

The Advocacy Exchange (TAE)

2022 Overview

TAE is a global community designed to **unite** advocacy organizations, patients, and industry leaders to foster partnership and improve patient outcomes. A virtual platform, the Exchange is **co-created, co-led, and 'always on'** to promote the exchange of information across disease and other topic areas.

Launched in May 2020 in partnership with GRYT Health, the 24/7 platform provides advocacy organizations with the opportunity to increase:

- **Reach and effectiveness**, sharing resources, globally
- **Collaboration** with other advocates, across disease areas
- **Innovation and problem-solving** including tackling current challenges by hosting live, interactive sessions with subject matter experts (recordings are available on-demand)

52,300+ people from 120 countries have visited The Advocacy Exchange with 6,200+ registrants (21% outside U.S.)

300+ advocacy organizations have participated, and 70+ have created exhibitor pages

31 live sessions were co-created with advocates; over 33 hours of exclusive, expert video content

4,100+ live audience attendees; 117 speakers

Involvement from leaders in the patient advocacy community since inception

COVID
ADVOCACYX EXCHANGE

“COVID is creating a period of **dynamic change**. I'm seeing organisations move away from transactional, toward more collaborative approaches.”

Dr. Cary Adams
CEO, Union for International Cancer Control (UICC)



COVID
ADVOCACYX EXCHANGE

“The things we thought were not possible before, are now becoming **possible**.”

Pat Garcia-Gonzalez
CEO, The Max Foundation



GRYT Health
431 followers
3d •

We are excited to feature Megan-Claire Chase, also known as Warrior Megsie, tomorrow on our COVID Advocacy Exchange panel to discuss Practical Solutions for Patients During COVID. If you haven't yet, register now at <https://lnkd.in/eefNnQd>.

Megan-Claire is a 4-year breast cancer survivor in Atlanta, GA. She is a sought-after influencer and blogger in the Young Adult Cancer community both nationally and internationally. Her blog, Life on the Cancer Train, is about her life post breast cancer (Stage IIA Invasive Lobular) and the struggles of being a young adult cancer patient/survivor while advocating for better treatments and resources.

Her perspective is authentic, raw and informative, with a twist of humor. You won't want to miss this session!

#AdvocacyExchange #warrior #globalhealth #digitalhealth

COVID
ADVOCACYX EXCHANGE



COVID
ADVOCACYX EXCHANGE

“None of us is as strong as **all** of us.”

Seth D. Ginsberg
Co-founder, President, Global Healthy Living Foundation



Two of the most important things to consider when going virtual with your events are what your audience wants and how you stay engaged after. We need to focus on the relationships even more than the events themselves.

Nick Giallourakis
Co-Founder and President
Elephants and Tea

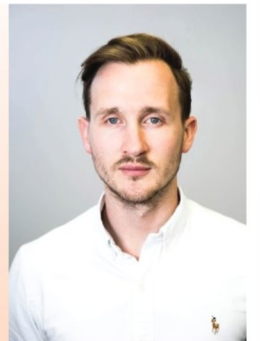
COVID
ADVOCACYX EXCHANGE

ADVOCACYX EXCHANGE

“Whenever we make decisions, we should be asking ourselves, ‘Are the “four Ps” (patients, physicians, policymakers and pharma) **represented** at this table?’”

Adding More Seats to the Table
The Medicine Maker

Gary Nolan
Independent Advisor



What the patient advocacy community is saying

“ This is **exactly the platform we have been looking for** - a resource that fosters connections and is focused on overcoming challenges specific to us during this time. ”

-Anonymous survey feedback

“ Now **THIS is togetherness**. Interactive. Puts us all on a level playing field. ”

-International Alliance of Patient Organizations

“ Because there is no formal professional society for patient advocacy groups, this forum is a great opportunity to provide **much-needed idea-sharing**. ”

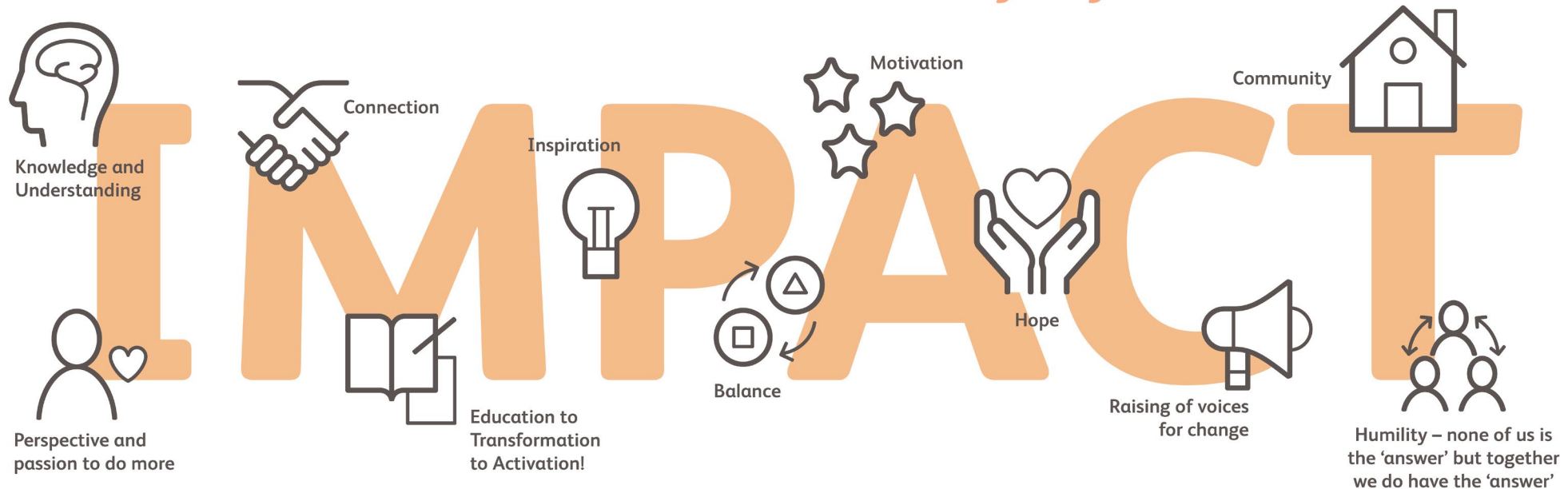
-Anonymous survey feedback

“ **Collaboration is key** to bringing about positive change and support. We fully support this initiative and thank you for inviting us to be one of the first participants. ”

-Arrhythmia Alliance

In their own words: participant feedback

What have you gained from The Advocacy Exchange?
Here's What Our Community Says...



The largest cross-disease, cross cultural, global advocacy initiative in healthcare

2022 Offerings Include

- Participation in our Working Groups
 1. Health Equity: Racial & Ethnic Health and Healthcare Disparities
 2. Health Equity: Access to Care
 3. Patient Voice/Patient-Focused Drug Development (PFDD)
 4. The Future of Advocacy
- Access to Exhibitor Pages and TAE Resource Library
- Live sessions and capacity-building opportunities on a variety of topics

2020 TAE Sessions— *available on-demand on TheAdvocacyExchange.com*

May 21, 2020 | COVID Advocacy Exchange launch

May 28, 2020 | Coalitions & Collaboration

June 4, 2020 | Going Virtual – Best Practices for Advocacy Orgs

June 11, 2020 | Safely Returning to Clinical Trials

June 18, 2020 | Telemedicine and Access to Care

June 25, 2020 | Mental Health, Well-Being and Psychosocial
Support for Patients

July 2, 2020 | Practical Solutions for Patients During COVID

July 9, 2020 | Preventive Care & COVID

July 16, 2020 | Reshaping Healthcare: Thinking Differently
After COVID

July 23, 2020 | The Patient Voice & Patient-Focused Drug
Development

August 6, 2020 | Exhibitor Day

September 10, 2020 | Getting Back to Normal: Care by Putting
Patients First

October 8, 2020 | Getting Back to Work

October 14, 2020 | Adam Grant on Resiliency

November 12, 2020 | Taking Action to Correct Health Inequities

December 17, 2020 | Building Stronger Relationships Across
Healthcare Through Empathy

2021 TAE Sessions— *available on-demand on TheAdvocacyExchange.com*

January 14, 2021 | Advocacy for Advancements: Patient Insight
Influencing Action

February 11, 2021 | Harnessing Our United Strength to Create
Meaningful Change (Working Groups launch)

March 11, 2021 | Outlining Our Paths to Impact and Change

March 23, 2021 | Resilience: Leading in a Reset World Workshop

April 8, 2021 | Addressing Gaps in Healthcare Through Real
World Advocacy

May 13, 2021 | Strategies to Support Patients: A Focus on Mental
Health and Patient-Centric Care

June 10, 2021 | Living with Disease: A Conversation on Life
After Diagnosis

August 12, 2021 | The Advocacy Exchange Virtual Open House

September 9, 2021 | The Evolution of Healthcare: Co-Creating
the Future Through Collaboration

September 30, 2021 | Giving Voice to the Often Voiceless:
Advocate-led Research Creating Change

October 14, 2021 | International Health Technology Assessments
and Their Impact on Access and Patient
Preferences

November 4, 2021 | How Technology and Personal Voices Partners
to Create Scalable, Human Care

November 30, 2021 | End of Life Care: A Retired Hospice Counselor
Creates a Safe Space for an Uncomfortable
Conversation

December 9, 2021 | The Power of Advocacy: Lessons Learned from
HIV Advocates

2022 TAE Sessions To Date – *available on-demand on TheAdvocacyExchange.com*

January 20, 2022 | Patients are People: Improving Cultural Competency to Reduce Healthcare Disparities

February 3, 2022 | Assertiveness is Not Aggression: Accessible Strategies to Advocate for Quality Care

March 3, 2022 | Health Equity: Reinventing Treatment Through the Lens of Gender
