. Adequate break times will be built into the program to allow for screen breaks for online delegates and online interaction between sponsors and virtual delegates. By offering hybrid events in 2021 ADEA provides sponsors with additional key benefits: - Wider audience reach as the conferences are more easily accessed by delegates who may not usually travel to attend - Flexibility in being able to access any delegate with an internet connection attending virtually - The opportunity to interact virtually with a range of specialists working in the field of diabetes education - Reduced costs for company representative attendance The exhibition areas for trade displays at conferences with a face to face component will be set up as close as possible to the conference room. Meal break spaces will be located close to trade displays ensuring maximum exposure of sponsors to delegates during break times. | 1,650.00 |
| Australian Diabetes Educators' Association Ltd | In 2021 planned to hold a number of branch conferences in a hybrid format - simultaneously face to face and online. Each hybrid conference to offer a set number of face to face registrations (depending on current restrictions) as well as unlimited registrations for online delegates. All presentations at the conferences will be live-streamed to online delegates. Adequate break times will be built into the program to allow for screen breaks for online delegates and online interaction between sponsors and virtual delegates. By offering hybrid events in 2021 ADEA provides sponsors with additional key benefits: - Wider audience reach as the conferences are more easily accessed by delegates who may not usually travel to attend - Flexibility in being able to access any delegate with an internet connection attending virtually - The opportunity to interact virtually with a range of specialists working in the field of diabetes education - Reduced costs for company representative attendance The exhibition areas for trade displays at conferences with a face to face component will be set up as close as possible to the conference room. Meal break spaces will be located close to trade displays ensuring maximum exposure of sponsors to delegates during break times. | 1,980.00 |
| Australian Diabetes Educators' Association Ltd | In 2021 planned to hold a number of branch conferences in a hybrid format - simultaneously face to face and online. Each hybrid conference will offer a set number of face to face registrations (depending on current restrictions) as well as unlimited registrations for online delegates. All presentations at the conferences will be live-streamed to online delegates. Adequate break times will be built into the program to allow for screen breaks for online delegates and online interaction between sponsors and virtual delegates. By offering hybrid events in 2021 ADEA provides sponsors with additional key benefits: - Wider audience reach as the conferences are more easily accessed by delegates who may not usually travel to attend - Flexibility in being able to access any delegate with an internet connection attending virtually - The opportunity to interact virtually with a range of specialists working in the field of diabetes education - Reduced costs for company representative attendance The exhibition areas for trade displays at conferences with a face to face component will be set up as close as possible to the conference room. Meal break spaces will be located close to trade displays ensuring maximum exposure of sponsors to delegates during break times. | 2,310.00 |
| Australian Diabetes Educators' Association Ltd | In 2021 planned to hold a number of branch conferences in a hybrid format - simultaneously face to face and online. Each hybrid conference will offer a set number of face to face registrations (depending on current restrictions) as well as unlimited registrations for online delegates. All presentations at the conferences will be live-streamed to online delegates. Adequate break times will be built into the program to allow for screen breaks for online delegates and online interaction between sponsors and virtual delegates. By offering hybrid events in 2021 ADEA provides sponsors with additional key benefits: - Wider audience reach as the conferences are more easily accessed by delegates who may not usually travel to attend - Flexibility in being able to access any delegate with an internet connection attending virtually - The opportunity to interact virtually with a range of specialists working in the field of diabetes education - Reduced costs for company representative attendance The exhibition areas for trade displays at conferences with a face to face component will be set up as close as possible to the conference room. Meal break spaces will be located close to trade displays ensuring maximum exposure of sponsors to delegates during break times. | 1,320.00 |

| | | |
|--|--|-------------------|
| The Australian Kidney Foundation | Develop and deliver new information for both patients and health professionals on CKD Anemia. This includes website content to appear on kidney.org.au, patient education material, kidney helpline scripting, health professional teaching content and webinar delivery, consumer education teaching content and webinar delivery Kidney Health Australia Website. Develop specific website page and associated content on CKD and Anemia at kidney.org.au. Content will be a designated web page with information for consumer audience on Anemia in CKD. Kidney Health Australia patient education material review and update content of existing patient factsheet 'All about Anemia' to form a new fact sheet titled 'Chronic Kidney Disease (CKD) and Anemia'. Develop Kidney Helpline scripting for handling of enquiries related to CKD and Anemia so that consumers are directed to new information. Chronic Kidney Disease and Anemia Education for Primary Care health professionals developed content on CKD and Anemia to be included in Kidney Health Australia's Primary Care program. Chronic Kidney Disease and Anemia Education for Consumers following the development of the primary care training material, we will develop a simplified module suitable for consumer education and will run a consumer-focused educational webinar on anemia in CKD to increase consumer awareness and engagement of managing their condition and the support available from Kidney Health Australia. | 152,409.40 |
| Prostate Cancer Foundation of Australia | The Telenursing Service was launched on Monday March 22, with publication of the first iteration of the Manual for key staff and stakeholders. The Manual was developed in conjunction with the Faculty of Health at the University of Technology Sydney and will be routinely updated as new developments occur in prostate cancer care. | 25,000.00 |
| National Asthma Council Australia | Provide access for patients to specific Symbicort Asthma Action Plans via the NAC website. Continued use of NAC logos on all versions of Symbicort Asthma Action Plans. Provide expert advice on and participate in the development and implementation of public awareness campaigns throughout the year Quarterly reporting of NAC website usage in relation to use of and/or access to: Symbicort Asthma Action Plans, Inhaler Technique how-to videos for Rapihaler, Turbuhaler and Fasenna. | 22,000.00 |
| Cystic Fibrosis WA | Cystic Fibrosis WA (CFWA) are the facilitators of this highly respected and accredited Regional Respiratory Training Program (RRTP) which has been held annually in Perth since 2010. This unique program, which attracts nurses and physiotherapists from all over WA, includes expert speakers and facilitators from our teaching hospitals: Perth Children's Hospital, Sir Charles Gairdner Hospital, and the Lung & Heart Transplant Department at Fiona Stanley Hospital. We also work collaboratively with the Asthma WA, Diabetes WA and WA Country Health, bringing together a wealth of knowledge, experience and expertise in respiratory health for a comprehensive 5-day training program. | 250.00 |
| Ovarian Cancer Australia | Ovarian Cancer Australia would like to create a new information resource specifically for women who are survivors of ovarian cancer. Project to include: -Project Coordination -Research and writing -Design, Print and Photography -Website development -Admin | 40,000.00 |
| Northern Beaches Community Cancer Care Incorporated | Donation to contribute to the setting up of a Wig Library for Northern Beaches Hospital in Sydney. This is a new hospital and we have no Wig library for those in need during hair loss from chemotherapy. Individual wigs vary in price from AUD\$350 to 750 depending on style and synthetic vs natural. Such a donation will provide an estimated 9 wigs. | 5,000.00 |
| The Australian Kidney Foundation | Phase 2 of our Early detection of CKD patient awareness campaign will build on the successful campaign delivered by Kidney Health Australia and supported by AstraZeneca in September 2020. Phase 2 of the campaign will seek to refresh the approach from Phase 1 with the '#nonfilter' message being applied more broadly to focus on the risk factors and case studies of those who were diagnosed due to diabetes or high blood pressure etc., to bring the risk factors 'home' to those at higher risk. This increases the 'reliability' of the disease to more people. The Phase 1 awareness campaign finished on 20 Phase 1 of the campaign was a new campaign to market, and the campaign goals were primarily focused on awareness raising and test completions. The campaign performed above expectation as shown below, demonstrating the creative 'story' approach, geo and segment based targeting, and channel strategy were effective at engaging and converting those at risk: - 4.5 million people reached through the campaign (campaign estimate 3.9M) - 74K individuals clicked through to take the online risk test (campaign estimate 15k) - 28,000 completed the test (campaign goal 25k) - 910 submitted their details for more information on the kidney health check through a mix of inducement at point of completion and retargeting activity. As The decision was made to use an 'opt in' approach to capture people genuinely 'at risk' and in need of a Kidney Health Check. The 910 'at risk' respondents were entered into an eDM journey that provides follow up on their progress to seek a Kidney Health Check. This campaign survey and eDM reminders continue at intervals to ensure that data is captured to understand how many have sought a Health Check and the outcomes of that check. These people are also offered support and information through our Helpline and resources to understand more about kidney disease. | 100,000.00 |
| HeartKids Limited | HeartKids Ltd will be entering a team in the Noosa Triathlon and Multisport Festival from 27-31 October 2021 and would love to partner with AstraZeneca for this fundraising event. HeartKids is the only national charity dedicated to support all infants and Australians with congenital heart disease. Our goal is to raise awareness and crucial funds so we may continue to support Queensland children with heart defects and their families. The funds will also help us to expand our in-hospital and out-of-hospital support programs, help with travel, food vouchers, emergency care packages and fund vital medical research into this chronic disease. | 600.00 |
| Prostate Cancer Foundation of Australia | Sponsorship of the Prostate Cancer Specialist Nursing Service Annual Symposium dinner sponsorship. AstraZeneca's sponsorship and support of our Prostate Cancer Specialist Nursing program has been invaluable in the past, providing us with the means to educate and train newly recruited nurses in the specialized aspects of prostate cancer management and patient care. | 12,000.00 |
| Prostate Cancer Foundation of Australia | Prostate Cancer Specialist Nursing Service Annual Symposium will coincide with the ANZUP Annual Scientific Meeting in Adelaide and will be a face-to-face meeting bringing together about 90 PCFA Prostate Cancer Specialist Nurses from around Australia. The Symposium will take place from Friday 15 October to Tuesday 19 October, 2021. | 50,000.00 |
| Asthma Australia | Asthma Australia intends to use this funding to attract more Australian patients into our connected consumers' ecosystem. The theme of this stand-alone piece will be preparation and prevention, ideally ahead of the winter season. The messaging will focus on improved asthma management and a call to action, suggesting that consumers become more involved in their symptom recognition, wellness and discussions with HCPs. The second activity is a consumer webinar series that will cover asthma basics and topics relevant to people newly diagnosed or are new to seeking additional support as a patient or carer. | 50,000.00 |

| | | |
|--|---|-----------|
| Ovarian Cancer Australia | National Ovarian Cancer Online Symposium 2021 includes: - Online, fully moderated live interactive event run over 4 weeks (1.5-2 hours per session) - Program featuring international and Australian experts presenting range of topics including PARP inhibitors, immunotherapy and targeted therapy, genomics and a Tumor board discussion. - 2-3 international speakers | 66,000.00 |
| Ovarian Cancer Australia | Ovarian Cancer Australia would like to create a new information resource specifically for women who are survivors of ovarian cancer. Project includes: -Project Coordination -Research and writing -Design, Print and Photography -Website development -Admin | 40,000.00 |
| Rare Cancers Australia | RCA will undertake several initiatives in 2021 to improve the outcomes of patients with a rare or less-common cancer. The intent is to increase engagement with patients and carers and foster a supportive and caring community network. Over the past seven years, RCA has produced extensive data regarding the impact of rare cancers on the community and highlighted the lack of support provided to Australians living with these diseases. The projects planned for 2021 will provide improved support for rare cancer patients and engage the community to raise awareness of the disparities in access to support, treatment and care for those affected by rare cancers. RCA will also directly communicate with federal politicians, members of the medical profession and the general public in a manner that promotes understanding of the issues and challenges surrounding rare cancers in Australia. | 6,500.00 |
| Rare Cancers Australia | Support of the Canforum 2021 event including preparation and publishing of a report detailing the necessary steps toward "Realizing the rights and roles of patients in their cancer care". Support of the Canforum 2021 event including preparation and publishing of a report detailing the necessary steps toward "Realizing the rights and roles of patients in their cancer care" | 25,000.00 |
| Rare Cancers Australia | A \$25,000 contribution to support the Rare Cancer Australia 2021 projects. | 25,000.00 |
| Pink Hope | Familial cancer information days have always been an integral part of the support and connection that Pink Hope provide to the high risk and cancer community. Due to COVID all events last year were put on hold however we have been approached by St John of God Hospital in WA for Pink Hope to run an event in September 2021. These days are incredibly important as they not only provide information and education to families with hereditary cancer, but they also provide the ability to share experiences and make connections. We will have the ability to record the speakers and share these recordings with those unable to attend which provides us with a significant amount of recent educational digital content. | 9,200.00 |
| THE KADEN CENTRE LIMITED | Individualised, targeted exercise programs, prescribed and delivered by allied health professionals have been shown to increase survivorship by up to 60%, decrease recurrence by up to 50% and control and minimise side effects, for men on ADT. The Kaden Centre delivers these evidence-based exercise programs and in doing so is: -Compliant with the COSA position statement for exercise and cancer -Meeting State Cancer Plan Priority No 2 - Increasing Survival -Meeting State Cancer Plan Priority No 3 - Improving Quality of Life | 25,200.00 |
| THE KADEN CENTRE LIMITED | The Kaden Centre Home Exercise Programs are prescribed by our clinicians and are of the same high, evidence-based quality that we have delivered at our successful Kaden Centre for the last 3 years. After the initial assessment has been completed, the patients' program is then prescribed and delivered via email or post. The delivery will shortly be through our Home Exercise Program online platform. This platform provides a secure login for the patient, where their individualised exercise program is presented with video and text instructions, providing a supportive, user friendly environment. The clinician contacts the patient each week to guide them through the program and answer any questions. The patient can contact the clinician at anytime during business hours. | 6,690.00 |
| Patient Voice Initiative | Silver Sponsorship for Patient Voice Initiative (PVI) 2021-2022 Financial Year activities to work to progress the recommendations to work to progress the Recommendations to improve the patient voice in health technology assessment in Australia through the following programs: -Consumer Online Toolkit -Supporting Patient Engagement and Knowledge through Efficient Resource Search (SPEAKERS) -Consumer Comment support -Patient Voice training -Consumer Conversations -Promote the use of Patient Based Evidence -Ongoing Collaboration with relevant stakeholder groups to participate in events that align with the objectives of the Patient Voice Initiative | 9,000.00 |
| Lung Foundation Australia | AstraZeneca's generous support will be directed to all areas of the Workplan and will facilitate meaningful representation of the thoracic oncology nursing profession and leadership of the ANZ-LCNF; Australasia's largest community of lung cancer nurses. On behalf of Lung Foundation Australia, I am delighted to present you with the ANZ-LCNF 2021-2022 Workplan outlining priority activities over the coming period, and an opportunity for formal partnerships as a Program Partner. Your generous support will be directed to all areas of the Workplan and will facilitate meaningful representation of the thoracic oncology nursing profession and leadership of the ANZ-LCNF; Australasia's largest community of lung cancer nurses. | 30,000.00 |
| Australian and New Zealand society of Nephrology | ANZSN provides kidney research across the full spectrum of basic science, clinical, health services and population health research; education for physicians, trainees, scientists and allied health practitioners to ensure the highest professional standards in the practice of nephrology; and promotes high-quality care for all people with, or at risk of, kidney disease and their families and carers through education, advocacy and evidence based practice. Key projects for 2021 are: -The development of a blueprint for a 'gold star' dialysis unit designed for minimum environmental impact and maximum performance. The ANZSN Annual Scientific Meeting; -The Nephrology and Transplantation Update Course -The ANZSN Basic Course -The ANZSN Hemodialysis Academy | 85,000.00 |

| | | |
|--|---|-------------------|
| Lymphoma Australia | The purpose of the funding from Astra Zeneca would be used to assist with the following projects : Lymphoma/CLL Nurse modules for 2021 - Six nurse learning modules were launched in 2020 and another 6 modules will be launched in 2021. These modules ensure there is standardised education on a number of nurse relevant topics for lymphoma and CLL. For attendees who complete the module including a questionnaire will be awarded CPD points and a certificate of attendance. More than 1500 nurses from across Australia registered for the first 6 modules. | 60,000.00 |
| Lymphoma Australia | Sponsorship for the production of Lymphoma Australia's COVID Care Packs for Lymphoma patients which include: -Badge with a warning to social distance (image below) -Face mask with a warning to social distance (image below) -Tips for additional protection for lymphoma /CLL patients -Hand sanitizer in small handy size -Branded card for links to more information available on the Lymphoma Australia website -All contained in a small waterproof zip bag that can be kept safely in handbags, etc | 5,000.00 |
| hearts4heart | Development of roadmap forward for Australian patients and for the general public, includes identifying gaps- including issues such as patient access to therapies, health checks, screening barriers and map out where we want to be and determine what steps and support is needed to get there. Patient Charter and Videos- Program supporting Heart Failure Patients Hearts4heart are working with Global Heart Hub on producing a Heart Failure Patient Charter. Establishing a framework to address the social, economic and mental health for Australians living with heart failure. A Patient/Caregiver Charter outlines a set of rights and responsibilities to support the creation and implementation of a national standard of care for people living with HF and their caregivers. The overall goal of this Charter is to support establishment of high-quality care that is provided consistently across the country. It provides a guide for patients and caregivers. | 75,000.00 |
| Pink Hope | Familial cancer information days have always been an integral part of the support and connection that Pink Hope provide to the high risk and cancer community. Due to COVID all events last year were put on hold however we have been approached by St John of God Hospital in WA for Pink Hope to run an event in September 2021. These days are incredibly important as they not only provide information and education to families with hereditary cancer, but they also provide the ability to share experiences and make connections. We will have the ability to record the speakers and share these recordings with those unable to attend which provides us with a significant amount of recent educational digital content. | 9,200.00 |
| Cancer Nurses Society of Australia | A one-time contribution to sponsor a CNSA webinar focused on Haematology 28 September 2021. CNSA Webinar topic: Haematology 101. | 2,000.00 |
| Prostate Cancer Foundation of Australia | To host state-based Virtual Symposiums and Dinners rather than one single in-person event, PCFA will retain the \$12,000 sponsorship funding for the payment of all seven dinners across states. We anticipate hosting at least 115 Specialist Nurses and AstraZeneca guests at the dinners. | 12,000.00 |
| Prostate Cancer Foundation of Australia | Changes to existing sponsorship Agreement. The changes reflect a decision to convene state-based Virtual Prostate Cancer Specialist Nursing Symposiums and capital city dinners in each state that is not under public health restrictions in October. | 50,000.00 |
| Australian Diabetes Educators Association | The Australian Diabetes Educators Association (ADEA) is the certification body for the Credentialed Diabetes Educator (CDE) qualification, and is Australia's peak body for diabetes education and care. Diabetes education is a specialty field of healthcare practice. ADEA offers professional recognition and development programs to support diabetes educators working toward achieving and maintaining CDE status through a national credentialling program. ADEA also supports members through providing member-and consumer-centred information and resources, professional development opportunities, and events in different states and territories. | 500.00 |
| PINK HOPE COMMUNITY LIMITED | Digital campaign for Biomarkers Awareness & also SEO optimisation for the Pink Hope Website. This will include a Biomarker Awareness campaign and SEO website optimisation. | 22,000.00 |
| The Australian Kidney Foundation | Kidney Health Australia will develop specific digital tools, campaign creative and messaging to target people with cardiovascular disease and/or diabetes for awareness of the risk of CKD. This will be both a consumer and primary care focused campaign. We will work collaboratively with both The National Heart Foundation and Diabetes Australia in the delivery phase to maximize the reach of the campaign. Objectives of the Campaign: - Increase awareness of kidney disease and the leading risk factors - Drive individuals with diabetes and CVD to their GP for a kidney health check - Increase the early detection and diagnosis of CKD through targeted messaging. Key Messages to be communicated: -CKD, Diabetes and CVD are inextricably linked with shared risk factors and management goals -Individuals with diabetes or cardiovascular disease, are at increased risk of CKD -If CKD is detected early, the progression of the disease can be slowed. | 200,000.00 |
| Leukemia Foundation of Australia | The Leukemia Foundation provision of 200 lanterns for the Light the Night Event. A grant from AstraZeneca will contribute to the overall fundraising goal of the Light the Night campaign and an important element of ensuring the future sustainability of the Leukemia Foundation as a community funded organization. | 20,000.00 |
| MCGRATH FOUNDATION LTD | The McGrath Foundation, with their collaborative partners, will continue to implement and evaluate the MBC nurse training program and plans to extend this program in scope, content and delivery in 2022. The existing program content will be grown to include resources and education for nurses to provide care to all people diagnosed with breast cancer through the suite of online learning modules, 3-day clinical practicum, and 12 months of clinical supervision. The online modules will cover all aspects of breast cancer nursing and complement nurses' formal education attained through a Graduate Certificate of Breast Cancer Nursing. The 3-day clinical practicum will provide vital practical experience that is currently limited for new BCNs. To ensure that the nurses remain well supported and to promote ongoing learning, bi-monthly clinical supervision will be incorporated into the design of the training program. Our collaborative partners will assist us with the research and evaluation of the pilot program. | 66,820.00 |