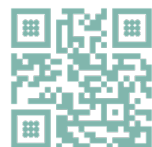




**Global
Resource for
Advancing
Cancer
Education®**

Program Achievements and Reach

2024 PROGRAM YEAR



Executive Summary

Total Reach in 2024

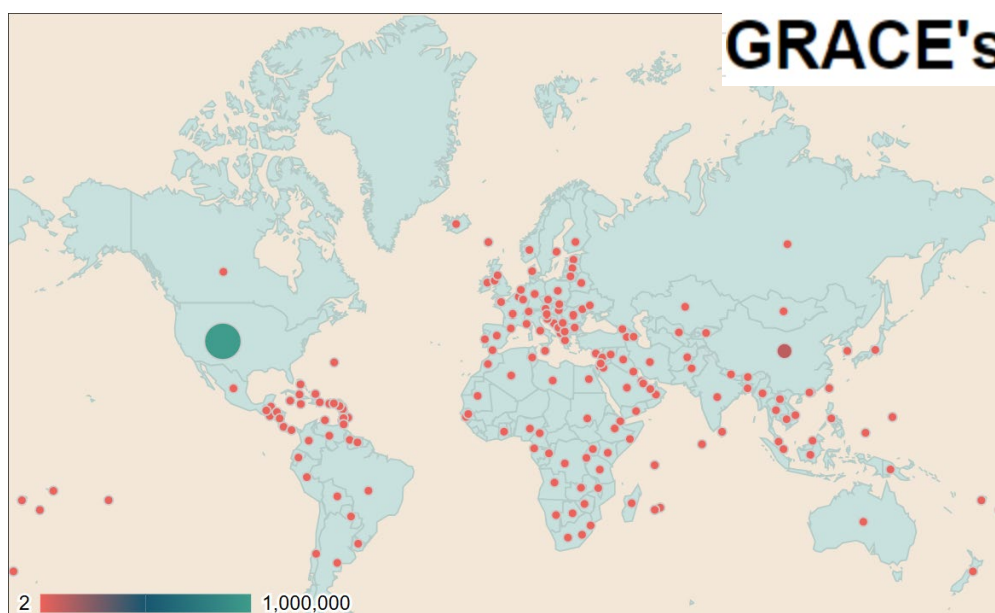
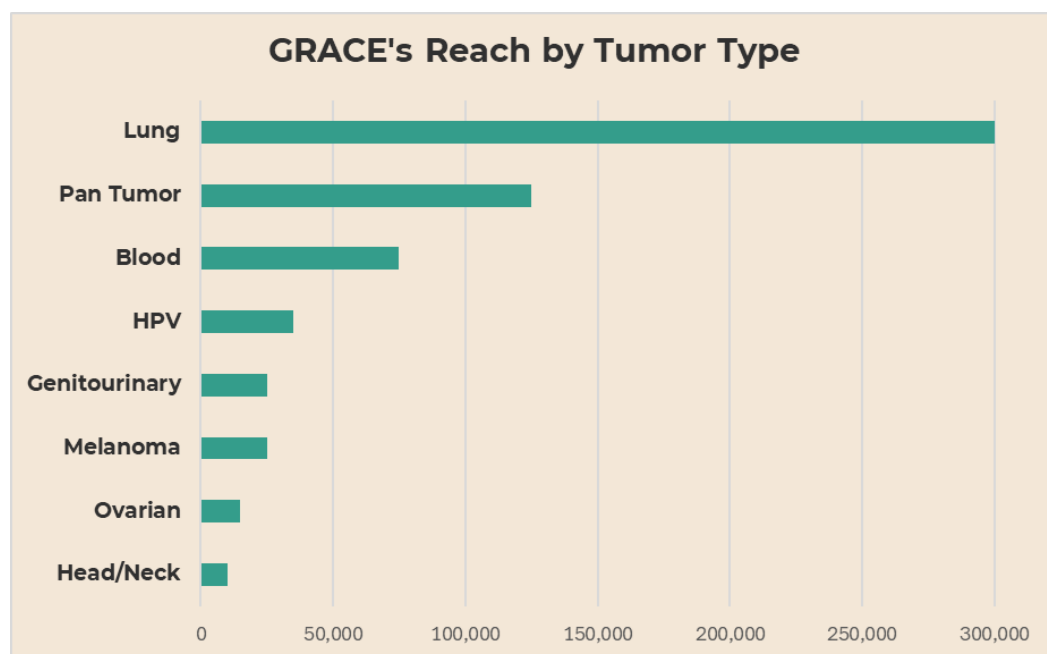
1,000,000+ Website Visits

2,400,000+ Patients and Caregivers Reached

305 Educational Videos Produced

4 Live Webinars

52 Podcasts



Lung Cancer Video Library

Reach in 2024



35k+ patients with lung cancer and caregivers

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. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



20 Videos Produced

1. Why to Consider Using Local Treatment for Metastatic NSCLC
2. When to Use Local Therapy for Metastatic NSCLC: Consolidation
3. LCT for Limited Metastatic NSCLC: NRG-LU002 Results
4. LCT for Limited Metastatic NSCLC: NRG-LU002 Limitations & Summary
5. How to Select Patients for the Optimal Therapy for Metastatic NSCLC
6. When to Use Local Therapy for Metastatic NSCLC: Oligoprogression
7. The Rapidly Evolving Landscape of Small Cell Lung Cancer
8. Small Cell Lung Cancer: Symptoms, Staging and Biomarker Landscape
9. Treatment Options for Extensive-Stage Small Cell Lung Cancer
10. Treatment Options for Limited-Stage Small Cell Lung Cancer
11. Subtype-Specific Approach in Small Cell Lung Cancer
12. Tarlatamab: Taking a BiTE at Small Cell Lung Cancer
13. SCLC: Antibody-Drug Conjugates and Summary of Emerging Approaches
14. Targeted Therapy Over the Years and the Importance of Gene Testing
15. Genomic Alterations and How They Can Initiate Cancer
16. Cancer and the Immune System Part 1: How it Works
17. The Evolution and Significance of Genome Mapping
18. Current Research on Genomic Alterations
19. Cancer and the Immune System Part 2: Vaccines and Immunotherapy
20. Ongoing Research: Predicting Recurrent Disease and AI



<https://cancergrace.org/video-collection/lung-cancer-video-library-english>



GRACE

Spanish Lung Cancer Video Library

VIDEO BIBLIOTECA ESPAÑOLA DE CÁNCER DE PULMÓN

Reach in 2024



35k+ Spanish speaking patients with lung cancer and caregivers

Program Overview

- 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. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



15 Videos Produced

1. EGFR Cáncer de Pulmón: Cómo Se Desarrolló el Tratamiento
2. Estudios de Cáncer de Pulmón EGFR: Flaura 1 y Flaura 2
3. Tratamiento para Pacientes con NSCLC EGFR: Amivantamab
4. Opciones de Tratamiento para Mutaciones Menos Comunes del EGFR
5. Opciones de Tratamiento para Pacientes con Cáncer de Pulmón ALK
6. Mecanismos de resistencia en el cáncer de pulmón ALK+
7. Desafíos del cribado del cáncer de pulmón con TC de baja dosis
8. Nódulos pulmonares incidentales: cómo podemos usarlos para diagnosticar el cáncer de pulmón
9. Nódulos Pulmonares Incidentales
10. Biopsias Líquidas y Cáncer de Pulmón
11. Tarlatamab para Pacientes con CPCP
12. Amivantamab y Manejo de Toxicidades
13. Terapias Dirigidas para el Cáncer de Pulmón EGFR
14. Actualizaciones en el Cáncer de Pulmón ALK
15. Terapia para Pacientes con Tumores No Tratables



<https://cancergrace.org/video-collection/lung-cancer-video-library-spanish>



GRACE

East Asian Lung Cancer Video Library

Reach in 2024



100k+ patients with lung cancer and caregivers who speak East Asian languages

Program Overview

- East Asian language patient education video program featuring top oncologists
- Short, 3-5 minute easy-to-understand East Asian-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. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



7 Videos Produced

1. 폐암이란? - 2025 동아시아 폐암 영상 라이브러리 - What is Lung Cancer?
2. 비소세포 폐암에 대한 기존 치료법 - 2025 동아시아 폐암 영상 라이브러리 - Conventional Treatment for Non-Small Cell Lung Cancer
3. 비소세포 폐암에 대한 새로운 치료법 - 2025 동아시아 폐암 영상 라이브러리 - New Treatment for Non-Small Cell Lung Cancer
4. 폐암 진단 - 2025 동아시아 폐암 영상 라이브러리 - Lung Cancer Diagnosis
5. 비소세포 폐암의 EGFR 돌연변이 - 2025 동아시아 폐암 영상 라이브러리 - EGFR Mutations in Non-Small Cell Lung Cancer
6. 조기 및 진행성/전이성 폐암에서의 EGFR TKI 치료 - 2025 동아시아 폐암 영상 라이브러리 - EGFR TKI Treatment in Early and Advanced Lung Cancer
7. EGFR TKI 치료의 항암 부작용 - 2025 동아시아 폐암 영상 라이브러리 - Side Effects of EGFR TKI Treatment



<https://cancergrace.org/video-collection/east-asian-lung-cancer-video-library>



GRACE

Leading Development and Current Questions in Lung Cancer

Reach in 2024



25k+ lung cancer patients

Program Overview

- Patient education video program featuring top oncologists discussing the latest current and emerging lung cancer updates directly following ASCO in a roundtable discussion format
- 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. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



5 videos produced

1. Trials in EGFR Mutated NSCLC: Flaura2 and Mariposa
2. Trials in EGFR Mutated NSCLC: Mariposa2 and Laura
3. Trials in ALK+ NSCLC: The Crown Study
4. Limited Stage Small Cell Lung Cancer: The Adriatic Study
5. Tarlatamab for Extensive Stage Small Cell Lung Cancer

 <https://cancergrace.org/video-collection/asco-lung-roundtable>



GRACE

Lung Cancer Case Based Panel Discussions

Reach in 2024



45k+ lung cancer patients reached

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” 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. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



2 Long-Length Videos Produced

1. Case #1: Treating a Patient with Resectable Lung Cancer (The panel discusses treatment for a patient diagnosed with resectable stage IIIA lung cancer and explores the latest data in this space.)
2. Case #2: Treating a Patient with Stage IV NSCLC with EGFR (The panel discusses treatment for a patient diagnosed with stage IV non-small cell lung cancer (NSCLC) with EGFR exon 19 deletion/exon 21 insertion and explores the latest data in this space.)

 <https://cancergrace.org/video-collection/case-based-panel-discussions>



GRACE

Targeted Therapies Patient Forum

A LIVE VIRTUAL INTERACTIVE PATIENT EDUCATION EVENT

Reach



20k+ Program content available as enduring material for 1 year. Estimating **20k+** views of content in the first 12 months.

Program Overview

- 1/2 day live virtual 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 are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.



Live virtual event was held on March 15, 2025 virtually. **Hundreds of real -time attendees** from around the world viewed the program live and had the opportunity to interact with and participate in a live Q&A with the panels.

The event was video recorded, and segments will be published as enduring material, resulting in **78** videos produced featuring topics of the panel discussions as follows:

VIDEOS PRODUCED:

1. What is Cancer and Cancer Research?
2. What are DNA, RNA and Proteins?
3. Bench to Bedside Research and Cell Lines
4. Mouse Models: Developing Better Therapies
5. Lessons from SCLC Technology & Analysis Tools
6. What is a Biomarker?
7. Genetic Alterations: Types and What to Test
8. Tissue-Based Testing for Biomarkers
9. Liquid-Based Testing for Biomarkers
10. Who and When to Test for Biomarkers
11. Genetics Overview and Driver Alterations
12. Tissue Biopsy Molecular Testing Report Part 1
13. Tissue Biopsy Molecular Testing Report Part 2
14. Tissue Biopsy Molecular Testing Report Part 3
15. Liquid Biopsy Molecular Testing Report

(continued on next page)



<https://cancergrace.org/video-collection/targeted-therapies-patient-forum-english>



GRACE

Targeted Therapies Patient Forum

A LIVE VIRTUAL INTERACTIVE PATIENT EDUCATION EVENT

VIDEOS PRODUCED (CONTINUED):

16. Discordant Results in Liquid & Tissue Biopsy
17. Molecular Testing and Cancer Stage
18. How Patients Can Help Translational Research
19. Timing of Molecular Testing and Treatment
20. Molecular Testing for Squamous Cell Carcinoma
21. Guidelines for Next Generation Sequencing
22. Mutation Indication in ctDNA & Liquid Biopsy
23. Small Cell Transformation from NSCLC
24. Difference Between Tissue and Liquid Biopsy
25. p53 Mutation and Molecular Testing
26. Single Gene Testing and NGS
27. Accuracy of Liquid Biopsies
28. What is Targeted Therapy?
29. Targeted Therapy: Types, Benefits and Testing
30. Targeted Therapy: Side Effects and Advantages
31. Developments in Targeted Therapy
32. Targeted Therapy: Questions & Considerations
33. Overview of Targeted Therapy
34. Types of Resistance to Targeted Therapy
35. Targeted Therapy: Disease Progression Types
36. Acquired Resistance to Targeted Therapy
37. Post Progression Testing and Treatment
38. Overview: Systemic & Local Therapy for NSCLC
39. Indications for Local Therapy: Consolidation
40. Local Therapy for NSCLC Targetable Mutations
41. Local Therapy at Oligoprogression for NSCLC
42. NSCLC: Identifying Patients for Local Therapy
43. Different Targeted Therapy Approaches & Chemo
44. Can You Radiate & Continue Targeted Therapy?
45. Brain Metastases and Radiation
46. How to Decide Which Targeted Drug to Use
47. Disease Monitoring with Cell-Free DNA
48. How to Approach Post Progression Biopsy
49. Treatment Beyond Oligoprogression & Radiation
50. Resistance to Targeted Therapy Timing & Chemo
51. CNS Progression: Testing and Decisions
52. Patient Participation in Clinical Trials
53. Therapy Options for Oligoconsolidation
54. Mechanisms of Resistance to Targeted Therapy
55. Molecular Testing for EGFR Mutation
56. Proton Radiation Therapy
57. Barriers and Importance of Molecular Testing
58. Minimal Residual Disease



<https://cancergrace.org/video-collection/targeted-therapies-patient-forum-english>



GRACE

VIDEOS PRODUCED (CONTINUED):

59. ALK Inhibitors for ALK+ NSCLC
60. CROWN Trial of 1L Lorlatinib for ALK+ NSCLC
61. Repotrectinib for Patients with ROS1 Fusions
62. Selpercatinib and Pralsetinib for RET Fusions
63. MKIs or Chemotherapy for RET Fusion in NSCLC
64. Overview and Alterations of MET-Driven NSCLC
65. Targeting MET-Driven NSCLC
66. Overview and Management of NTRK-Driven NSCLC
67. Overview and Management of NRG1-Driven NSCLC
68. How KRAS and BRAF Affect Signaling
69. How Smoking is Associated with KRAS and BRAF
70. Immune Checkpoint Inhibitors for KRAS & BRAF
71. Targeted Therapy for KRAS and BRAF
72. Difference Between KRAS and BRAF
73. How to Treat a BRAF Non-V600E Mutation
74. Therapy for EGFR Classical Mutation in NSCLC
75. Therapy for EGFR Exon20 and PACC Mutations
76. Novel HER2 Tyrosine Kinase Inhibitors
77. Antibody-Drug Conjugates for HER2 Mutation
78. Treatment for EGFR, p53 and RB1 Co-Mutations

Terapias Dirigidas en Español Foro de Pacientes

SPANISH TARGETED THERAPIES PATIENT FORUM

Reach in 2024



20k+ Program content available as enduring material for 1 year. Estimating **20k+** views of content in the first 12 months.

Program Overview

- 2.5 hour live event featuring top oncologists from the US and several Central American countries discussing current and emerging information with live audience
- Panel discussions address rare mutations and targeted information
- Interactive program includes live audience and Q&A sessions
- Recorded event is published online as enduring material
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.



Live event was held on July 20, 2024 virtually using Zoom Webinar. Hundreds of 'real -time' attendees from around the world viewed the program and had the opportunity to interact with and participate in a live Q&A with the panels.

The event was video recorded, and segments were published as enduring material, resulting in 27 videos produced featuring topics of the panel discussions as follows:

1. Células no Pequeñas EGFR+
2. Tratamiento de 1ª Línea para CPCNP EGFR+ Metastásico
3. NSCLC EGFR+ en Etapa Temprana
4. NSCLC de Inserción EGFR 20
5. Efectos Adversos de Amivantamab
6. Identificando Pacientes para Intensificar Tratamiento
7. EGFR+: Importancia de las Pruebas de Biomarcadores
8. Presentación de Caso: PD-L1 y NGS
9. Caso: ¿Cuáles son las Opciones de Tratamiento?
10. Presentación de Caso: Opciones de Inmunoterapia
11. Presentación de Caso: Efectos Adversos de la Inmunoterapia
12. Caso: Opciones de Tratamiento para Pacientes ALK+
13. Caso: Diagnóstico de Adenocarcinoma de Pulmón
14. Caso: Tratamiento para Adenocarcinoma Sin Mutaciones



<https://cancergrace.org/video-collection/targeted-therapies-patient-forum-spanish>



GRACE

Terapias Dirigidas en Español Foro de Pacientes

SPANISH TARGETED THERAPIES PATIENT FORUM

15. Qué es la Biopsia Líquida?
16. ¿Opciones Para Pacientes con Metástasis Cerebrales?
17. ¿Es hereditario el cáncer de pulmón EGFR+?
18. ¿Riesgo de Metástasis Cerebral en Pacientes con EGFR+?
19. ¿Qué pasa si progreso después de la quimio adyuvante?
20. Mitigando Riesgos de Hepatotoxicidad con Alectinib
21. ¿Cuánto Tiempo Debe Tomar un Paciente Alectinib?
22. ¿Tengo Que Ir A Una Ciudad Más Grande Para Tratarme?
23. ¿Cómo afectan las Comorbilidades la Inmunoterapia?
24. Pruebas de Mutación Genética: ¿Son Estándar de Atención?
25. ¿Cómo Encuentro Ensayos Clínicos en América Latina?
26. Estable Con Un Medicamento, ¿Debería Comenzar Uno Mejor?
27. ¿Mejor Tratamiento para el Cáncer de Pulmón KRAS+?

 <https://cancergrace.org/video-collection/targeted-therapies-patient-forum-spanish>



Lung Cancer ONCTALK

LIVE ONLINE: INTERACTIVE PATIENT EDUCATION EVENT

Reach in 2024



15k+ lung cancer patients reached

Program Overview

- Live streamed webinar program featuring a panel of top oncologists
- Interactive program includes live streamed real-time audience; includes a Q&A session
- Recorded event is published online as enduring material
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



Live event was held on December 14, 2024, virtually using Zoom Webinar. **Hundreds of 'real -time' attendees** had the opportunity to interact with and participate in a live Q&A with the panels.

The event was video recorded, and segments were published as enduring material, resulting in **36 videos produced** featuring topics of the panel discussions as follows:

1. Overview of Small Cell Lung Cancer
2. SCLC: Treatment Overview and Treatment Landscape of Limited Stage
3. Treatment Landscape of Extensive Stage SCLC: Overview and Lurbinectedin
4. Treatment Landscape of Extensive Stage Small Cell Lung Cancer: Tarlatamab
5. Antibody-Drug Conjugates and the Treatment of Small Cell Lung Cancer
6. Neuroendocrine Subtypes and the Treatment of Small Cell Lung Cancer
7. Structure and Function of Antibody-Drug Conjugates
8. Antibody-Drug Conjugates in Unselected Non-Small Cell Lung Cancer
9. Antibody-Drug Conjugates in Specific Subsets of NSCLC
10. Antibody-Drug Conjugates in Small Cell Lung Cancer
11. Side Effects of Tarlatamab and How They Can Be Monitored at Home
12. Does Traditional Biomarker Testing Give Insight into How ADCs Work?
13. Brain Penetration of ADCs and the Role of Radiation to the Brain in SCLC
14. What is EGFR-Mutated Lung Cancer?
15. Treatment Options for EGFR-Mutated Lung Cancer: Overview
16. Treatment Options for EGFR-Mutated Lung Cancer: Osimertinib Monotherapy
17. Treatment Options for EGFR-Mutated Lung Cancer: Osimertinib + Chemo
18. Treatment Options for EGFR-Mutated Lung Cancer: Amivantamab + Lazertinib
19. How Do You Decide and Sequence Treatment for EGFR-Mutated Lung Cancer?
20. Non-Small Cell Lung Cancer: Subtypes, Molecular Testing and Mutations

 <https://cancergrace.org/video-collection/lung-onctalk>



GRACE

Lung Cancer ONCTALK

LIVE ONLINE: INTERACTIVE PATIENT EDUCATION EVENT

21. Targeted Therapies for NSCLC: Overview & Surgically Resected NSCLC
22. Targeted Therapies for Unresectable Non-Small Cell Lung Cancer
23. Benefits of Targeted Therapy for Non-Small Cell Lung Cancer
24. How Plasma Testing is Used in Therapy for EGFR-Mutated Lung Cancer
25. EGFR-Mutated Lung Cancer: Co-Mutations and Radiation for Brain Metastases
26. Adjuvant Chemotherapy for Non-Small Cell Lung Cancer
27. Targeted Therapy for NSCLC: Duration of Tyrosine Kinase Inhibitor (TKI)
28. Antibody-Drug Conjugates: Anemia and Side Effects of Therapy
29. EGFR-Mutated Lung Cancer: Central Nervous System Metastases and Treatment
30. Small Cell Lung Cancer Treatment: Where to Safely Get Tarlatamab
31. What is an Actionable Alteration?
32. How Efficacious are Immunotherapies for EGFR-Mutated Lung Cancer?
33. Surgery Options for Patients with Stage 4 Non-Small Cell Lung Cancer
34. Regimen for LS-SCLC and Upfront Combo Therapy for EGFR-Mutant Lung Cancer
35. Leptomeningeal Disease and its Response to Current Therapies
36. The Future of Lung Cancer Treatment: What's on the Horizon?

 <https://cancergrace.org/video-collection/lung-onctalk>



GRACE

Genitourinary Cancer Video Library

Reach in 2024



35k+ patients with bladder cancer and caregivers reached

Program Overview

- Patient education video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online bladder cancer video library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



18 Videos Produced

1. Kidney Cancer 101: Risk Factors and Genetic Testing
2. Kidney Cancer 101: Diagnostic Tests
3. Kidney Cancer 101: Should I Have a Biopsy?
4. Kidney Cancer 101: Stages of Kidney Cancer
5. Kidney Cancer 101: Types of Kidney Cancer
6. Kidney Cancer 101: Treatment Overview by Stage
7. Kidney Cancer 101: Partial vs. Radical Nephrectomy
8. Kidney Cancer 101: Managing Stage IV Disease
9. Kidney Cancer 101: Prognosis and Treating Side Effects
10. Bladder Cancer 101: Symptoms and Diagnosis
11. Bladder Cancer 101: Staging
12. Bladder Cancer 101: Muscle Invasive Bladder Cancer (MIBC)
13. Bladder Cancer 101: When is Chemotherapy Used?
14. Bladder Cancer 101: Immunotherapy
15. Bladder Cancer 101: Targeted Therapy
16. Bladder Cancer 101: The EV-302 Trial
17. Bladder Cancer 101: Clinical Trials
18. Bladder Cancer 101: Advice for Patients



<https://cancergrace.org/video-collection/bladder-cancer-video-library>



GRACE

Ovarian Cancer Video Library

Reach in 2024



10k+ patients with bladder cancer and caregivers reached

Program Overview

- Patient education video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online bladder cancer video library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



7 videos produced

1. The Changing Field of Endometrial Cancer Treatment
2. Adjuvant Radiotherapy for Early Stage Disease
3. Phase III Trials for Adjuvant Radiotherapy and Chemotherapy
4. Immunotherapy for Endometrial Cancers: Molecular Profile
5. Current Immunotherapy Options for Advanced Endometrial Cancer
6. First Line Endometrial Cancer Study Results
7. Key Takeaways in Current Endometrial Cancer Treatment Options



<https://cancergrace.org/post/2024-ovarian-cancer-patient-education-program>



GRACE

Leading Developments and Current Questions in Head & Neck Cancer

Reach in 2024



10k+ 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. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



Videos in Production:

The following topics were subjects of video content for the 2024 program year (videos are still in final production/editing at the time of this report)

1. Deintensification for Nasopharyngeal Cancer
2. Nonsurgical Treatment in Head and Neck Cancer: Weekly Cisplatin
3. Immunotherapy Treatments in Patients with Head and Neck Cancer
4. Patients with Recurrent or Metastatic Head and Neck Cancer
5. Combination Therapy for Head and Neck Cancer
6. Circulating Tumor (CT) and HPV DNA
7. Emerging Treatments for Oral Mucositis



<https://cancergrace.org/video-collection/asco-head-and-neck-cancer-news-and-updates>



GRACE

Human Papilloma Virus (HPV) Advances

Reach in 2024



35k+ patients and caregivers reached

Program Overview

- Patient education video program featuring top oncologists presenting the most current and emerging information about vaccinations, testing and therapy related to HPV
- Short, 3-5 minute easy-to-understand videos as updates to the searchable online GRACE Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



4 Videos Produced

1. Prognosis of Locally Advanced HPV+ Head and Neck Cancer
2. Cetuximab as Treatment for HPV+ Head and Neck Cancer
3. Keynote 48: The Current Standard of Care for Head and Neck Cancer
4. Therapeutic HPV Vaccination



<https://cancergrace.org/video-collection/hpv-advances-patient-education-program>



GRACE

Testing and Early Diagnosis (English)

Reach in 2024



20k+ patients and caregivers

Program Overview

- Patient education video program featuring top oncologists presenting the most current and emerging information about the importance of testing before and after diagnosis or at recurrence/progression
- Short, 3-5 minute easy-to-understand videos as updates to the searchable online GRACE Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community. t

2024 Program Details/Achievements



8 Videos Produced

1. Liquid Biopsy in Lung Cancer
2. Using Liquid Biopsy to Assess Resistance
3. Using Liquid Biopsy to Track Tumor Response
4. Liquid Biopsy After Surgery
5. Using Liquid Biopsy to Diagnose Cancer
6. Using AI in Lung Cancer Screening
7. Previvorship- A Woman's Journey with BRCA
8. The Importance of Breast Cancer Screening

 <https://cancergrace.org/video-collection/testing-and-early-diagnosis>



GRACE

Testing and Early Diagnosis (Spanish)

Reach in 2024



20k+ patients and caregivers

Program Overview

- Patient education video program featuring top oncologists presenting the most current and emerging information about the importance of testing before and after diagnosis or at recurrence/progression
- Short, 3-5 minute easy-to-understand videos as updates to the searchable online GRACE Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community. t

2024 Program Details/Achievements



8 Videos Produced

1. La Importancia del Detección Temprana del Cáncer de Pulmón
2. Biopsia Líquida en el Cáncer de Pulmón
3. Uso de Biopsia Líquida para Evaluar la Resistencia
4. Uso de Biopsia Líquida para Rastrear la Respuesta Tumoral
5. Biopsia Líquida Después de la Cirugía
6. Uso de la Biopsia Líquida para Diagnosticar el Cáncer
7. Uso de IA en la Detección del Cáncer de Pulmón
8. La Importancia del Tamizaje del Cáncer de Mama



<https://cancergrace.org/video-collection/testing-and-early-diagnosis>



GRACE

Blood Cancer Video Library

Reach in 2024



30k+ patients with blood cancer and caregivers reached

Program Overview

- 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 Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



13 Videos Produced

1. Epidemiology of Blastic Plasmacytoid Dendritic Cell Neoplasm
2. Clinical Presentation and Diagnosis of BPDCN
3. Clinical Presentation and Diagnosis of BPDCN
4. BPDCN Treatment: Tagraxofusp
5. BPDCN Treatment: Investigational Treatment Strategies
6. Overview of Multiple Myeloma
7. Treatment Options for Newly Diagnosed Myeloma: ASCT Eligible
8. Treatment Options for Newly Diagnosed Myeloma: ASCT Ineligible
9. Mantle Cell Lymphoma: Subtypes, Presentation and Staging
10. Mantle Cell Lymphoma: Initial Therapy for Younger Patients
11. Initial Therapy for MCL for Younger Patients: BTK Inhibitors
12. Mantle Cell Lymphoma: Initial Therapy for Older Patients
13. Mantle Cell Lymphoma: Therapy for Relapsed Disease

 <https://cancergrace.org/video-collection/blood-cancer-video-library>



GRACE

ONCTALK Blood Cancer

A LIVE VIRTUAL INTERACTIVE PATIENT EDUCATION EVENT

Reach in 2024



30k+ patients with blood cancers

Program Overview

- Live streamed webinar program featuring a panel of top oncologists
- Interactive program includes live streamed real-time audience; includes a Q&A session
- Recorded event is published online as enduring material
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



Live event was held on October 12, 2024, virtually using Zoom Webinar. **Hundreds of 'real -time' attendees** had the opportunity to interact with and participate in a live Q&A with the panels.

The event was video recorded, and segments were published as enduring material, resulting in **35 videos produced** featuring topics of the panel discussions as follows:

1. What is Multiple Myeloma?
2. Risk Factors and Presentation Features of Multiple Myeloma
3. Principles of Treatment for Multiple Myeloma
4. Upfront Bone Marrow Transplant and Maintenance Chemotherapy for Myeloma
5. How to Treat Relapse and Choose CAR T or Bispecific Antibodies for MM
6. Definition, Symptoms and Types of Lymphoma
7. Staging and Treatment Strategies of Diffuse Large B-Cell Lymphoma
8. POLARIX Trial and Polatuzumab in Frontline Chemotherapy for DLBCL
9. Novel Therapeutics in Relapsed Setting for Diffuse Large B-Cell Lymphoma
10. How to Treat High-Risk Smoldering Myeloma
11. How to Treat Patients as Frontline Newly Diagnosed DLBCL Phase II
12. Overview of Hematopoietic Stem Cell Transplantation (HSCT)
13. Autologous Hematopoietic Stem Cell Transplantation (AutoHSCT)
14. Allogeneic Hematopoietic Stem Cell Transplantation (AlloHSCT)
15. Common Toxicities Associated with Allogeneic HSCT

 <https://cancergrace.org/post/view-full-blood-cancer-onctalk>



GRACE

ONCTALK Blood Cancer

A LIVE VIRTUAL INTERACTIVE PATIENT EDUCATION EVENT

16. Adoptive Cell Therapy
17. Overview and Epidemiology of Myeloproliferative Neoplasms (MPNs)
18. Biology, Etiology and Outcomes of Myeloproliferative Neoplasms (MPNs)
19. Case Presentation in Myelofibrosis
20. How to Select Therapy in Myelofibrosis
21. Overview of Next Generation Novel Therapeutics in Myelofibrosis
22. The Future of Hematopoietic Stem Cell Transplantation (HSCT)
23. What is the Toxicity Profile of Therapies in Myelofibrosis?
24. Q&A: How Much Does Treatment Cost for DLBCL and Other Blood Cancers?
25. Q&A: Does the Treatment for DLBCL Have Severe Side Effects?
26. Q&A: Important Topics to Discuss with Your Doctor About DLBCL Treatment
27. Q&A: When is ClonoSEQ Testing Used?
28. Q&A: Is the Association of Systemic Neuropathy or CIDP Common with CLL?
29. Q&A: How Are Lymphoma and Leukemia Connected?
30. Q&A: Can Follicular Lymphoma Turn into Another Blood Cancer?
31. Q&A: Harvesting Donor Stem Cells and the Probability of GVHD for BMT
32. Q&A: Can I Use JAK Inhibitors if I Have a History of DVT or Blood Clot?
33. Q&A: What is Smoldering Myeloma and How Does it Progress?
34. Q&A: What is the Success Rate of Bone Marrow Transplant (BMT)?
35. Q&A: What is Risk Stratification and What Does it Mean for Treatment?

 <https://cancergrace.org/post/view-full-blood-cancer-onctalk>



GRACE

Clinical Trials Experience Through Storytelling

Reach in 2024



10k+ Patients with cancer and caregivers

Program Overview

- Patient advocates create new content for the GRACE video library based on their clinical trials journey
- Content is presented through storytelling as an educational tool for patients considering a clinical trial
- Short, 3-5 minute easy-to-understand videos as updates to the searchable online GRACE Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



4 Videos / 1 eBook / 2 Podcasts

1. Triple Negative Invasive Ductal Carcinoma Videos:

- a) Mental Health and Clinical Trials
- b) Fear and Family
- c) No Hesitation

2. Pilomyxoid Astrocytoma Podcasts:

- a) Caregiver Side of Oncology Care - What Parents of Childhood Cancer Should Know
- b) Navigating Family Cancer
- c) Barriers and Solutions to Equitable Access for Brain Tumor Survivors
- d) Financial Toxicity podcast/article

3. Cholangiocarcinoma eBook:

- a) Life Changing Results
- b) Unknown Primary
- c) Underrepresentation in Clinical Trials
- d) Sticking With It/Personal Triumph
- e) The Unpredictable Nature of the Disease



<https://cancergrace.org/video-collection/clinical-trials-through-storytelling>



GRACE

GRACE Patient Education Ambassador Program

Reach in 2024



20k+ patients with cancer and caregivers reached

Program Overview

- Fellows and finishing Fellows are recruited to expand and create new content for the GRACE patient education library based on their specialty.
- 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. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



Varied content produced by oncology fellows

The 2024 program year for the Patient Education Ambassadors program runs from July 1, 2024 - June 30, 2025. Highlights of this program's past patient education content, and planned content, include:

1. 2019-2020 program year: 2 Fellows selected and content produced:

- a) Dr. Arjun Gupta: Supportive Care
- b) Dr. Narjust Duma: Latino and minority concerns, myths and advocacy

2. 2020-2021 program year: 4 Fellows selected and content produced:

- a) Dr. Ana Manana Velazquez: Latino and minority concerns and advocacy regarding COVID-19 with Dr. Idalid Franco as well as content about radiation oncology
- b) Dr. Abdul Rafeh Naqash: Clinical trials education and minority reach)
- c) Dr. Idalid Franco: Latino and minority concerns and advocacy regarding COVID-19 with Dr. Ana Manana Velazquez as well as content about radiation oncology)
- d) Dr. Medhavi Gupta: Healthcare disparities; breast cancer)

3. 2021-2022 program year: 4 Fellows selected and content produced:

- a) Dr. Aakash Desai: health disparities and infographics for patients in India and Nepal
- b) Dr. Daniel Kwon: Prostate cancer and decision aids
- c) Dr. Edina Wang: Chinese health literacy and radiation oncology
- d) Dr. Eric Singhi: Misinformation mitigation and reaching medically underserved



<https://cancergrace.org/video-collection/patient-education-ambassador-program>



GRACE

GRACE Patient Education Ambassador Program

4. 2022-2023 program year: 4 Fellows selected and content produced

- a) Dr. Ashish Gupta: First steps after diagnosis, GI treatments
- b) Dr. Mazie Tsang: Decision making tools, geriatric lymphoma patient education
- c) Dr. Sridevi Rajeeve: CAR T-Cell patient education, lymphoma and myeloma patient education
- d) Dr. Fernando Diaz: Patient education for latino patient community, first steps after diagnosis

5. 2023-2024 program year: 7 Fellows selected and content produced

- a) Dr. Kaitlin Kyi: Advance Directives
- b) Dr. Gladys Rodriguez: Gastrointestinal malignancies
- c) Dr. Ivy Riano: Spanish language content – immunotherapy, PD1 expression, side effects, Clinical Trials 101
- d) Dr. Matthew Kurian: Genetics 101, Prostate Cancer – diagnosis to care
- e) Dr. Jacob Adashek: Genetics 101
- f) Meera Ragavan: Financial Toxicity, Clinical Trials 101, Palliative care
- g) Dr. Karan Jatwani: Prostate Cancer – diagnosis to care, Palliative care

4. 2024-2025 program year: 5 Fellows selected and content produced

- a) Dr. Guilherme Sacchi de Camargo Correia: Bispecific Antibodies
- b) Dr. Arya Mariam Roy : Antibody Drug Conjugates
- c) Dr. Erick Saldanha: Liquid Biopsies, Cancer Therapeutics, Immunotherapies
- d) Dr. Marie Dreyer: GI Cancers Overview
- e) Dr. Maria Velez: Spanish-language content: Estudio Clinico: Overview, Pros and Cons, Phases.

 <https://cancergrace.org/video-collection/patient-education-ambassador-program>



Cancer Basics: Animated Video Series

Reach in 2024



35k+ patients and caregivers reached

Program Overview

- Patient education video program featuring videos professionally produced in animated simplicity with a focus on presenting complex cancer information in easy to understand language and images
- Short, 3-5 minute easy-to-understand videos as updates to the searchable online GRACE Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



5 Videos Produced Covering a Range of Topics

1. Chemotherapy
2. Targeted Therapies
3. Liquid Biopsies & NGS
4. Immunotherapy
5. ADCs

Rare Cancers Patient Education Program

Reach in 2024



5k+ patients and caregivers reached

Program Overview

- 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 Cancer Video Library
- Videos are transcribed so patients may print them and take them to their health care provider appointment. Transcriptions are translated into multiple languages to reach a broader patient community.

2024 Program Details/Achievements



15 Videos Produced

1. What is NUT Carcinoma?
2. NUT Carcinoma Treatments
3. Future Directions for Treating NUT Carcinoma
4. What is Adenoid Cystic Carcinoma?
5. Treatment Options for Adenoid Cystic Carcinoma
6. The Importance of Clinical Trials for ACC Patients
7. Immunotherapy for Adenoid Cystic Carcinoma
8. What is Medullary Thyroid Cancer?
9. Diagnosing Medullary Thyroid Cancer
10. Treating Medullary Thyroid Cancer
11. Key Takeaways in Medullary Thyroid Cancer
12. What is Sarcoma?
13. How is Sarcoma Diagnosed?
14. Treatment Options for Patients with Sarcoma
15. Future Directions for Sarcoma Treatments

GRACE Podcasts

Reach in 2024

This program publishes one podcast each week. 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 **25k** 'listens' to the 2024 podcast program.

Program Overview

- Podcast program covering the most current and emerging treatment options which supports the content in the other GRACE programs such as lung cancer, blood cancers, and bladder cancer via an alternate delivery method and additional content
- 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.

2024 Program Details/Achievements



Weekly podcast produced and published
2024

all 52 weeks in

 <https://cancergrace.org/grace-podcasts>



GRACE

GRACE Online Forum

Reach/Metrics



GRACE website receives over **1,000,000** visitors each year



The GRACE Online Forum is one of the main features of our website and is moderated by GRACE staff



Online Forum receives thousands of new topic threads each year, creating a hub of information on our website

2024 Program Details/Achievements



Online Forum received over 4,000 topic threads from 2,000+ patients and caregivers

 <https://cancergrace.org/forums>



GRACE

GRACENotes Newsletter

Reach/Metrics



GRACE's newsletter, GRACENotes, reaches over patients each year through direct distribution and online publishing

1,000,000

Newsletter Features

New Program Announcements:

- New program information and planned topics
- Easy access to webinar registration and detailed program information

Online Forum Highlights:

- Direct links to trending and insightful forum threads
- Engage in discussions on key topics: treatment, coping, experiences

Essential Resource Center:

- Curated, concise educational content for informed decisions
- Updates on new resources: articles, videos, podcasts
- Quickly find information that is relevant to the reader
- Stay abreast of new content published throughout the year



GRACE'S 2024 Global Reach

204,148 Patients/Caregivers in 180 Countries Reached

(Outside of the United States)

GRACE reached a significant number of patients across various countries, and we are pleased to share the estimated reach in each location

Country	#
Afghanistan	5
Albania	61
Algeria	31
American Samoa	3
Andorra	3
Angola	3
Anguilla	4
Antigua & Barbuda	4
Argentina	169
Armenia	29
Australia	4,576
Austria	173
Azerbaijan	23
Bahamas	16
Bahrain	27
Bangladesh	167
Barbados	8
Belarus	27
Belgium	237
Belize	12
Bermuda	11
Bhutan	3
Bolivia	21
Bosnia & Herzego	151
Botswana	5
Brazil	221
Brunei	11
Bulgaria	171
Cambodia	15
Cameroon	12
Canada	6,140
Caribbean Netherlands	4

Country	#
Cayman Islands	7
Chile	132
China	146,829
Columbia	133
Congo-Brazzaville	3
Congo-Kinshasa	5
Costa Rica	28
Croatia	400
Cuba	5
Curaçao	3
Cyprus	95
Czechia	100
Denmark	125
Djibouti	3
Dominica	4
Dominican Republic	43
Ecuador	43
Egypt	445
El Salvador	41
Equatorial Guinea	3
Eswatini	3
Ethiopia	16
Faroe Islands	5
Fiji	4
Finland	125
France	1,040
French Guiana	5
Gambia	3
Georgia	32
Germany	1,091
Ghana	21
Gibraltar	4

Country	#
Greece	467
Grenada	3
Guadeloupe	4
Guam	11
Guatemala	21
Guernsey	15
Guinea	5
Guyana	4
Honduras	11
Hong Kong	431
Hungary	188
Iceland	20
India	6,480
Indonesia	559
Iran	111
Iraq	76
Ireland	1,287
Isle of Man	32
Israel	175
Italy	648
Jamaica	20
Japan	229
Jersey	32
Jordan	72
Kazakhstan	21
Kenya	120
Kosovo	41
Kuwait	43
Kyrgyzstan	4
Laos	4
Latvia	60
Lebanon	103



GRACE'S 2024 Global Reach

Country	#
Lesotho	4
Libya	20
Lithuania	55
Luxembourg	16
Macao	9
Macedonia	8
Madagascar	7
Malawi	555
Malaysia	8
Malta	53
Martinique	3
Mauritania	32
Mexico	1,088
Moldova	19
Monaco	5
Mongolia	5
Montenegro	43
Morocco	72
Myanmar (Burma)	35
Namibia	11
Nepal	69
Netherlands	696
New Zealand	659
Nicaragua	7
Nigeria	104
North Macedonia	107
Norway	169
Oman	27
Pakistan	435
Palau	4
Palestine	8
Panama	32

Country	#
Papua New Guinea	4
Paraguay	8
Peru	120
Philippines	1,211
Poland	447
Portugal	127
Puerto Rico	135
Qatar	57
Réunion	5
Romania	696
Russia	373
Saudi Arabia	217
Senegal	7
Serbia	371
Seychelles	20
Singapore	1,760
Saint Maarten	4
Slovakia	93
Slovenia	248
Somalia	4
South Africa	540
South Korea	323
Spain	813
Sri Lanka	77
St. Kitts & Nevis	5
St. Vincent & Grenadines	3
Sudan	7
Suriname	3
Sweden	325
Switzerland	239
Syria	13
Turkey	388

Country	#
Taiwan	187
Tanzania	12
Thailand	285
Tonga	3
Trinidad & Tobago	53
Tunisia	27
Turks & Caicos Islands	4
U.S. Virgin Islands	7
Uganda	37
Ukraine	104
United Arab Emirates	264
United Kingdom	15,533
Uruguay	28
Uzbekistan	13
Venezuela	55
Vietnam	172
Yemen	8
Zambia	7
Zimbabwe	12
<u>GEOGRAPHIC REGIONS</u>	
United States	1,000,000+
Asia-Pacific (APAC)	161,880
Canada	6,140
Europe (EU)	9,776
LATAM	1,994
Other/Emerging	24,358

TOTAL REACH OUTSIDE THE UNITED STATES | 204,148



GRACE