

Advocacy in Action: AstraZeneca's Partnership With the US Blood Cancer Community

At AstraZeneca, we believe in the power of collaboration to improve the lives of people impacted by cancer. We partner with patient advocacy organizations across the nation to uncover the unmet needs of the blood cancer community and provide ongoing education and support. We work together to achieve our shared mission of creating a healthcare environment where every patient has access to the best care, from early detection to survivorship.



Our Collective Efforts Deliver Impact

Through our collaborative partnerships, programs and initiatives are made possible to:

Increase Patient and Caregiver Education

We support interactive events and comprehensive resources designed to equip patients and caregivers with clear, up-to-date information on their specific blood cancer. This includes in-person workshops, conferences and online forums, alongside digital resources, factsheets and booklets. These materials provide guidance on disease management, treatment options and the latest research.

Bridge the Gap at the Community Level

By partnering with local, diverse community and patient advocacy organizations, we ensure critical blood cancer information reaches those who need it, regardless of their background. This collaborative approach helps address cultural and language barriers, making vital healthcare resources more accessible.

Provide Holistic Support

We recognize the importance of well-being throughout the cancer journey. Patient advocacy organizations lead blood cancer-specific patient and caregiver support groups, along with personalized emotional support programs across the US. These initiatives cater to the mental and emotional needs of patients and caregivers, fostering a sense of community and hope, from diagnosis to treatment through survivorship.

Expand Access to Cutting-Edge Treatments

Clinical trials may offer access to new cancer treatment options, but patient awareness and participation remains a challenge, especially among underrepresented communities.¹ We facilitate helplines and web- and phone-based information services to bridge this gap. By providing readily available information about specific clinical trials, we can expand patients' knowledge of potential options.



Patients are at the heart of everything we do. In partnership with patient advocacy organizations, we listen closely to the needs of the blood cancer community, driving and inspiring actionable steps in hopes of improving patient outcomes. Their insights guide every aspect of our work—from research to delivery—and strengthen the solutions we can provide for people living with blood cancer.

Reference:

1. Wood LS. Overcoming obstacles to clinical trial recruitment and retention. *Oncology*. 2023;37(11):458-461.



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