GUIDE TO GRANTS AND OTHER REQUESTS AT EMD SERONO

Effective June 15, 2016
EMD Serono is a scientific and educational leader in our therapeutic areas of interest.

As part of our commitment to meeting the unmet needs of patients and health care providers, EMD Serono supports educational activities, special events, and selected charitable organizations that improve patient care and provide valuable information to the medical community.
Types of Requests

EMD Serono provides financial support for a variety of activities

Medical Education For Patients & HCPs
Charitable Contributions
Sponsorships
Exhibits & Displays

Apply for all of these via our online Request System

www.grants.emdserono.com
## Descriptions for the Type of Requests EMD Serono Supports

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<th>Type of Request</th>
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<th>Acknowledgement of Our Support?</th>
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<td><strong>Medical Education</strong>&lt;br&gt;(accredited)– for Health Care Professionals (HCPs)</td>
<td>Accredited CME providers only&lt;br&gt;• <strong>No</strong> individual HCPs, HCP practice groups, HCP-owned clinics, managed Care Organizations (MCOs) or pharmacy benefit managers (PBMs)</td>
<td>Live CME seminars, CME webcasts, and CME satellite symposia</td>
<td>Disclosure of EMD Serono’s support is required</td>
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<td><strong>Medical Education</strong>– for Patients</td>
<td>Any patient advocacy groups, medical societies, medical education companies, and academic institutions, except the following: &lt;br&gt;• <strong>No</strong> individual HCPs, HCP practice groups, HCP-owned clinics, MCOs or PBMs</td>
<td>National MS Society’s patient education program</td>
<td>Disclosure of EMD Serono’s support is required</td>
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<td><strong>Health-Care Related Charitable Contributions</strong></td>
<td>Any 501(c)3 tax exempt organization except the following: &lt;br&gt;• <strong>No</strong> individuals (whether HCPs or not), HCP practice groups, HCP-owned clinics, MCOs or PBMs, foundations/charitable organizations controlled by or closely affiliated with such individuals or organizations, college alumni associations, or religious organizations for sectarian religious purposes</td>
<td>Contribution to a charity’s Annual Fund</td>
<td>Disclosure of EMD Serono’s support is required</td>
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<td><strong>Sponsorship and Exhibit/Display</strong></td>
<td>Any type of organization except the following: &lt;br&gt;• <strong>No</strong> individuals (whether HCPs or not), HCP practice groups, HCP-owned clinics, MCOs or PBMs, foundations/charitable organizations controlled by or closely affiliated with such individuals or organizations, college alumni associations, or religious organizations for sectarian religious purposes</td>
<td>“Gold Level” support of 5K MS fundraising run; table or exhibit at medical society meeting</td>
<td>Disclosure of EMD Serono’s support is required</td>
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Request Type:
Medical Education for US Healthcare Professionals

Medical Education Grants (Professional) are grants to support a specific educational activity which is accredited and developed for licensed healthcare professionals (HCPs)

Examples:
• Accredited medical education program for HCPs, such as CME programs
  • Satellite Symposia at Medical Congresses
  • Webcasts or other internet-based accredited educational programs
Request Type: Patient Medical Education

Medical Education - Patients

Medical Education Grants (Patients) are grants to support a *specific educational activity* developed for patients and/or their caregivers.

*Examples:*
- Non-accredited medical education program for patients
  - NMSS patient education programs
  - Patient seminars and webcasts on specific diseases or conditions
Charitable Contributions are the provision of financial support in the form of money, goods or other items of value to 501(c)(3) organizations which are engaged in healthcare-related charitable purposes.

- The contribution should be for the general operation of an organization
- The contribution must not be associated with a specific event, such as a bike-a-thon (which would be a sponsorship)

**Examples:**
- Donation to a patient advocacy group’s annual fundraising campaign to cover operating expenses
- Annual fund campaign of a healthcare-related foundation
Sponsorships are the provision of financial support for third-party conferences, meetings, programs and events for which EMD Serono receives a material commercial benefit in exchange for sponsorship.

Examples:
- Tiered support (gold, silver, bronze) of an industry conference, a medical society’s annual meeting or an advocacy group’s meeting
- Financial support of fundraising walks and bike-a-thons
Request Type: Exhibits/Displays

Exhibits/Displays are the payment of fees exclusively for exhibit space or a display table at an industry conference or seminar.

- If there is an element of “sponsorship” attached to the exhibit or display request, then it must be processed as a sponsorship instead of an exhibit/display.

Examples:
- Exhibit space at a healthcare conference
- A display table at an industry seminar
Key Points: Requirements for Medical Education Grants

Medical Education Requests

Eligible Requestors:
- Only certain types of entities are eligible to apply for Medical Education Grants.
- See page 4 for details

Venue:
- Must be appropriate for the dissemination of medical and scientific information

No Control over Content:
- EMD Serono will not exercise any control over or influence the educational program organization, operation, content, materials, faculty, speakers, presenters, moderators, audience or venue.
- EMD Serono will not provide any advice or guidance, even if asked, regarding the content or faculty supported by a grant and will not review or provide comments on slides, handouts, faculty selection, invitee lists or other materials for the activity.
Key Points: Requirements for Sponsorships

Sponsorships

Eligible Requestors:
- Any type of organization may apply for a sponsorship except: individual HCPs, HCP practice groups, HCP-owned clinics, MCOs, PBMs, foundations/charitable organizations controlled by or closely affiliated with such individuals or organizations, college alumni associations, or religious organizations for sectarian religious purposes.
- Individuals who are fundraising for a scientific or medical-related activity (e.g., leading a team in a walk-a-thon) are not eligible to apply for sponsorship.

Must be for a Specific Event
- Sponsorships must be for clearly identified events or activities and must have a defined commercial benefit.
- Sponsorships may not be used to support the educational component of any event or activity.
  - For example, a symposia at ASCO could not be supported with a sponsorship but could be supported with a medical education grant.
Eligible Requestors:
• Any type of organization may apply for an exhibit or display space except individual HCPs, HCP practice groups, HCP-owned clinics, MCOs, PBMs, foundations/charitable organizations controlled by or closely affiliated with such individuals or organizations, college alumni associations, or religious organizations for sectarian religious purposes
• Individuals who are fundraising for a scientific or medical-related activity (e.g., leading a team in a walk-a-thon) are not eligible to apply for any type of exhibit/display space along the walk route

• **Must be for an Exhibit or Display Space Only**
  • Exhibit/Display space requests must be for exhibit or display space only
    - There must be no “sponsorship” element attached; e.g., exhibit booth space at an industry conference or seminar).
  • Support for “Gold Level” sponsorship that includes exhibit/booth space must be applied for as a sponsorship
General Information for all Requests

General Information

All requests are reviewed for merit, audience scope, and compliance with legal, ethical and professional obligations, as well as fiscal responsibility.

Medical education requests must be submitted at least 90 calendar days before the date of the program or 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 made after the date of a program or event.
Questions?

All Request Types

Requestors:
- Call 800-283-8088
- Email megrants@emdserono.com