

Global Resource for Advancing Cancer Education

# Program Report: 2020 Program Year

## **Lung Cancer Video Library**

#### Reach in 2020: 30k+ lung cancer patients

#### **Program Overview:**

 Long-running patient education video program featuring top oncologists presenting the most current and emerging treatment options



- Short, 3-5 minute easy-to-understand videos as updates to the searchable online GRACE Lung Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment

#### 2020 Program Details/Achievements:

- 1. Current Status of Tumor Mutational Burden, 2020
- 2. Immunotherapy for Small Cell Lung Cancer
- 3. Immunotherapy Combinations for Advanced NSCLC, 2020 Update
- 4. Emerging Molecular Targets in NSCLC: RET fusions
- 5. Emerging Molecular Targets in NSCLC: MET
- 6. Emerging Molecular Targets in NSCLC: KRAS
- 7. Emerging Molecular Targets in NSCLC: EGFR exon 20 insertions
- 8. Treatment options for Relapsed SCLC, 2020 Update
- 9. Translating Molecular Oncology Results into Targeted Therapy Treatment
- 10. Utility of Liquid Biopsies, 2020
- 11. Leading treatment options for patients with negative tumor PD-L1, 2020
- 12. Immunotherapy in patients with driver mutations
- 13. Identifying an optimal first line therapy for EGFR mutation-positive NSCLC
- 14. Chemotherapy/EGFR inhibitor combinations in EGFR mutation-positive NSCLC
- 15. EGFR and angiogenesis inhibitor therapy combinations in EGFR mutation-positive NSCLC

## **Spanish Language Lung Cancer Video Library**

#### Reach in 2020: 10,000+ lung cancer patients

- Spanish language patient education video program featuring top oncologists
- Short, 3-5 minute easy-to-understand Spanish-language videos as updates to the searchable online GRACE Lung Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment.



#### 2020 Program Details/Achievements:

- 1. Current Status of Tumor Mutational Burden, 2020 (Estatus de la Carga Tumoral en 2020 como factor predictivo de respuesta)
- 2. Immunotherapy for Small Cell Lung Cancer (Immunoterapia para cancer de celulas pequenas)
- 3. Immunotherapy Combinations for Advanced NSCLC, 2020 Update (Combinaciones de imunoterapia para cancer de pulmon avanzado)
- 4. Proton Therapy for Locally Advanced NSCLC (Uso de radiacion con protons en cancer de pulmon)
- 5. Emerging Molecular Targets in NSCLC: RET fusions, MET, KRAS, EFGR exon 20 insertions (Nuevas terapias blanco para cancer de pulmon: RET, MET, KRAS EGFR exon 20)
- 6. Treatment options for Relapsed SCLC, 2020 Update (Opciones de tratamiento para cancer de pulmon de celulas pequenas)
- 7. Translating Molecular Oncology Results into Targeted Therapy Treatment (Avances en Biologia molecular convirtiendose en sucessos de terapia blanco: Medicina de Precision)
- 8. Utility of Liquid Biopsies, 2020 (Utilidad de biopsias liquidas)
- 9. Leading treatment options for patients with negative tumor PD-L1, 2020 (Opciones de tratamiento para pacientes con cancer de pulmon PD-L1 negativo)
- 10. Immunotherapy in patients with driver mutations (Immunoterapia en pacientes con mutaciones accionables)



## **Mandarin Language Lung Cancer Video Library**

# Reach in 2020: 100,000+ lung cancer patients between patients in the US and China

- Mandarin language patient education video program featuring top oncologists
- Short, 3-5 minute easy-to-understand Mandarin-language videos with illustrative slides as updates to the searchable online GRACE Lung Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment



#### 2020 Program Details/Achievements:

#### 16 Videos produced for 2020 program:

- 1. Current Status of Tumor Mutational Burden, 2020
- 2. Immunotherapy for Small Cell Lung Cancer
- 3. Immunotherapy Combinations for Advanced NSCLC, 2020 Update
- 4. Proton Therapy for Locally Advanced NSCLC
- 5. Emerging Molecular Targets in NSCLC: RET fusions
- 6. Emerging Molecular Targets in NSCLC: MET
- 7. Emerging Molecular Targets in NSCLC: KRAS
- 8. Emerging Molecular Targets in NSCLC: EGFR exon 20 insertions
- 9. Treatment options for Relapsed SCLC, 2020 Update
- 10. Translating Molecular Oncology Results into Targeted Therapy Treatment
- 11. Utility of Liquid Biopsies, 2020
- 12. Leading treatment options for patients with negative tumor PD-L1, 2020
- 13. Immunotherapy in patients with driver mutations
- 14. Identifying an optimal first line therapy for EGFR mutation-positive NSCLC
- 15. Chemotherapy/EGFR inhibitor combinations in EGFR mutation-positive NSCLC
- 16. EGFR and angiogenesis inhibitor therapy combinations in EGFR mutation-positive NSCLC



## **Targeted Therapies Forum**

Reach in 2020 from September 2020 program: 5,000+ views/attendees estimated through 12/31/20 with content available as enduring material for 1 year.

Estimating 10,000+ views of content in the first 12 months.

- 1/2 day live event featuring top oncologists discussing current and emerging information with live audience
- Break out sessions address rare mutations and targeted information
- Interactive program includes live audience and Q&A sessions
- Recorded event is published online as enduring material
- Videos of the recorded event are transcribed so patients may print them and take them to their health care provider appointment

Live event was held on September 12, 2020 virtually using WorkCast due to COVID-19 restrictions and considerations. Event was also live streamed. Hundreds of 'real-time' attendees from around the world viewed the program and both the in-person attendees and the livestream attendees had the opportunity to interact with and participate in a live Q&A with the panels. **53 Videos produced for the 2020 program**.

#### **Agenda** and topics covered in the 2020 Targeted Therapies Forum:

- 1. Challenges in Molecular Diagnostics The Need To Do More Testing
- 2. Role of Liquid Biopsies vs Tissue Biopsies Jared Weiss MD Agnostic Tumor Therapy: The Future of Lung Cancer Therapy Has Arrived
- 3. Examining Insights Into Acquired Resistance: The Role of Repeat Biopsies
- 4. Presentations by Lung Cancer Subtypes:
  - a. EGFR GROUP
    - i. Choice of Frontline EGFR Therapies
    - ii. Current & Emerging Treatment Options Upon Acquired Resistance to Osimertinib
  - b. ALK/ROS 1 GROUP
    - i. Sequence of ALK Inhibitors
    - ii. TKI for ROS-1
  - c. NTRK, BRAF, MET AND RET GROUP
    - i. Casting a Wide Net: The Need for Broad Molecular Testing
    - ii. Frontline Therapy for Uncommon Mutations



PATIENT FORUM

## **Lung Cancer Roundtable: Direct from ASCO 2020**

#### Reach in 2020: 10k+ lung cancer patients

#### **Program Overview:**

 Patient education video program featuring top oncologists discussing the latest current and emerging lung cancer updates direct from ASCO in a roundtable discussion format



- Short, 3-5 minute easy-to-understand videos filmed directly following ASCO
- Videos are transcribed so patients may print them and take them to their health care provider appointment

#### 2020 Program Details/Achievements:

- 1. Trial Updates NSCLC: The ADAURA Trial Potential Clinical Impact Potentially Curative Setting in Adjuvant Therapy for Patients Post Surgery with EGFR Mutation
- 2. Trial Updates Anti-TIGIT and NSCLC PDL1: The CITYSCAPE Trial Adding Tiragolumab (Anti-TIGIT) to an Immune Checkpoint Inhibitor A Better Treatment Option?
- 3. Trial Updates NSCLC: The SINDAS Trial The Addition of SBRT to a Systemic EGFR inhibitor (TKI) in EGFR positive NSCLC
- 4. New Targets -- HER2 Positive NSCLC: Enhertu and the Potential for Treatment of HER2 Positive NSCLC
- 5. New Targets -- MET and RET Positive NSCLC: New Potential Treatments for MET and RET Positive NSCLC: Capmatinib/Tabrecta and BLU-667/Pralsetinib
- 6. SCLC Trial Updates CheckMate 227: Opdivo (Nivolumab)/ Yervoy (Ipilimumab) Combination Today?
- 7. SCLC Trial Updates CheckMate-9LA: Opdivo (Nivolumab) and Yervoy (Ipilimumab) with Chemo vs. Chemo Alone for Treatment of PD-L1 Positive Advanced Non Small Cell Lung Cancer
- 8. SCLC Trial Updates Gronberg Study: Results From the Gronberg Study of Lower vs Higher Dose of Twice Daily Chest Radiation Given Concurrent with First Cycles of Chemo for Limited Stage Small Cell Lung Cancer
- 9. SCLC New Combinations: Chemo-Immunotherapy for Extensive Stage Small Cell Lung Cancer
- 10. Mesothelioma Update



## **Case-Based Panel Discussions: Lung Cancer**

# Reach in 2020: 15k+ lung cancer patients reached (estimated)

#### **Program Overview:**

- Patient education video program featuring a panel of 3-5 leading oncologists presented with lung cancer specific cases highlighting discussion where the video audience is a "fly on the wall"
  - discussion where the video audience is a "fly on the wall" as panelists brainstorm the best approaches to each case in a casual, non lecture setting
- Videos are transcribed so patients may print them and take them to their health care provider appointment

#### 2020 Program Details/Achievements:

#### 8 Videos produced in 2020:

- 1. Stage IV NSCLC ROS1 53 Year Old with Brain Metastasis, Past History of Colon Cancer and Multiple Comorbidities
- 2. Stage IV NSCLC ROS1 Young Male with Lymphangitic Spread and Malignant Pleural Effusion, Asymptomatic Brain Metastasis
- 3. Stage IV NSCLC ROS1 40 YO Male with Brain Metastasis and Systemic Progression and Continued Drug Resistance
- 4. Timing and Treatment for 48 YO Male with EGFR NSCLC, High PDL1 with Lung Mass and Disseminated Cancer across Both Lungs and No Real Comorbidities
- 5. NSCLC KRAS 71 YO Female with Underlying AutoImmune Condition (Scleroderma)
- 6. Stage IV NSCLC ALK + 74 YO Male with Brain Metastasis. Outcomes of Genomic Profiling: FISH Testing vs NGS
- 7. Stage II NSCLC RET + 50 YO Male with Persistent Cough. Biopsy, VATS, and the Importance of Molecular Testing
- 8. NSCLC RET + 65 YO Male with Chest Pain. The Importance of and Timeline of Testing



### OncTalk 2020:

## **Connecting Lung Cancer Patients to the Experts**

#### Reach in 2020: 10k+ lung cancer patients reached

#### **Program Overview:**

- Live/live streamed program featuring a panel of top oncologists
- Interactive <u>program</u> includes in-person live audience, live streamed real-time audience; includes a O&A session
- Recorded event is published online as enduring material
- Videos of the recorded event are transcribed so patients may print them and take them to their health care provider appointment



Live event was held on December 12, 2020 virtually using Zoom due to COVID-19 restrictions and considerations. Event was also live streamed. Hundreds of 'real-time' attendees between the in-person attendees and the livestream attendees had the opportunity to interact with and participate in a live Q&A with the panels.

The event was video recorded and segments published as enduring material, resulting in **20 Videos** produced in **2020**. Topics of the panel discussions covered:

- 1. Immunotherapy & Chemo Immunotherapy
  - a. Treatment Options for Metastatic Non-Squamous NSCLC With No Driver Mutations and 0% PDI 1
  - b. Managing Toxicity in Chemo & Immunotherapy Treatment for Potential Quality of Life Side Effects
  - c. Treatment Options After Progression on Tagrisso/Osimertinib for EGFR Positive Low PDL1
    Patient
  - d. Q/A Session: What Is the Value of Targeting CTLA4 with Treatments Like Yervoy/Ipilimumab
  - e. Q/A Session: Is There a Benefit of Immunotherapy Treatment for Patients with Driver Mutations
  - f. Q/A Session: Recommended Treatment Schedule for Elderly Patient with High PDL1 Receiving Keytruda/Pembrolizumab





#### 3. SCLC

- a. The Current Standard of Care for Patients with Advanced or Extensive Stage SCLC
- b. The Roles of Prophylactic Cranial Irradiation (PCI), and Consolidative Thoracic Radiation in Limited or Extensive Stage SCLC
- c. The Role of Next Generation Sequencing (NGS) in SCLC
- d. Q/A Session: Limited Stage SCLC A Curable Disease and Patient Survival
- e. Q/A Session: Role of Immunotherapy in EGFR Lung Cancer, Transformed into SCLC After Acquired Resistance to TKI
- f. Q/A Session: Treatment Options for Platinum Sensitive, Platinum Resistance in SCLC
- g. Q/A Session: Maintenance Immunotherapy and Patient Survival

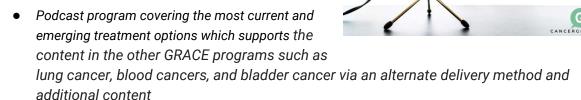
#### 4. Early Stage & Locally Advanced NSCLC

- a. Treatment Options for Healthy, Post Lymphadenectomy Stage 3A NSCLC, and Is There a Place for Post Op Radiotherapy?
- b. Is There a Case for Biomarker Testing in Early Stage NSCLC
- c. Has The ADAURA Trial Impacted Treatment Decisions for Early Stage and Locally Advanced NSCLC, and EGFR Positive Patients
- d. Treatment Options for Healthy, Potentially Operable Stage 3A Patient
- e. Q/A Session: Treatment Options for an EGFR Positive Unresectable Adenocarcinoma with Past Chemoradiation
- f. Q/A Session: Is There a Role for Adjuvant Postoperative Radiotherapy in High Risk Patients
- g. Q/A Session:Is it Cure or Prolonging Survival for Stage I, II or III Lung Cancer



#### **GRACECast: A Podcast Series**

**Reach/Metrics:** This program publishes one podcast each week and began the first week of January 2020. Listener metrics of 500 for each podcast released and published online for future listening was anticipated within 1 year of each podcast release, totaling over 25,000 'listens' to the 2020 podcast program.



- Features leading oncologists in each 5-20 minute episode
- One episode will be published per week for 52 weeks designed to help patients by providing an innovative access point
- Program supports other GRACE programs by offering access to patient education in an alternative method, allowing patients to watch videos, read articles, and now listen to this educational information while driving, cooking, etc. This will greatly broaden our patient reach.

#### 2020 Program Details/Achievements:

- Weekly podcast produced and published all 52 weeks in 2020
- We anticipate total downloads/listens to reach our goal for 2020



**GRACECAST** 

**PODCAST** 

**SERIES** 

2020

New episodes weekly

### **COVID-19 Panel Discussions**

#### Reach in 2020: 10k+ cancer patients reached

#### **Program Overview:**

 Patient education video program featuring a panel of leading oncologists presenting the most current COVID-19 information it they relates to the cancer journey via short, 3-5 minute easy-to-understand videos



 Videos are transcribed so patients may print them and take them to their health care provider appointment

#### 2020 Program Details/Achievements:

#### 13 Videos produced in 2020 covering the following topics as panel discussions:

#### April 2020 Panel Discussions:

Webside Manner (Focused on helping patients new to Telemedicine)

- 1. Webside Manner Telemedicine in the age of Covid 19: A Three Part Series
- 2. Should Cancer Patients Get Tested for Coronavirus Even if They Show No Symptoms?
- 3. Do Cancer Patients Have A Higher Risk for COVID 19?
- 4. What Preventative Measures Are Trustworthy?
- 5. Is the Standard of Care Changing for Cancer Patients Because of the Pandemic?

#### July 2020 Panel Discussions:

The Battle Against Coronavirus and the Implications in Cancer Treatment

- 1. How Has the Coronavirus Pandemic Changed Cancer Management in Patient Care
- 2. Update on the Use of Telemedicine in Patient Care During the Pandemic
- 3. Challenges and the Future Outlook for In Person Patient Care

#### September 2020 Panel Discussions (Spanish-language panel):

- 1. What is Covid 19? Part 1
- 2. What is Covid 19? Part 2
- 3. What do we know about the effects of COVID-19 in Latinos with Cancer? Updates and recommendations.
- 4. How COVID-19 has affected cancer diagnosis and what can you do about it? It's time to remember the importance of early detection.
- 5. Telemedicine and Telehealth: How COVID-19 has Transformed Cancer Care



## **Melanoma Patient Education Video Library**

#### Reach in 2020: 5k+ melanoma patients reached

#### **Program Overview:**

- Patient Video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online melanoma video library
- Videos are transcribed so patients may print them and take them to their health care provider appointment



#### 2020 Program Details/Achievements:

- 1. Current Status of sSentinel Lymph Node Mapping and Completion Lymphadenectomy
- 2. Combination Immunotherapy vs Monotherapy for Metastatic Melanoma
- 3. Is There a Role for Molecular Testing in Early Melanoma Management
- 4. What is the Correct Choice for First Line Therapy for BRAF+ Metastatic Melanoma?
- 5. Understanding immunotherapy Resistance Mechanisms in Melanoma
- 6. Future Prospects for Immunotherapy Agents in Advanced Melanoma
- 7. Adjuvant Therapy of Melanoma

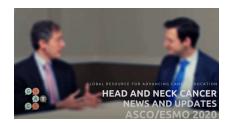


# Head and Neck Cancer Roundtable: Direct from ASCO 2020

#### Reach: 5k+ head and neck cancer patients reached

#### **Program Overview:**

 Patient education video program featuring top oncologists discussing the latest current and emerging head and neck cancer updates direct from ASCO in a roundtable discussion format



- Short, 3-5 minute easy-to-understand videos filmed directly following ASCO
- Videos are transcribed so patients may print them and take them to their health care provider appointment

#### 2020 Program Details/Achievements:

#### 5 Videos produced in 2020:

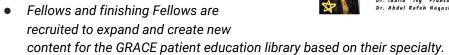
- JAVELIN100 Trial Update: Outcomes From the Javelin100 Trial: Adding Immunotherapy (Avelumab) in Combination With Chemotherapy, in Patients Receiving Radiation Therapy With Locally Advanced HNSCC
- 2. PembroRAD Trial Update: Outcome of the PembroRAD Trial: Pembrolizumab (Keytruda) or Cetuximab (Erbitux) Combined with Radiation Therapy in Patients with Locally Advanced HNSCC
- 3. Debio/ Xevinapant Study Update: What Have We Learned About Debio 1143 (Xevinapant) in Combination with Chemoradiation Therapy for Patients With HNSCC
- 4. KEYNOTE 048 Study Update: What Have We Learned from Keynote 048: First Line Regiments of Pembrolizumab Monotherapy vs. Pembrolizumab and Chemo for Patients with Recurrent or Metastatic HNSCC
- 5. Future Treatment of Head & Neck Cancers: What is the Future for the Treatment of Head and Neck Cancer?



## **Patient Education Ambassadors Program**

## Reach in 2020: 15k+ cancer patients reached

#### **Program Overview:**



- A portion of this program focuses on communication strategies as they enter their practice.
- Content is created in audio (podcast), written and video formats. Videos are transcribed so patients may print them and take them to their health care provider appointment

are pleased to announce the winners of the GRACE Patient Education

Ambassador Program for the 2020-2021 Program Year!

#### 2020 Program Details/Achievements:

#### 24 Videos to be produced in the 2020 program:

The 2020 program year for the Patient Education Ambassadors program runs from July 1, 2020 - June 30, 2021. Highlights include:

- 2019: 2 Fellows selected and content produced:
  - Dr. Arjun Gupta: Supportive Care (17 videos, 3 articles and 20 podcasts produced)
  - Dr. Narjust Duma: Latino and minority concerns, myths and advocacy (7 videos, 2 articles produced in Spanish)
- 2020: 4 Fellows selected. Content to be produced in early 2021:
  - o Dr. Ana Manana Velazquez: Latino and minority concerns and advocacy
  - o Dr. Abdul Rafeh Nagash: Clinical trials education and minority reach
  - o Dr. Idalid Franco: Breast cancer education
  - o Dr. Medhavi Gupta: Healthcare disparities



### **Curated Webpage**

**Reach/Metrics:** The GRACE website receives over 1,000,000 visitors each year, and our partners featured on our Curated Webpage creates a unique hub of specific content for patients. These webpages are populated with content that GRACE produces and are sponsored by companies for specific periods of time to



help create a page that houses certain specific GRACE content to help patients find certain topics all in one place. All content is directed/produced by GRACE and categorized into segments in partnership with the sponsor.

# Online Forum Monthly **Sponsorship**

**Reach/Metrics:** The GRACE website receives over 1,000,000 visitors each year, and the Online Forum is one of the main features of our website. Our Online Forum receives thousands of new topic threads each year, creating a hub of information on our website.

Get help, ask a question, share experiences and information

**Ask a Question** 

## **Sponsor Spotlight Sponsorship**

**Reach/Metrics:** The semi-monthly GRACE newsletter, GRACENotes reaches over 1,000,000 patients each year through direct distribution and online publishing. The newsletter features new program information as well as links to threads on our Online Forum, creating a valuable, concise resource for patients to drill down to educational content and stay abreast of new content we are publishing throughout the year.





## **GRACE Global Reach by Country 2020**

Country	Reach in 2020
Afghanistan	2
Albania	18
Algeria	26
Antigua & Barbuda	2
Argentina	126
Armenia	14
Aruba	1
Australia	5,966
Austria	99
Azerbaijan	10
Bahamas	8
Bahrain	25
Bangladesh	102
Barbados	6
Belarus	13
Belgium	140
Belize	3
Bermuda	5



Bhutan	2
Bolivia	1
Bosnia & Herzegovina	25
Botswana	9
Brazil	182
British Virgin Islands	1
Brunei	7
Bulgaria	73
Cambodia	6
Cameroon	1
canada	8,127
Caribbean Netherlands	2
Cayman Islands	7
Chile	34
China	101,485
Colombia	59
Costa Rica	9
Croatia	304
Cuba	2
Curaçao	2
Cyprus	30
Czechia	74



Denmark	111
Djibouti	1
Dominica	1
Dominican Republic	12
Ecuador	22
Egypt	220
El Salvador	2
Estonia	19
Ethiopia	13
Faroe Islands	1
Fiji	2
Finland	102
France	408
French Guiana	1
Gambia	1
Georgia	35
Germany	845
Ghana	25
Gibraltar	4
Great Britain	7,592
Greece	194
Grenada	8



Guadeloupe	2
Guam	4
Guatemala	7
Guernsey	7
Guyana	1
Honduras	13
Hongkong	340
Hungary	86
Iceland	6
India	19,301
Indonesia	203
Iran	83
Iraq	48
Ireland	789
Israel	231
Italy	384
Jamaica	34
Japan	474
Jersey	14
Jordan	61
Kazakhstan	13
Kenya	78



Kosovo	10
Kuwait	22
Kyrgyzstan	3
Laos	2
Latvia	25
Lebanon	46
Liberia	1
Libya	15
Lithuania	29
Luxembourg	15
Macao	9
Macedonia	255
Madagascar	1
Malawi	3
Malaysia	494
Maldives	2
Malta	32
Mauritania	1
Mauritius	16
Mayotte	1
Mexico	190
Moldova	17



Monaco	1
Mongolia	1
Montenegro	1
Morocco	25
Mozambique	5
Myanmar (Burma)	35
Namibia	8
Nepal	25
netherlands	700
new zealand	15
New Zealand	360
Nicaragua	3
Niger	1
Nigeria	140
North Macedonia	54
Northern Mariana Islands	2
Norway	111
Oman	19
Pakistan	435
Palestine	10
Panama	3
Papua New Guinea	1



Paraguay	2
Peru	44
Philippines	3,164
Poland	163
Portugal	86
Puerto Rico	63
Qatar	21
Réunion	2
Romania	296
Russia	337
Rwanda	1
Samoa	1
San Marino	1
Saudi Arabia	254
Senegal	3
Serbia	160
Seychelles	1
Sierra Leone	1
Singapore	561
Saint Maarten	2
Slovakia	44
Slovenia	65



Solomon Islands	1
Somalia	1
south africa	481
South Korea	349
South Sudan	3
Spain	276
Sri Lanka	77
St. Lucia	2
St. Vincent & Grenadines	2
Sudan	8
Suriname	1
Sweden	154
Switzerland	165
Syria	7
Taiwan	240
Tanzania	14
Thailand	268
Trinidad & Tobago	31
Tunisia	14
Turkey	261
Turkmenistan	6
U.S. Virgin Islands	5



Uganda	10
Ukraine	457
United Arab Emirates	217
United Kingdom	9,031
Uruguay	14
Uzbekistan	8
Venezuela	7
Vietnam	155
Yemen	2
Zambia	12
Zimbabwe	9
Total Reach Outside of United States in 2020:	169,510

