



HealthPolCom Case Study

Congressional Briefing on New Cancer Treatments

Situation: A trade association and its member companies needed to increase Federal legislative and policy staff's understanding about how new, innovative treatments for cancer were being developed and becoming available to patients.

Actions: Worked with staff from the trade association and their member companies to develop and produce a briefing for Washington, DC-based Congressional staff and policy analysts.

Moderated session to ensure that key data was efficiently presented within the limited time available for the briefing.

Outcome: Congressional staff and Washington-based policy analysts received important information about new, targeted treatments for cancer and how the industry's research and development activities were changing the clinical picture for treating and curing cancer.