

# WHY PATIENT ADVOCACY?



Patients, regardless of their nationality or disease state, **highly value services from patient organizations.**



Patients place almost as much reliance on patient organizations for information on **therapies and clinical trials** as they do on their doctors.



The top three influential reasons patients engage with patient advocacy organizations:

**1**

**Trust**

**2**

**Ease of  
Engagement**

**3**

**Connection**  
(engage with other patients)

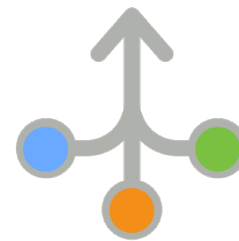


In the United States, 72% of patients report that their condition has a **daily emotional impact.**

- CholangioConnect
- Patient Advocates
- Ask Dr. Giles



**82%** of patients want their doctors to **work more closely** with patient organizations.



Patient organizations play the unique role of **aggregator of information, people and treatments.**

If you would like to partner with the Cholangiocarcinoma Foundation, please contact: Lena Fung, Director of Corporate Development at 888-936-6731, extension 29 or [lena.fung@cholangiocarcinoma.org](mailto:lena.fung@cholangiocarcinoma.org).

Results based on international research study conducted in the Spring of 2019 by Accenture Life Sciences. of 4,000 patients from the US, the UK, France and Germany in multiple disease states.



# ADVOCATING FOR RESEARCH

The Cholangiocarcinoma Foundation (CCF) advocates on behalf of patients and caregivers by educating them on complex issues surrounding cholangiocarcinoma. CCF works to provide support and resources that help patients make sound decisions about their treatment with opportunities to contribute to research.

Through these services, the Foundation engages with industry partners to build valuable relationships and collaborations that keep the patient voice strong and consistent in drug development, policies, and procedures. Advancing cholangiocarcinoma-specific research is done through the following advocacy efforts with companies like yours.



Patient Advisory Boards



Materials Review



Industry Council



KOL Advisory Boards



Clinical Trial Awareness



Support Groups



Educational Webinars



Surveys  
Patient, Caregiver,  
& Provider



Sponsorship Opportunities

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