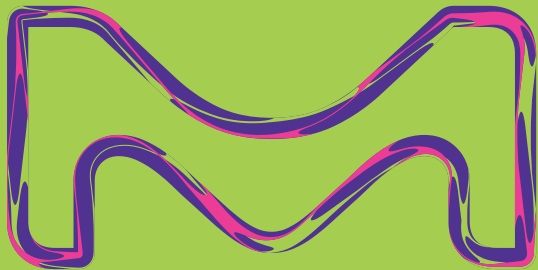




GUIDE TO GRANTS & OTHER FUNDING REQUESTS AT EMD SERONO

Effective July 2020



**EMD
SERONO**

EMD Serono is a
business of Merck KGaA,
Darmstadt, Germany

OUR COMMITMENT

Our Commitment:

EMD Serono is a scientific and educational leader in our therapeutic areas of interest.

As part of our commitment to meet the unmet needs of patients and healthcare providers, EMD Serono supports a variety of educational activities, special events, and charitable organizations that improve patient care and provide valuable information to the medical community.

Overview of the Different Types of Funding Requests

EMD Serono offers 4 different types of funding, each for a distinct purpose

Medical Education Programs

3 different types of requests are covered by this category

- 1. For HCPs**
(Accredited Medical Education only)
- 2. For Patients**
(Patient Education)
- 3. Fellowships**
 - Research fellowships
 - Professional fellowships
 - Advocacy fellowships

Sponsorships

3 different types of requests are covered by this category

- 1. Sponsorship of Events**
- 2. Exhibit Booths**
- 3. Display Tables**

Charitable Donations for Patient Assistant Programs

Only 1 type of request is covered by this category – requests from independent charities, with OIG advisory opinions, which operate patient assistance programs providing safety net assistance to financially eligible patients

Charitable Donations (for all other purposes)

*All requests for charitable donations - **except** Patient Assistant Program requests - are covered by this category*



Medical Education Programs

Medical education grants for HCP education

EMD Serono provides medical education grants to **accredited CME providers** for the independent, professional education of healthcare providers (HCPs).

Examples of activities eligible for this type of grant include **accredited** live CME seminars, websites and satellite symposia.

For Healthcare Professionals

Accredited CME: A grant to support a **specific educational activity** which is accredited and developed for licensed HCPs

- Live or web-based accredited CME for HCPs
- Accredited Satellite Symposia at medical congresses



Medical Education Programs

Medical education grants for patient education

EMD Serono provides medical education grants to patient advocacy groups, medical societies, and professional medical education companies for ***specific medical/scientific educational activities*** for patients and their caregivers.

Examples of activities eligible for this type of grant include a patient seminar or webcast on a specific disease or condition, a national patient education program on MS, and a website devoted to educating patients on a disease or condition.

For Patients

Patient Education: A grant to support a ***specific medical/scientific educational activity*** which is developed for patients

- Live or web-based educational activity (seminar, podcast, etc.) which educates patients on their disease, condition or treatment



Fellowships

EMD Serono provides medical education grants to the following types of organizations to support research fellowship programs:

1. **Medical societies** (e.g., ASCO, AAN, ASRM, ISDA, etc.) – defined as professional organizations which typically focus on advancing their profession as a primary goal
2. **Academic medical centers**
3. **Patient advocacy organizations** (e.g., American Cancer Society, etc.) – defined as formally organized nonprofit groups that (i) concern themselves with medical conditions or potential medical conditions and (ii) have a mission and take action that seek to help people affected by those medical conditions or to help their families and caregivers
4. **NIH** -- The U.S. National Institutes of Health

The following types of fellowships are eligible for funding:

1. **Research fellowships** – defined as programs to educate, develop and train fellows to perform research and/or lab activities relevant to one or more projects, independent of the milestones and/or results achieved
2. **Professional fellowships** – defined as programs to educate, develop and train fellows in patient management within a clinical setting
3. **Advocacy fellowships** – defined as programs to train fellows about patient advocacy and how to work with their communities, the media and policymakers to create change

- The organization receiving the grant must select the fellowship recipient, not EMD Serono
- Funding may not be used for *billable* teaching/research work
- Funding may not be used to send the fellow to a conference or congress

Medical Education Programs



sponsorships

sponsorships

EMD Serono provides sponsorships for ***specific identifiable events or activities*** in exchange for a commercial benefit.

Examples of sponsorships are payments to become sponsors of specific identifiable events, such as bike-a-thons, walk-a-thons, gala-type fundraising dinners, medical society or advocacy group's annual meetings (*e.g.*, tier sponsorship = gold, silver, etc.).

- Sponsorships are **not** available for events, activities or websites which provide ***direct education on specific topics to HCPs or patients***. Such events, activities and websites may only be supported by medical education grants.
- For example, an organization should **not** apply for a sponsorship to fund a specific accredited medical education program for HCPs; a medical education grant should be applied for.



sponsorships

exhibit booths & display tables

EMD Serono purchases space for exhibit booths and display tables.

- This type of request should not have any aspect of “sponsorship” (such as bronze sponsor) attached to it. For example, a request for support for “Gold Level” sponsorship that includes exhibit/booth space must be applied for as a “sponsorship,” not an “exhibit booth.”

Examples of exhibit/display space funding may include payment of a fee for exhibit space at an industry conference or seminar.



charitable contributions for patient assistance programs

charitable contributions for patient assistance (safety net) programs

EMD Serono provides charitable donations to independent bona fide charities, with an OIG Advisory Opinion, which operate patient assistance programs providing **safety net assistance** to financially eligible patients, including co-pay and premium assistance.

- This is the only type of request covered by this category.



All other charitable contributions

charitable contributions

EMD Serono provides charitable contributions to 501(3)(c) organizations engaged in healthcare-related charitable purposes for the **general operation** of the organization.

Examples of requests eligible for this type of contribution include a contribution to a charity's Annual Fund (general operating fund), annual end-of-year campaign drive, or general fundraising drive.

- Charitable contributions are **not** available to support specific events, like a bike-a-thon, annual meeting, or gala dinner. Specific events are funded through "Sponsorships."
- Requests for charitable contributions for patient assistance (safety net) programs are covered by their own special category.



Request Management system

All requests should be made via EMD Serono's
on-line Request System:

www.grants.emdserono.com

General information for all requests

- All requests are reviewed for merit, audience scope, fiscal responsibility, and compliance with applicable legal and compliance requirements.
- **Deadline for Requests:**
 - **Medical education requests:** must be submitted at least **90 calendar days** before the date of the educational event.
 - **Sponsorship and exhibit/display requests:** must be submitted at least **45 calendar days** before the date of the program or event.
 - EMD Serono will not approve any request to fund a program or event that has already taken place.

