

# NOSN

NATIONAL ONCOLOGY STATE NETWORK

## MARKETING TEAM TELECONFERENCE MONDAY, JULY 29, 2019

8:00am-Pacific/10:00am-Central/11:00am-Eastern  
Phone # 866-423-8755 and enter Passcode 858324#

Present: Mary Jo Richards (*Chair*); Wendy Alfaro; Nichole East; Diane Gerards-Benage; Loretta Goodson; Dawn Holcombe; Angela Ladner; Mariana Lamb; Carol Teal-Christner; Pat Troy; Christian Lang, Celgene; and Jason Enlow, AbbVie.  
Absent: Warren Fong, M.D.; Sheryl Riley, George Malouly, Celgene; and Ellen Ivey and Leslie Fox, Johnson & Johnson.

## MINUTES

I. **Theme:** *“Patient Access Equality”*

II. **Top Priorities: (New for 2019/20)**

1. Ensuring reasonable interpretation of USP Pharmacy Standards through monitoring and influencing state activities;
2. Work with employer groups and business coalitions on access to oncology care for their employees;
3. Monitor state legislation ensuring consistency across states lines, addressing: Prior Authorization, Certificate of Need, Pharmacy Benefit Managers (PBM’s), Step Therapy, Oral Parity, and Copay Accumulators.

**From meeting synopsis:** *“Challenges in cancer require complex solutions. NOSN unites parties from different areas of oncology to respond to these challenges within the states” Mariana Lamb, President.*

**Discussion:**

Dawn mentioned that the biggest selling point of NOSN is that *“NOSN is the bridge between National and State activities.”*

**Action:**

Both of these quotes will be used in the marketing materials.

III. **Items to update:**

1. NOSN Power Point
2. NOSN Brochure
3. NOSN Letter for corporate membership

IV. **Discussion:**

Everyone agreed that all three documents need to be updated. It was mentioned that the brochure is not appropriate to send digitally and the Power Point might be too lengthy. It was suggested that instead of the Power Point, we create a “viewbook,” which can be sent electronically or printed. Instead of the tri-fold brochure, it was suggested to create a “rack card.” Jason mentioned that an Executive Summary with bullet points would be very helpful as well.

**Items to update:** (cont.)

**Action:**

After prioritizing, the Corporate Membership Request Letter will be updated first with the deadline of Monday, August 5<sup>th</sup> for feedback. The Rack Card will be second with the deadline of Monday, August 12<sup>th</sup>. The Viewbook will be third with the deadline of Monday, August 19<sup>th</sup>. The goal is to have all three of these documents completed by August 30<sup>th</sup>, so that they can be shared with potential industry sponsors in preparation for 2020. This will all be done via email and if a Team Member does not respond by the deadlines mentioned above, it will be considered as their approval.

**V.**

**Tools we can utilize:**

1. Sheryl's marketing article on NOSN (not ready for publication)
2. 24/7 press releases free through HOSS (offered by Pat Troy)

**Update:**

The five day snapshot report showed that the Press Release was shared 126 times. The full analytic report was emailed to the Team on July 29, 2019.

3. Graphic designer services (free) available through HOSS/Bay Media.

**Update:**

Pat will work with graphic designer to create the rack card.

**Action:**

The NOSN Office will send Pat the NOSN Logo and pantone color and number.

4. Possibly an overview of USP Pharmacy Standards that we could share with states.

**VI.**

**Next Teleconference:**

- A. The next teleconference will be scheduled via email if needed.

The meeting adjourned at 8:45am-PST.