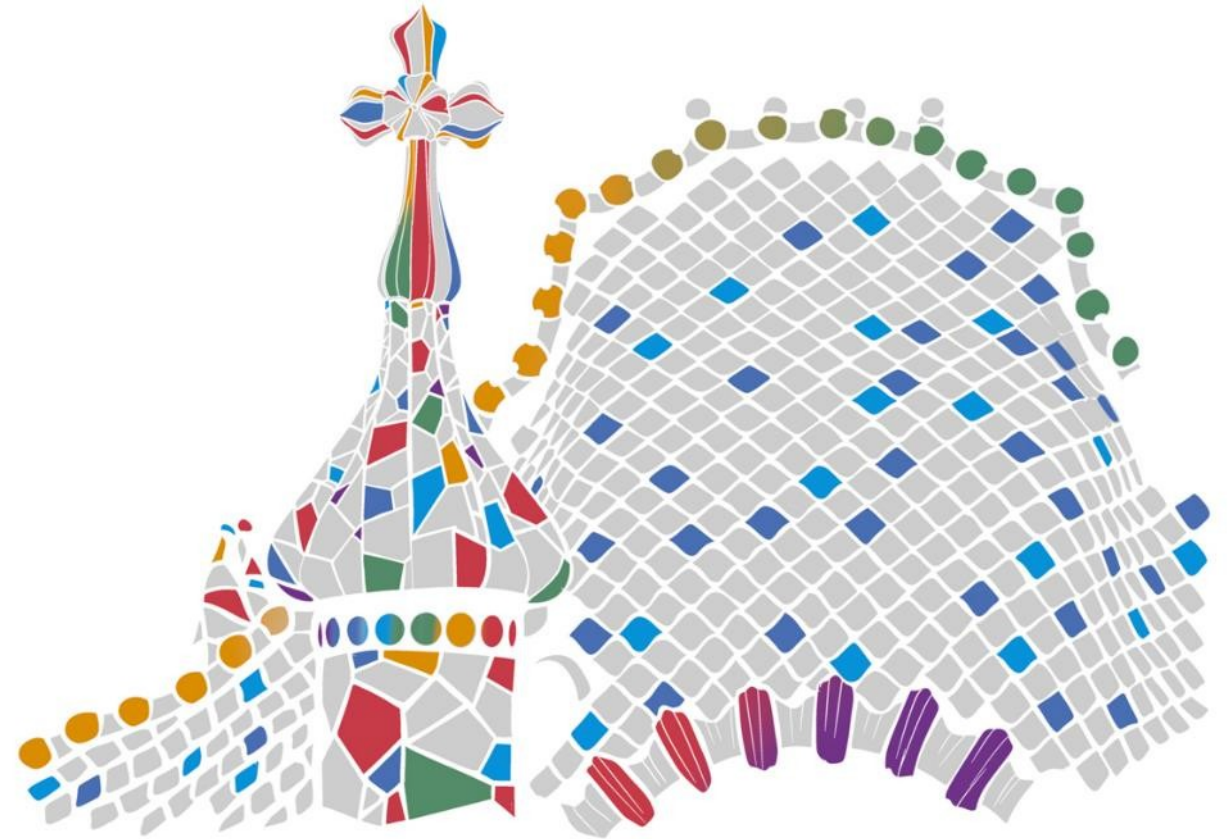




DIGESTIVE CANCERS
EUROPE

8TH ANNUAL MASTERCLASS
29 JUNE – 01 JULY 2023
BARCELONA



The Holy Grail of Fundraising

Irmi Gallmeier
F. Hoffmann-La Roche Ltd.



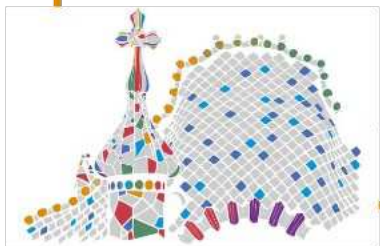
Investigations | Nov 26 2022

How Big Pharma hijacked patient groups to keep drug prices high

...ts movement, co-opted patient
...ffordable medicine

KFF Health News

DONATE



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PRESCRIPTION FOR POWER

Patient Advocacy Groups Take In Millions From Drugmakers. Is There A Payback?

EFPIA Code regulates interactions



EFPIA CODE OF PRACTICE ON RELATIONSHIPS BETWEEN THE PHARMACEUTICAL INDUSTRY AND PATIENT ORGANISATIONS

Initially approved in 2007
Amended by decision of the General Assembly in June 2011



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Our approach is built on the core philosophy that “*everything we do for patients, we do with patients -- as partners every step of the way*”

Our work with patient communities is rooted in



Mutual Value

We strive to partner with patient communities in a way that reflects our commitment to improving the quality of life of patients



Integrity and Equity

Ethics and compliance play a key role in our mission of “doing now what patients need next”



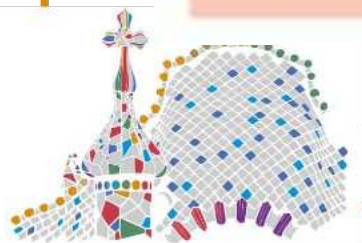
Independence and Mutual Respect

Roche believes it is critical that each organisation maintain its independence



Transparency

We strive for openness and transparency in all that we do. We believe that transparency is critical



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Patient inclusivity is no longer *a nice to have* - it's a key success factor

Integral part in shaping the future of healthcare - bringing value to Patients, Society & Our Business

Roche Pharma 2030 Vision

Provide 3-5 times more benefits for patients at 50% less cost to society

Roche Diagnostics 2030 Vision

Double patient access to novel, high-medical-value diagnostics solutions

Partnering with patient communities is key



Patients are becoming increasingly **empowered** to be **active participants** in their care, incl. new online communities & influencers



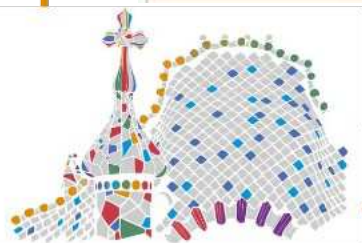
Patients have critical input to advance our understanding of the **patient experience** and their needs, incl. through **patient-led evidence generation**



Patients are engaging in policy & access to **shape sustainable healthcare ecosystems** to **advance patient care**



Healthcare is **transforming towards personalisation** through AI and digital technology - this must be meaningful to patients



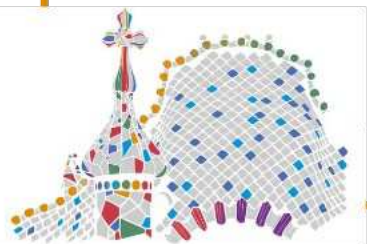
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Hands on practice 1/3

- Donation/Grant vs. Sponsorship (GSD)

	Project Driven	Benefit in Return*
Donation	NO	NO
Grant	YES	NO
Sponsorship	YES	YES

* Mentioning the name and/or logo of a funder is not seen as a benefit in return, but rather as a matter of transparency



Hands on practice 2/3

Project Funding vs. Consultancy

a) Project Funding

- Financial or in kind support from industry for projects designed and conducted by the Patient Community
- Multi company funding usually required to maintain independence of Patient Community
- Proof of evidence required for transparency reasons



Hands on practice 3/3

Project Funding vs. Consultancy

b) Consultancy

- Consultancy/advice provided by patients/patient representatives to industry ideas, strategies and projects (e.g. Clinical Trials)
- Independent from GSDs to a Patient Community
- Highly regulated (FMV – Fair Market Value, disturbance fees)
- Executed under Confidentiality Agreement



Letter of Request – Checklist 1/2



- ✓ **Letterhead of your organisation**

has to include the official name of your organisation, address (incl. City, Zip Code, Country), URL and email address of the main contact for the Letter of Request (LoR)

- ✓ **Description of the activity or event**

Please provide a short description (max. 100 words) of the activity or event, appropriate to be publicly shared through our Annual Sustainability Reporting

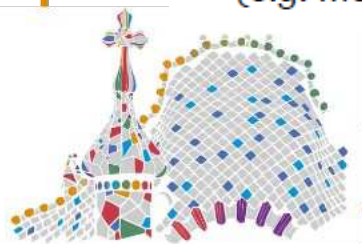
If you have additional information like e.g. an agenda of a planned event or expected outcomes of a project, please add these documents to the LoR

- ✓ **Timeframe**

When is the activity or event going to start, when will it be finished?

- ✓ **Target Audience**

Who is the target audience of your activity or event (e.g. public (e.g. for awareness programs), patients (e.g. meeting))?



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Letter of Request – Checklist 2/2



✓ **Amount you are asking for (incl. currency)**

✓ **Cost Breakdown**

Please provide details on the expected total costs of the activity/project/event

✓ **Benefit in return (only for Sponsorship Requests)** Sponsorship funding reflects the fair market value (FMV) of the benefits received

What is the expected benefit in return for Roche?

And last but not least:

Please let the LoR date and sign by a person authorised in your organisation to request a grant or sponsorship (e.g. Board Member)

Please note:

- Grants and Sponsorships can only be provided for the purpose of supporting healthcare-related education, information and/or non-clinical research and
- may not be provided for an event or activity held at a location/venue that could be perceived as lavish. Funding provided may not be used to subsidise inappropriate hospitality, unreasonable expenses for travel or accommodation, the attendance of spouses or other unallowable persons, gifts, or compensation for lost revenue of attendants. Funding may also not be used to support entertainment.
- Roche is not allowed to provide structural funding or funding for regular staff of patient organisations.
- Roche must not be the sole sponsor of an event or activity.

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