



**ALL THINGS PATIENT**

**WEDS., OCTOBER 25<sup>TH</sup>**  
**11-11:50AM**

# WITH YOU TODAY

**Daniele Capasso, JD**

Compliance Lead, US Oncology Business Unit  
AstraZeneca Pharmaceuticals LP

**Mark Gardner, MBA, JD**

Directing Attorney, Gardner Law;  
Adjunct Professor, Mitchell Hamline School of Law;  
Senior Lecturer, Carlson School of Management,  
University of Minnesota;  
Adjunct Professor, University of Minnesota Law School

**Clarissa Crain**

Managing Director  
Deloitte & Touche, LLP

*This presentation is being made by specific presenters and reflects their industry experience on the topics presented. This presentation does not constitute legal advice and the opinions and views expressed in this presentation do not necessarily reflect the views or positions of the presenters' employers/companies. Any examples provided are examples only and should not be attributed to any specific company or the presenters' employers/companies.*

## PATIENT ENGAGEMENT

Communications

Events

Non-Branded

Market Research

## PATIENT ORGANIZATIONS

Engagement

Advocacy

Sponsorships / Donations

## NON- FINANCIAL PATIENT SUPPORT

Clinical Support

## CONTRACTING W/ PATIENTS

Patient Ambassadors

Social Media Influencers



*demonstrative, not exhaustive*

## ACCESS SUPPORT

Patient Assistance Programs

Co-Pay / Coupons / Voucher

Starter and Bridge Programs

Other Reimbursement Services

## DEI

Health Equity and Social Determinants of Health (SDOH)

Clinical Trial Diversity

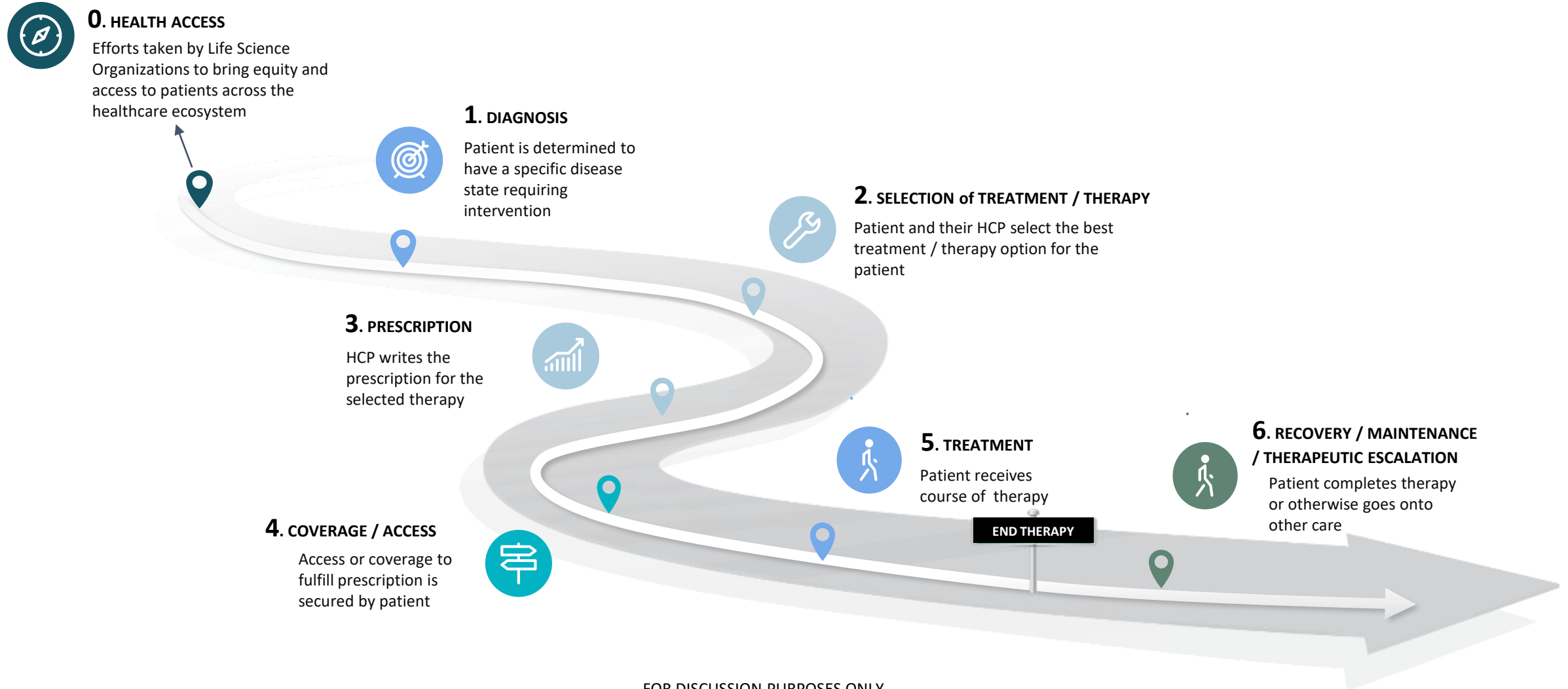
## PATIENT PROTECTIONS

Patient Safety

Patient Privacy

Patient Data Security & Usage

# PATIENT JOURNEY



FOR DISCUSSION PURPOSES ONLY

# COMPLIANCE PROGRAM DESIGN ELEMENTS



# THANK YOU

**Daniele Capasso, JD**

Compliance Lead, US Oncology Business Unit  
AstraZeneca Pharmaceuticals LP

**Mark Gardner, MBA, JD**

Directing Attorney, Gardner Law;  
Adjunct Professor, Mitchell Hamline School of Law;  
Senior Lecturer, Carlson School of Management,  
University of Minnesota;  
Adjunct Professor, University of Minnesota Law  
School

**Clarissa Crain**

Managing Director  
Deloitte & Touche, LLP