



ASCO 2025

Strategic Priorities & Capabilities

Tigerlily
Foundation
Beauty. Strength. Transformation.

Tigerlily Foundation Core Capabilities



National Alliance & Community Engagement Capabilities

Established partnerships with centers of excellence, community health systems, nurse navigators, patient influencers and other stakeholders to develop replicable and sustainable trial solutions.

Mobilize and co-create with Tigerlily's community partners in high-risk geo-locations to drive community insights, trusted education, outreach, and recruitment of representative populations for your trial.

ANGEL Advocacy & ANGEL Lead Program

Mobilize our community-based, national peer navigators to assist, uplift, and support BIPOC women to understand the hope that clinical trials bring them while they enable a clear focus on empowering upstream equitable breast cancer care to optimize eligibility for your clinical trials with a national focus, and strategic reach within 20+ high risk geographies in the U.S.

POWER

Engage with us on research that informs patient outcomes and advises the numerous systems that affect human beings and their treatment journey.

HEAL Policy Center of Excellence

Collaborate with us to advance public policy and drive ecosystem change to end disparities of age, stage, and color in our lifetime.

Digital Reach

Realize the power of our expansive trusted digital social network to reach BIPOC communities to support your clinical trial and build trust and understanding of trials through BREATHE Tv, MY LIFE My Legacy, MY LIFE Magazine, social media and more.

Equity & #InclusionPledge Partnerships

Make a public pledge for a measurable outcome that will result in dismantling systemic barrier and co-creating solutions that will result in health equity for Black women and end disparities in our lifetime. Engage Tigerlily as your DEI partner in allyship.



Partnerships with Stakeholders Across Every Aspect of the Clinical Trial Continuum

Provide clinical trial and DEI partner experience to secure insights with all clinical trial stakeholders to incorporate the voice of patients, caregivers, community members and key experts in diversity to sustain an inclusive clinical trials experience.

Partnerships: Community Oncologists, Healthcare Systems, NCI Centers, AONN+, Influencers & Other Stakeholders

Partner to build trusted, sustainable, culturally relevant, patient-led solutions to improve patient outcomes.

Clinical Trial Educational Program and Initiatives

Create inclusive, culturally appropriate educational materials and awareness around clinical trials at a community level to build a foundation of trust and engagement. Engage BIPOC patients as advisors and influencers.



Clinical Trial & DEI Partner Experience

Secure insights with all clinical trial stakeholders to incorporate the voices of patients, caregivers, community members, and key experts in diversity to sustain an inclusive clinical trial experience.

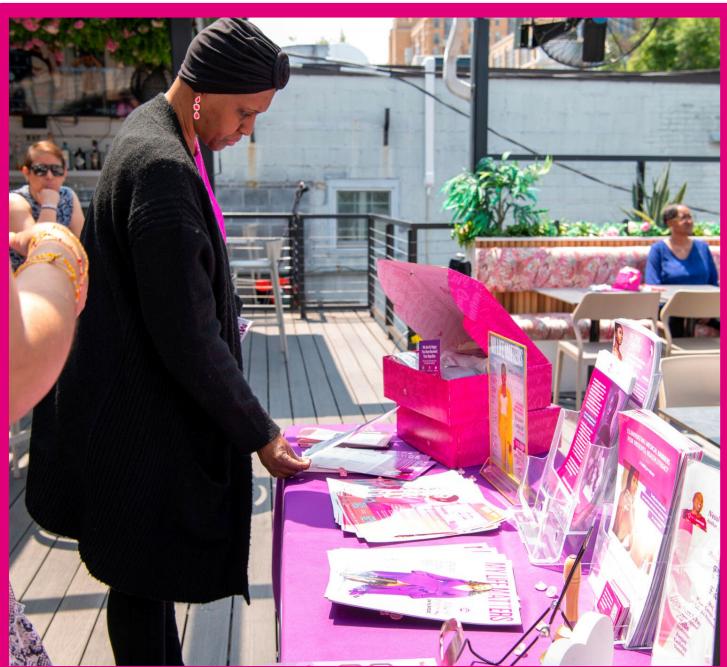


RAISE

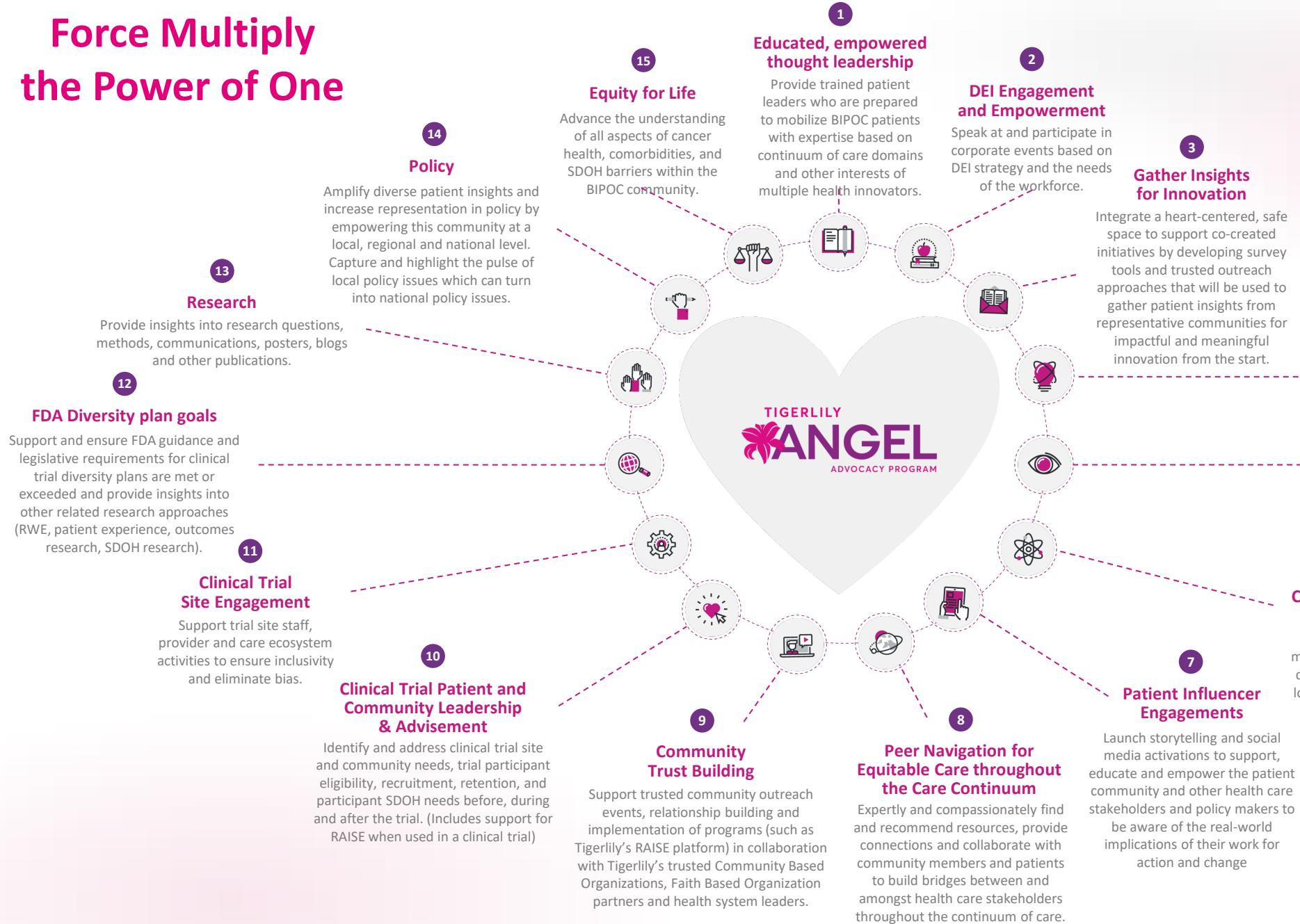
Empower patients to ask for and receive the financial and service-based help they need while they're undergoing treatment or participating in clinical trials while leaving something helpful behind for study participants after the clinical trial is over.

TIGERLILY
ANGEL
ADVOCACY PROGRAM

When you empower patients to collaborate with other patients and stakeholders who understand their lived experiences, and afford the opportunity to co-create solutions, it leads to better health outcomes and community engagement.



Force Multiply the Power of One



Tigerlily Foundation
Beauty. Strength. Transformation.

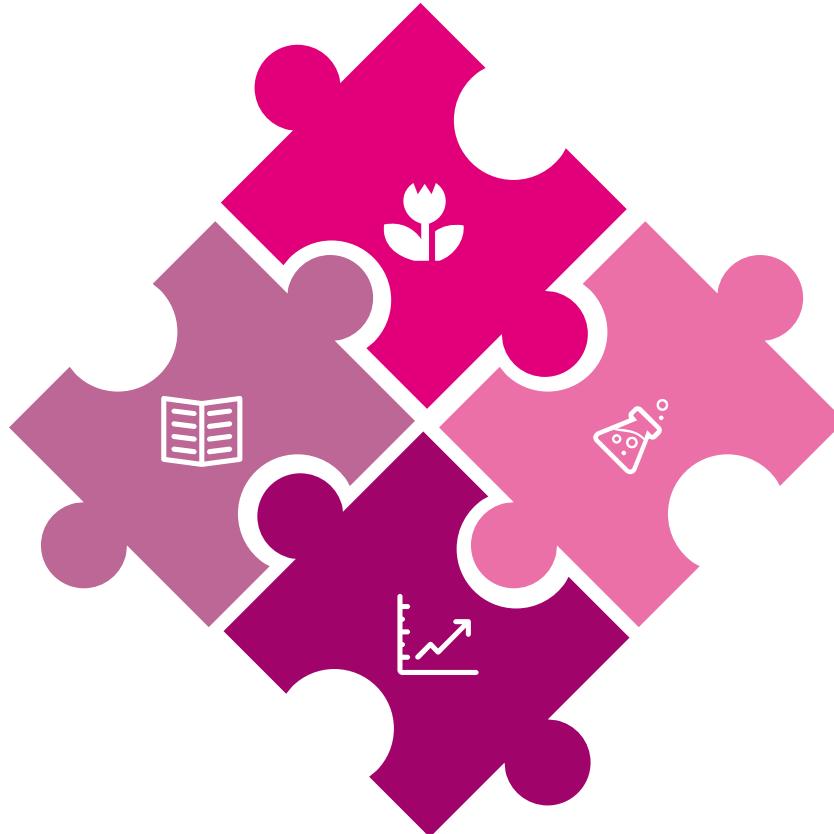
Advocate Now to Grow, Empower & Lead

ANGEL Advocate Focus

Tigerlily ANGEL Advocates are young women (21-50) who could be or have been affected by breast cancer (patients, survivors, MBC thrivers, care givers, co-survivors, etc.) - with a focus, but not limited to women living in the 21 areas of the U.S. with the highest disparities, committed to ending breast cancer disparities and achieving health equity.

ANGEL Advocate Training

The Tigerlily ANGEL Program provides comprehensive training to equip individuals with education on every aspect of breast health, risk reduction, testing, the continuum of care, survivorship and more. They are also equipped to: 1) be their own best advocates; 2) work to change familial misperceptions/history; 3) become peer educators; 4) educate and empower their communities and more.



ANGEL Advocacy Opportunities

Tigerlily ANGEL Advocates are given opportunities to use their time & voices to influence change by speaking at events, on panels, with the media, with policymakers, educating their communities & engaging with health care providers, in science, researchers, clinical trials, building trust in communities, and more.

Lead ANGEL Advocates

Lead ANGEL advocates are experienced advocates who act as lay patient navigators in their local communities by connecting individuals with resources to overcome any barriers to quality breast care as well as local breast health & cancer providers in the community.

REQUIRED 6 MODULES TO BECOME AN ANGEL ADVOCATE

Module 1

Tigerlily Foundation: Who We Are



An introduction to Tigerlily Foundation and its programs, resources and support services available to all young women as well as breast cancer patients, survivors and thrivers.

Module 2

Creating a Living Legacy



An introduction to Living Legacies, MY Life is My Legacy stories, and how to frame your desires and work to create your own Living Legacy through your advocacy activities.

Module 3

Breast Cancer 101 Screening, & Diagnostics



This training emphasizes the importance of understanding the fundamentals of breast cancer to effectively advocate for yourself and others. It provides a comprehensive overview, covering what breast cancer is, how it is diagnosed and treated, and strategies for reducing risks. Whether you're navigating treatment and survivorship or dealing with metastatic breast cancer, this knowledge empowers you to make informed decisions and support others on their journey. Even if you are already familiar with some of this information from personal experience, the training ensures a solid foundation for advocacy.

Module 4

Clinical Trials & You



This training explains the need for clinical trials and the roles of those involved in the research process. It covers historical medical ethics failures and the safeguards now in place to protect participants. You'll learn about the differences between observational and interventional trials, the phases of clinical trials, and the use of placebos. The training also stresses the importance of diversity among trial participants.

Module 5

Psychosocial Support



This training program empowers cancer survivors and advocates by emphasizing the critical importance of emotional and mental well-being. Participants will gain valuable knowledge and skills to enhance their advocacy efforts and personal health. By the end of this training, participants will be well-equipped to advocate for and access essential psychosocial support services, ultimately enhancing their well-being and that of their community.

Module 6

Self-Advocacy and Introduction into ANGEL Community



This training introduces participants to the Tigerlily Foundation and the ANGEL Advocacy Program, guiding them through the foundations of advocacy. It includes group discussions to help define advocacy, share personal experiences, and set individual goals. The training also focuses on action planning through the "Ease On Down The Road" framework, helping participants map out their advocacy journey. Finally, it encourages becoming an active member of the ANGEL community and provides information on advanced trainings and next steps for continued growth in advocacy.



Advanced Track Modules

Peer Community Navigation & Support

- Peer Navigation
- Peer Support
- Genetic & Biomarker Testing
- Patient's Rights
- Self-Care & Holistic Living

Clinical Trials

- Advanced Clinical Trials & Research
- Genetic & Biomarker Testing

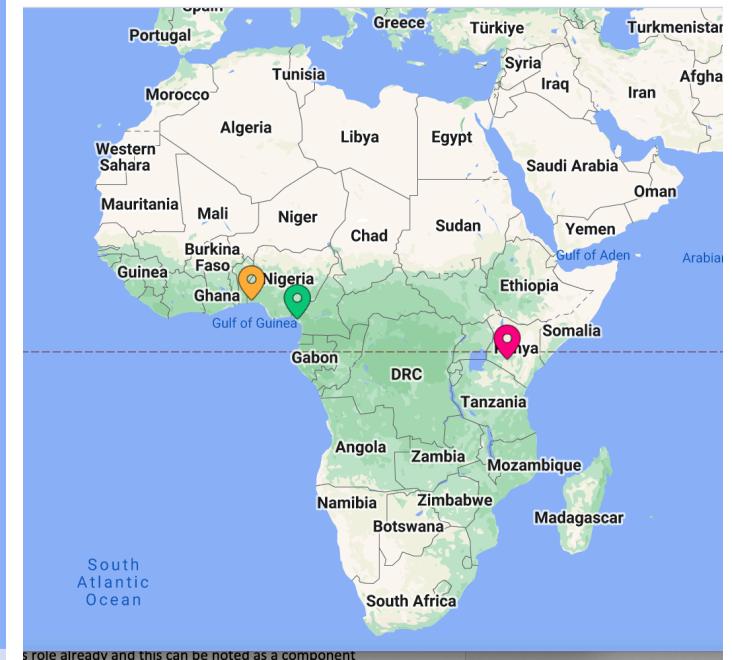
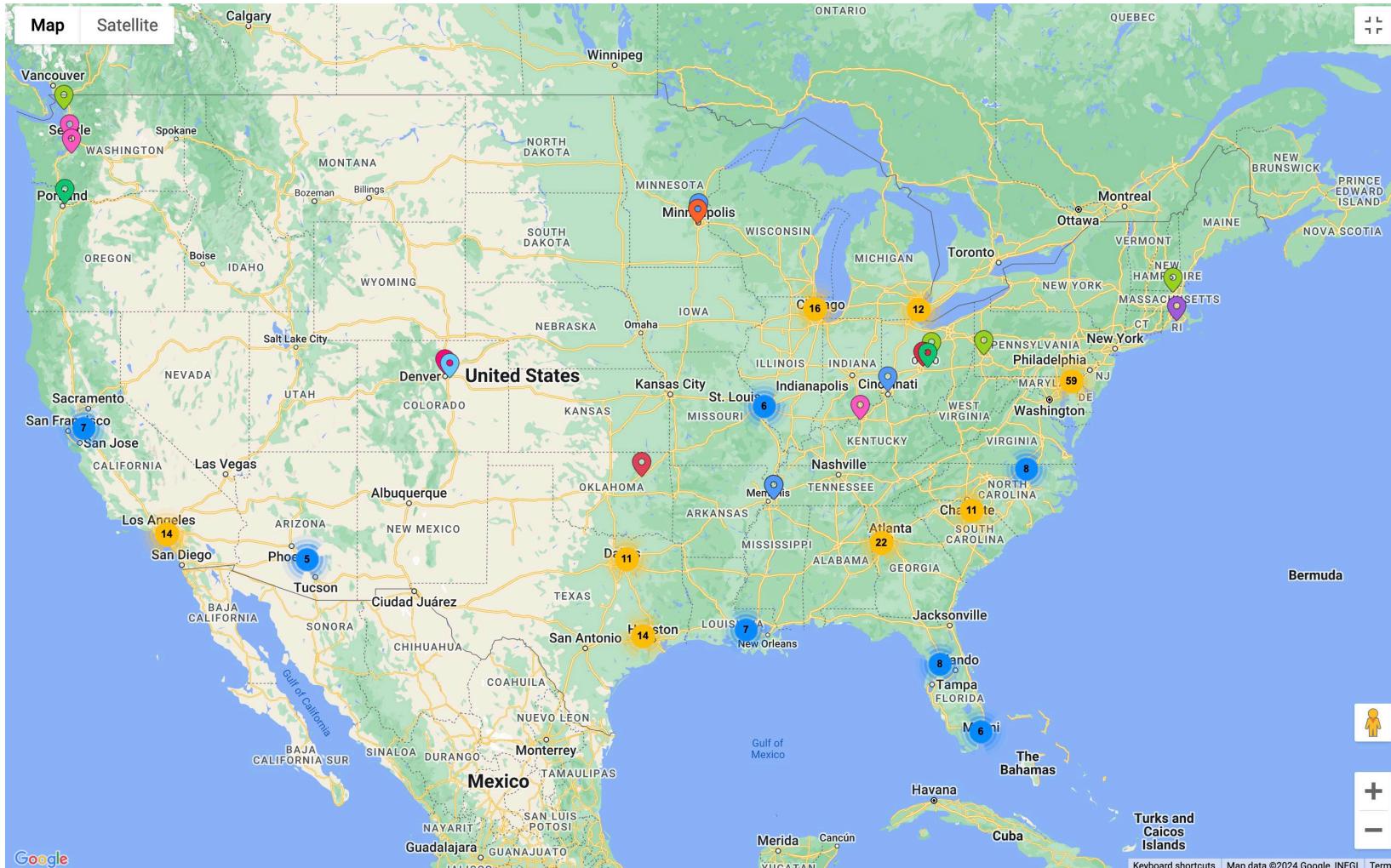
Outreach/Education

- Metastatic & Early Breast Cancer
- Survivorship
- Using Social Media in Your Advocacy
- Community Education & Advocacy

Policy

- Disparities in Breast Cancer
- Anti-Racism & Allyship
- Advance Policy Workshop

ANGEL Geographic Locations



We have ANGELs across the US, and strategically targeted in the 21+ cities with the highest cancer disparities.
We have also identified and mapped ANGEL LEADs that represent the 9 regions identified by the CDC.



The ANGEL Advocate program has an impressive **550+** candidates recruited from high disparity areas, and more than **375** advocates successfully trained (to date).

These passionate individuals have completed comprehensive training modules, gaining invaluable knowledge and skills.

Post-training assessments reveal a doubling of knowledge levels, a significant increase in self-advocacy, and enhanced empowerment to advocate for themselves and others.

Key Metrics

- **2x** knowledge level of “excellent” post training vs. before training
- **97%** report they are “very likely” to speak up for themselves if a provider makes assumptions based on identity factors post training
- **82%** reported feeling “very prepared” or “prepared” to address barriers to healthcare post training

Impact: 2,081,265 Black & Brown Patients Reached

ANGEL Activities

In-Person, Digital & Virtual

- Advocacy/Education
- In-person Community Events
- Virtual Learning Events
- Policy Support
- Digital Outreach and Publications
- Clinical Trial Projects
- Patient Listening Sessions
- Speaking Engagements
- Document and Protocol Reviews
- Social Media Outreach
- Health and Wellness Workshops
- Advanced Educational Trainings

Unstoppable: The ANGEL Tour is Taking Hope on the Road



Join Us in a City Near You!





Bi-Directional Education & Training

Pull Up a Seat engaged **26** ANGEL Advocates and reached **60,000+** individuals in 2024 through bi-directional conversations to co-create solutions for eliminating and overcoming barrier to accessing equitable care and outcomes for Black patients.

Clinical Trial & Research Listening Summits and Advisory Activities engaged **101** ANGELs and reached **10,000+** individuals.

Four Listening Summits engaged **12** ANGEL advocates and reached **3,000+** individuals.

ANGELS collaborating with **15+** partners on clinical trial initiatives.

TLF Clinical Trials Advisory Committee (CTAC) 20+ person advisory committee.

#TLC Transformation Twitter Chats engaged **50+** ANGELs and reached **5.2 million +** individuals.

Five clinical trial education and outreach projects ongoing, engaging **40+** ANGEL Advocates focusing on:

- Building trust in communities of color – 21 city tour
- Clinical trial education and building bridges
- Advisory boards
- Influencer engagement
- Campaign advisement
- Patient education materials review.

Impact: 5.2M+

ANGEL Academy

Students Leading Students: Self-Advocacy & Empowerment

- Train college students nationwide to become empowered self-advocates, and leaders in their local community – building a national network of at least 500 students.
- Content will be focused on empowerment, autonomy, health literacy and peer advocacy:
 - Introduction to Advocacy & Leadership
 - Health Literacy for Young Adults
 - Storytelling for Impact
 - Campus & Community Organizing
 - Digital Advocacy & Media Literacy
 - Career & Lifelong Advocacy





Launch of the Peer Support & Navigation Program

- The Peer Support & Navigation Program aims to enhance healthcare access and outcomes for BIPOC breast cancer patients.
- Peer navigators provide essential support by leveraging their experiences and fostering trusted relationships with patients.
- This program is designed to address patients' practical and social needs to provide well-rounded care.
- This model is specifically tailored to meet the needs of women 50 years old and younger with breast cancer or metastatic breast cancer.



Roles & Responsibilities of Peer Navigators

<p>Assess & Understand Patient Needs to provide tailored and patient-centered care.</p>	<p>Tailor Care to Each Patient's cultural background, ensuring appropriateness and relevance.</p>	<p>Build Rapport with Patient, fostering trust and open communication to create a supportive environment.</p>	<p>Facilitate Communication between Patient & Health Care Team, ensuring mutual understanding and cultural translation.</p>	<p>Educate & Provide Resources to Patient to empower informed decision-making, without giving medical advice.</p>
<p>Advocate for patients' preferences and needs, serving as liaisons between patients and healthcare providers.</p>	<p>Engage in Continuous Self-Motivated Learning to improve capacity to support and provide high quality care.</p>	<p>Address Barriers to Care, ensuring patients receive timely and appropriate care.</p>	<p>Involve Family Members in the care process, if the patient has expressed that they are an important part of their life and decision-making.</p>	<p>Educate & Support Health Care Team about diversity and culture, promoting culturally competent care provision among staff.</p>



Peer Navigation Training Modules

1: Introduction to Peer Support and Navigation

2: Recognizing Health Disparities

3: Social Determinants of Health

4: Overcoming Barriers to Care

5: Enhancing Cultural Competency

6: Effective Communication Skills

7: Health Interpretation

8: Survivorship Care Plans

9: Referrals and Linkages

10: Interdisciplinary Collaboration

11: Navigating Health Insurance Coverage

12: ANGEL Empowerment Plan

13: Resources for Patients and Survivors

14: Boundaries and Professionalism



Outcomes Measurement & Impact

- We plan to measure:
 - The number of patients asking about patient navigators.
 - Quality of support patient navigators provide.
 - Number of referrals to patient navigators.
 - Overall patient experience.
 - Percent of ANGEL Empowerment Plan goals achieved.

- Expected Impact:
 - Improved access to direct psychosocial support focused on healthy coping strategies, mental health, reproductive health, financial assistance, and early palliative care.
 - Improved informed decision-making by patients, including treatment choices and adherence to treatment plans.
 - Enhanced empowerment and self-advocacy skills.
 - Over the immediate term, improved access to lifestyle programs and preventive services, enhanced navigation, and better communication and interactions with HCPs.
 - In the long run, improved health-related quality of life (HRQoL), better access to equitable support for more Black patients and carers.



Tigerlily
Foundation

HEAL
POLICY CENTER
OF EXCELLENCE

Health Equity Advocacy & Leadership (HEAL) Policy Center of Excellence

Patient Advocacy Leadership

Tigerlily has an 18-year history in the policy landscape. Our goal has always been to advocate for impact by driving policy making to create equity for patients. Patient advocacy leadership has always been key—here within Tigerlily and in guiding public policy.

HEAL Policy Center of Excellence

Tigerlily is culminating our history of policy into our Health Equity Advocacy and Leadership (HEAL) Policy Center for Excellence (COE).



Policy Focus

The HEAL COE is committed to advancing public policy to further our mission. We are striving to make our vision of ending disparities of age, stage, and color in our lifetime a reality through:

- Health Equity
- Ending Barriers
- Access Improvement
- Leadership through Patient Innovation

Pillars of Policy Work

The HEAL COE educates, empowers, and lifts patient voices to ensure they are amplified, in order to achieve health equity and end disparities; and focuses on systemic changes through policy at the local, state and federal level to:

- End barriers to accessing and receiving quality, equitable care for all.
- Lead innovation through patient-leadership.
- Achieve health equity and eliminate disparities in breast cancer.

2025 Policy Priorities

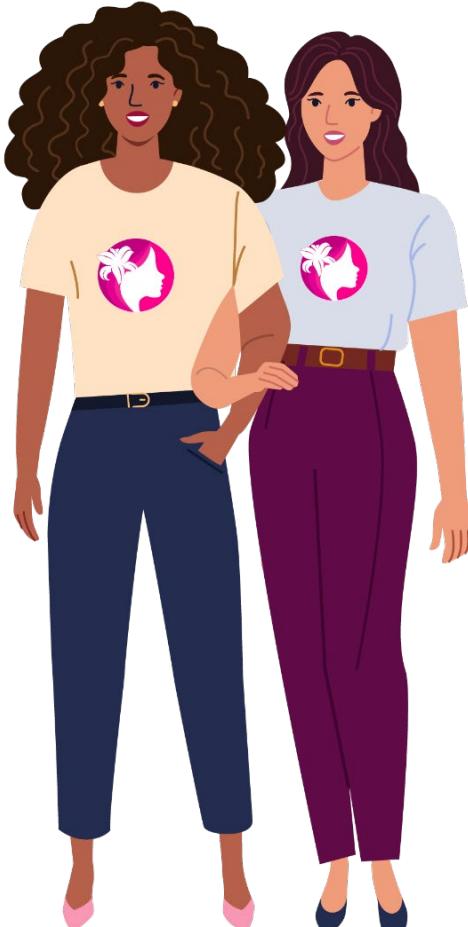
Federal

- **Inflation Reduction Act**
 - EPIC Act
 - ORPHAN Cures Act
- **340B Reform**
- **SCREENS for Cancer Act**
- **Step Therapy / Utilization Management**
- **PBM Reform**
- **Clinical Trials Modernization Act**
- **Access to Breast Cancer Diagnosis Act/Find It Early Act**

State

- **State 340B Reform**
 - Transparency
 - Required reporting
 - Consider patient impacts of consolidation/contract pharmacy expansion
 - NY, CA, CO, IL, MI, GA, OK, TX, RI
- **Biomarker Testing**
 - NC, OR, MA, WI, HI
- **State Prescription Drug Affordability Boards (PDABs)**
 - VA, MD, MI, IL, NV, MN, CT, AZ

PDAB & 340B Initiatives Roadmap

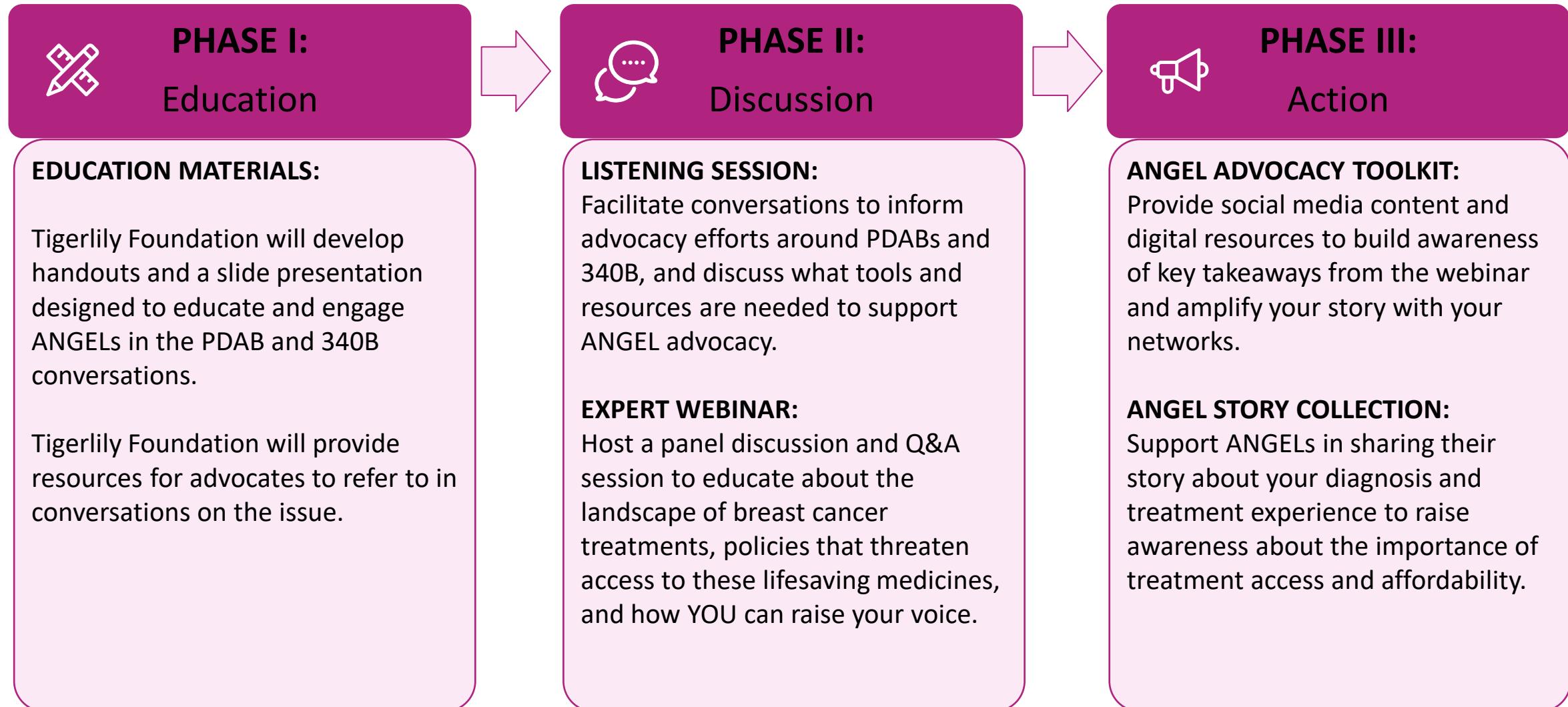


Opportunity: ANGEL Advocates can meaningfully contribute to the policy around the short and long-term impacts of PDABs, upper payment limits (UPLs) and 340B reform and transparency, by sharing their lived experiences with state policymakers, regulators, and other key stakeholder audiences.

Objective: Engage ANGELs in state advocacy efforts to ensure patient access to current treatments and the pipeline of future medicines are not negatively impacted.

Approach: Launch a three-phase plan to educate ANGELs, facilitate feedback and discussion, and provide resources to empower ANGELs to take action and build awareness of the potential impacts of PDABs and UPLs, as well as 340B reform.

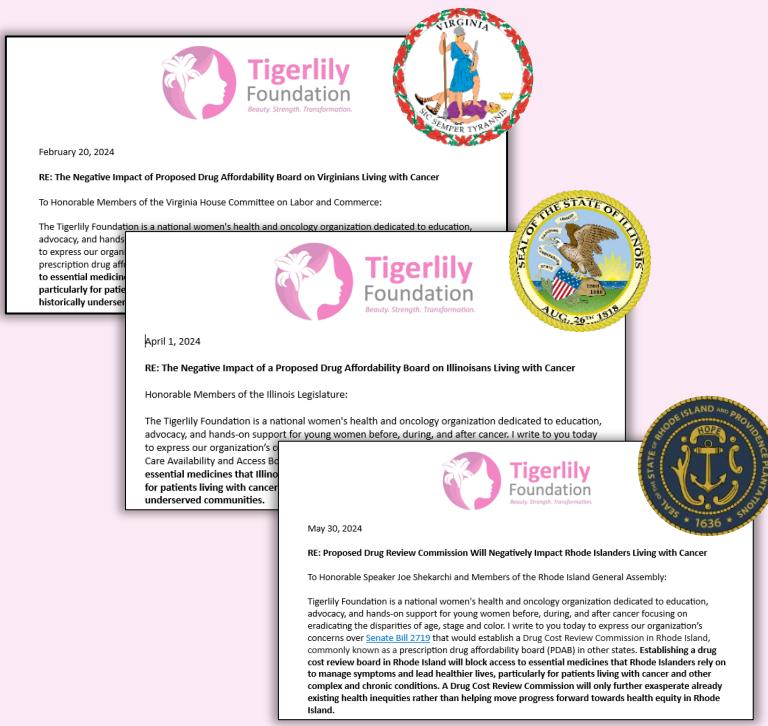
PDAB & 340B Initiative Approach



Advocacy in Action Example

TLF is actively engaged around PDABs, UPLs and 340B reform and transparency. Primarily, efforts have focused on **educating policymakers and other engaged stakeholders on the potential impact on patient access, innovation, and health equity**. As we continue through 2025, Tigerlily will continue to develop resources and tools to help ANGEL Advocates continue to engage on these critical issues.

Comment Letters



February 20, 2024
RE: The Negative Impact of Proposed Drug Affordability Board on Virginians Living with Cancer
To Honorable Members of the Virginia House Committee on Labor and Commerce:
The Tigerlily Foundation is a national women's health and oncology organization dedicated to education, advocacy, and hands-on support for young women before, during, and after cancer. I write to you today to express our organization's opposition to any proposed drug affordability board that would negatively impact essential medicines that Illinois patients living with cancer need.

April 1, 2024
RE: The Negative Impact of a Proposed Drug Affordability Board on Illinoisans Living with Cancer
Honorable Members of the Illinois Legislature:
The Tigerlily Foundation is a national women's health and oncology organization dedicated to education, advocacy, and hands-on support for young women before, during, and after cancer. I write to you today to express our organization's opposition to any proposed drug affordability board that would negatively impact essential medicines that Illinois patients living with cancer need.

May 30, 2024
RE: Proposed Drug Review Commission Will Negatively Impact Rhode Islanders Living with Cancer
To Honorable Speaker Joe Shekarchi and Members of the Rhode Island General Assembly:
Tigerlily Foundation is a national women's health and oncology organization dedicated to education, advocacy, and hands-on support for young women before, during, and after cancer focusing on eradicating the disparities of age, stage and color. I write to you today to express our organization's concerns over [Senate Bill 770](#) that would establish a Drug Cost Review Commission in Rhode Island, commonly known as a prescription drug affordability board (PDAB) in other states. Establishing a drug cost review commission will only exacerbate the existing health inequities in Rhode Island by failing to manage symptoms and lead healthier lives, particularly for patients living with cancer and other complex and chronic conditions. A Drug Cost Review Commission will only further exacerbate already existing health inequities rather than helping move progress forward towards health equity in Rhode Island.

Opinions & Articles



The Virginian-Pilot
Opinion: Governor's drug affordability board veto serves cancer patients
By Maimah Karmo



NBCSL
State Drug Boards Threaten to Compound Patient Access Challenges
By Maimah Karmo & Melissa Gong Mitchell, GCOA

New Educational Resources

NOTE: Development of these resources will be informed by input from ANGEL Advocates.

- ✓ Educational Listening Session Series
- ✓ Expert Webinar
- ✓ Social Media & Digital Toolkit
- ✓ Website Landing Page
- ✓ ANGEL Training Tools
- ✓ Advocacy Resource Toolkit





HEAL
POLICY CENTER
OF EXCELLENCE

2nd Annual BEACON Symposium

- Accelerating Access to Diverse Clinical Trials
- Policies for Affordable Drugs for Patients – Prescription Drug Cost Reduction Efforts & How Do We Ensure Meaningful Patient Benefits to Support Health Equity
- Making Science Accessible Through Health Literacy

Tigerlily's 2024 BEACON Symposium Attendee Feedback



TIGER TRIALS

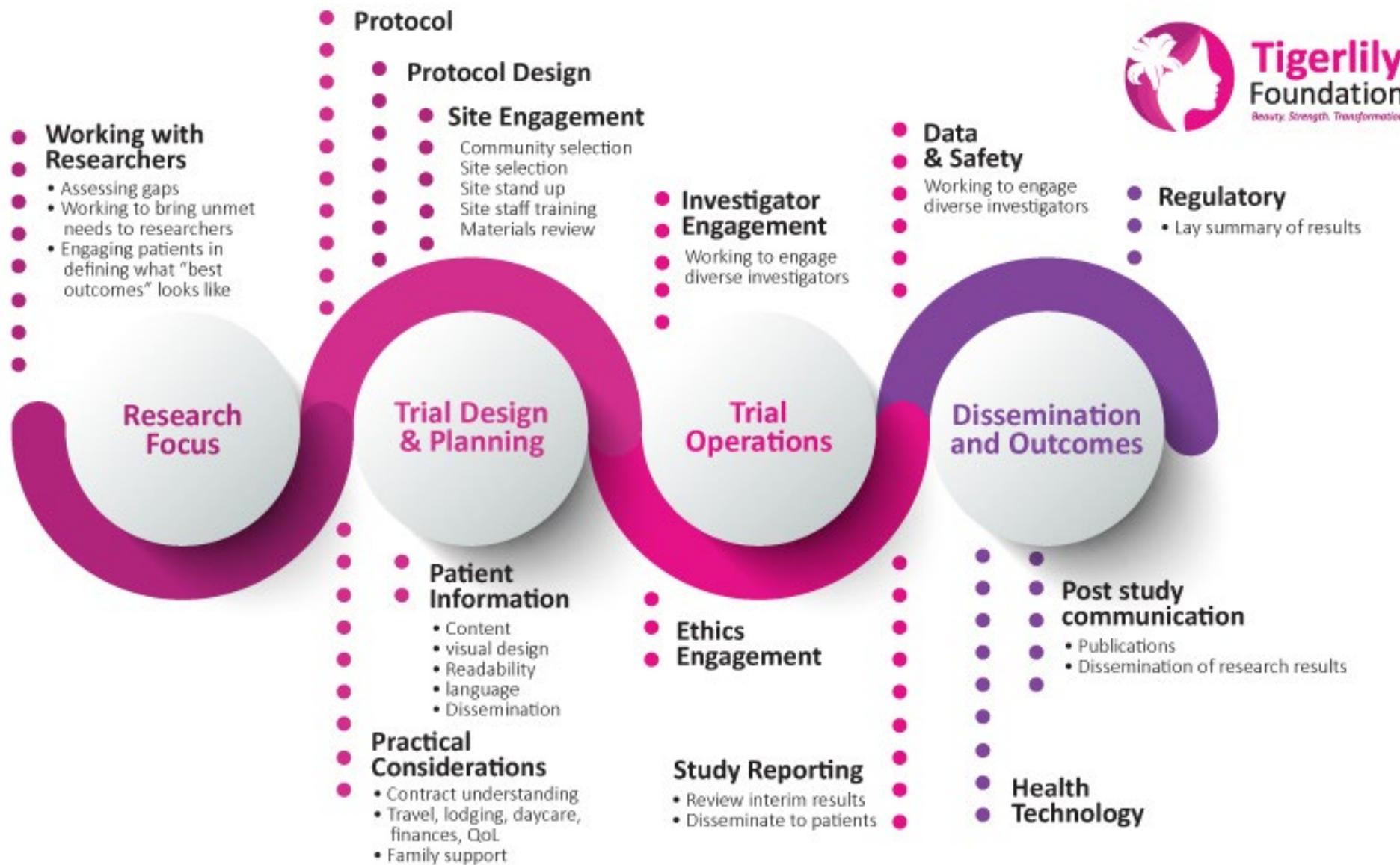


TRANSFORMATIONS
TRANSPARENCY TRUST

Comprehensive Clinical Trial Support



Tigerlily Foundation is working with stakeholders to engage patients at every intersection throughout the clinical trial journey



Clinical Trial Navigation

Bridging the Gaps in Research Participation

This collaboration aligns TLF's mission to end disparities in breast cancer with BreastCancerTrials.org's expertise in clinical trial access and navigation.

Together, we are designing a Clinical Trial Navigation Curriculum to equip our ANGEL Advocates with the tools and knowledge needed to empower communities and increase diverse representation in research.

Project Objectives:

1. **Develop a Customized Curriculum:** Leverage the expertise of both organizations to create a culturally relevant program tailored to Black and Brown women with breast cancer.
2. **Train ANGEL Advocates:** Equip Advocates with skills to guide individuals in navigating the clinical trials landscape.
3. **Increase Representation:** Empower communities to participate in research, addressing disparities and improving breast cancer outcomes.

#MyLivingLegacy: Clinical Trial Media Campaign

Information sourced from FDA.gov

Why should I participate in a clinical trial?

All medicine that we take today has gone through a clinical trial. Enrolling in a clinical trial means that we will have better medicines and better health outcomes. Today, less than 5% of all clinical trials participants are Black. This means that it's harder to develop medications that are safe, effective and work for our bodies.

#MyLivingLegacy



Supported by 



My Living Legacy Campaign 2024



Tigerlily Foundation curated an educational campaign to drive clinical trial awareness and diverse patient engagement:

- Study: Tigerlily provided support through patient expert review of study recruitment materials. Twenty-eight Tigerlily ANGEL advocates reviewed the study recruitment poster, brochure, and tri-fold flyer.
- The *My Living Legacy* campaign provided educational content to individuals through in-person events and digital and traditional media platforms to encourage trust and awareness around clinical trials at a community level.
- The estimated audience or reach from the *My Living Legacy* campaign included the following:
 - **171 million+ listeners** through a radio PSA
 - **33 million+ readers** through interviews for online news outlets
 - **5 million+ viewers** through television news outlets
 - **1,600 unique visitors** to the campaign website
 - **286,000+ viewers** through patient advocate influencers on social media platforms
 - Direct, active engagement with **400+ individuals** at in-person community events



ONE in a MILLION

Purpose-Driven. Patient-Led. Community-Integrated.

Clinical Trials. Everyone. Everywhere. Together.





The SOLUTION: ONE in a MILLION

#IAMONEinaMILLION

ONE in a MILLION is a national campaign and community-driven education program dedicated to educating and empowering 1 million people about the importance of clinical trials. By fostering hope, expanding knowledge, and inspiring action, this initiative creates a people-centered ecosystem that prioritizes patients. Our mission is to drive representation and access to cancer clinical trials, ensuring all communities have access to cutting-edge treatments and equitable care.



Strategic Overview



Vision: ONE in a MILLION is a multi-sponsored, partner collaboration to reach 1M under-represented women and stakeholders to improve education and awareness of, and drive referral and access to clinical trials.



Overarching Goals: 1) Educate under-represented women with cancer, and those that support and care for them, about clinical trials – to normalize and create a better understanding of clinical trials within patient communities; 2) Provide access to clinical trial information by trusted referral by stakeholders; 3) Empower women with the tools they need to share with their community and take action; 4) Create and document ecosystem practices and metrics that will inform expansion.



Transformative ecosystem: Patient and partner-driven, authentic content that educates and empowers, working to build trust and a new legacy by transforming how at-risk or diagnosed under-represented women and their communities perceive, talk about, and engage with clinical trials.



Powered by: ANGEL Advocates, patients, community partners, clinical navigators, national partners, healthcare professionals, lifestyle and faith-based organizations, as well as health system leaders, NCI and community cancer clinical trial site leaders.

Benefits for...

- **Patients:** *Join. Learn. Empower. Equity. Innovation. Life.*
- **Life Science Companies:** Accelerated delivery of targeted and inclusive enrollment goals; lower costs because we are crowd-sourcing education; decreased staff time; reduced time to enrollment; sustainable and replicable community and patient engagement practices and partnerships driven directly by TLF, a national, well-respected patient organization; ability to reach 1M people and educate them to act as trust brokers and trusted educators within their communities, to educate patient communities about clinical trials.
 - Access to trained clinical trial navigator to help find a trial.
 - Bi-directional referral between cancer center or health system sites, ANGELs and CT navigators leading to patient experience and trust that drives access to clinical trials and therefore better outcomes.
- **Sites:** Can tap into existing and empowered local community for insights, engagement and recruitment to spread the work and results of clinical trials.
- **Community:** Sustainable understanding of clinical trials and engagement to support equitable clinical trial access and care.
- **Regulatory/Compliance:** High conformance to patient and community engagement requirements per the FDA's June 2024 Diversity Action Plan.
- **Expansion and Sustainability:** Steering committee will inform the plan over time, based on metrics and progress of ONE in a MILLION.

Benefits to Community

Sustained Commitment to research and consistent presence, conversation, and coordination for clinical trials in each location, results in sustained trust-building and in the community.

Build on community expertise/insights with community advisory boards (CABs) that continually share and learn, bringing understanding of what works best for the community.

Opportunity to improve and build on successful infrastructure and community relationships built with sites and leaders.

Leadership and expertise in the community for clinical trials creates employment opportunities in the health systems (and local employers) for the community they serve.

Relationships that are built to last because we care about the community, are invested in the community, stay in the community, have a long-term commitment to helping them have better health, and build sustained relationships.

Benefits to People/Patients

Health Literacy matters – when people understand information about clinical trials in a way that they can act on from those that they trust, it empowers and elevates their ability to engage, adhere, improve and drive more equitable healthcare.

A sustainable educational initiative and information on clinical trials that continually resonates with local populations fosters comfort, and transforms how trials are perceived.

Access to two-way referral of peer or clinical navigation can address barriers like SDOH with precision and local expertise if needed.

Clinical trial access and equitable biomarker-driven care will become normalized in under-represented populations.

Generational understanding and ongoing discussion of genetics and biomarker testing required for cancer trials may lead to earlier identification of cancer in all populations.

Benefits to Sponsor

- **Cost Efficiencies:** Supports reduced costs for clinical trials for any one sponsor for patient and community education. By pooling investments and resources, it lowers individual burdens, which drives sustainability and efficiency for the long term.
- **Representative Enrollment:** A transformation in when and how patients and community members are educated in the community where your sites are located.
- **Faster Market Access:** Working together may shorten trial timelines and enrollment periods, speeding innovations to market and benefiting companies and communities alike.
- **Direct Resource Access:** Partnering companies' sites gain access to TLF ANGEL peer navigation resources and informed patient communities, improving recruitment and retention through active and trusted community support systems.
- **Streamlined Trials:** By pooling resources, companies streamline trials. A national patient organization hosts and efficiently coordinates digital and live community education and navigation to all clinical trials in high-risk communities.

Benefits to Public Health

Trust and Empowerment: Empowering individuals for their family's healthcare decisions promotes equitable care, data collection, advocacy and community support for clinical trials for the long term, especially in cancer and other health conditions.

Improvement in Generalizing results: Reliable evidence allows for understanding how different populations might respond to treatments due to genetic, biological or social factors. Right dose, right drug, right labs, preventing adverse events.

Reduces health disparities by avoiding treatments designed on data from limited demographic groups.

Inclusion in research ensures compliance with ethical principles like justice and equity, as outlined in research guidelines such as the Belmont Report.

We Partner Together to Create the Ecosystem

Tigerlily trusted ONE in a MILLION education and community activation presence (CBOs/FBOs) in high- risk locations where trials are placed for referral to BCT.org or CT navigator.



Tigerlily
Foundation
Beauty. Strength. Transformation.

Accessible, secure and health literate BCA clinical trial search with capability and CT navigator training and staff to connect patients to investigators for enrollment; ability to attribute referral to campaign.



Quantum Leap
Healthcare Collaborative
BreastCancerTrials.org
find a trial that's right for you

Secure communication channels with community sites; membership of over 46,000 oncology professionals representing more than 2,500 cancer programs and practices across the United States.



ASSOCIATION OF CANCER CARE CENTERS™



Will include site leaders and community outreach COEs at 72 NCI Cancer Centers nationally with local partners.

Industry Partners

Industry therapeutic and diagnostic leaders for community connectivity with trial sites and input via steering committee.



BlackDoctor.org

Trusted Black Health digital education with proven & extensive digital community reach (44M+).



Academy of Oncology
Nurse & Patient Navigators®
Professional oncology clinical and financial navigators.

Reach = 3M patients annually



Amplity
HEALTH

Targeted HCPs, PCP (inc. GYN) CT education and engagement; JONS and its sister publications reach approximately **90% of oncology care team members in the US and over 100,000 people affected by cancer**.



Society for Clinical Research Sites
Our Voice | Our Community | Your Success

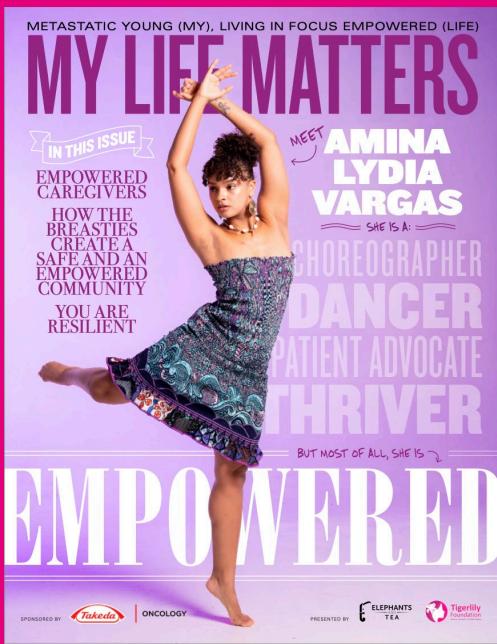
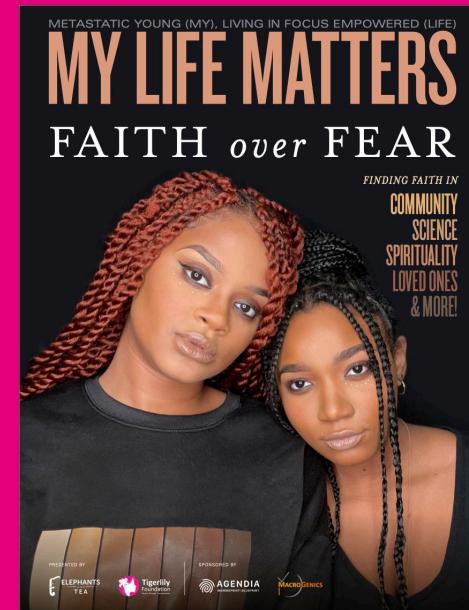
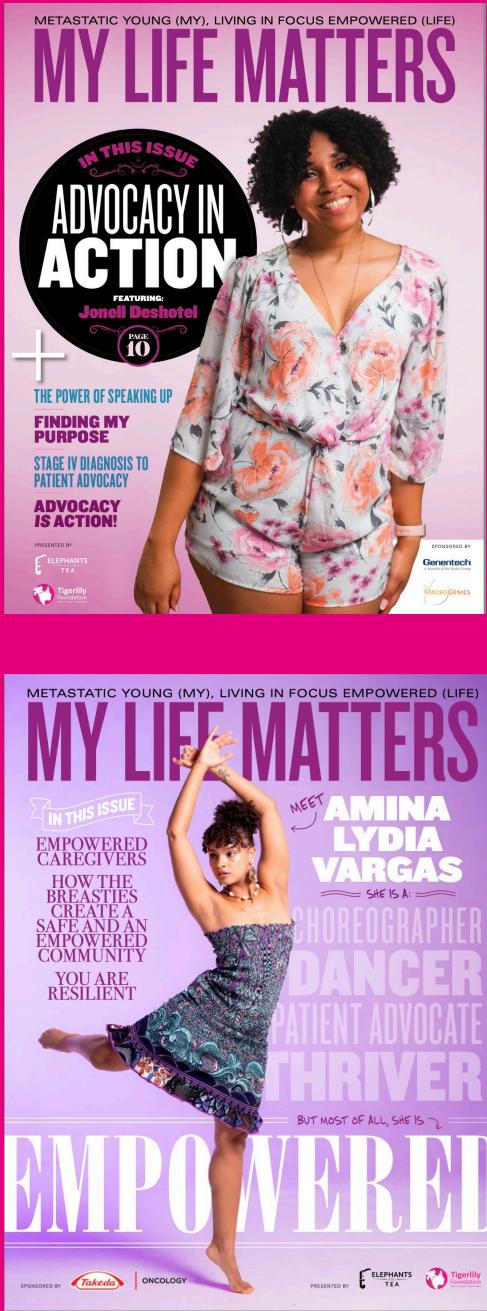
The Society for Clinical Research Sites (SCRS) is the leading advocacy organization dedicated to unifying the voice of the global clinical research site community. **Representing more than 11,000+ research sites in 58 countries.**



MY LIFE

#MyLifeIsMyLegacy series by Tigerlily Foundation is a collection of intimate vignettes showing the lives and living legacy of remarkable individuals. Personal stories of people living with metastatic disease , early stage cancer in addition to medical experts, industry trailblazers, caregivers who have not been diagnosed with cancer. These stories build a bridge of knowledge, love, faith, hope and transformation that help us understand the impacts of cancer and provide guidance that will help generations to come.

#MYLIFEISMYLEGACY



MY LIFE Matters Magazine

Each publication has an initial digital release with an average reach of 7,000 – 10,000 individuals that continues to grow.

Followed by a targeted print release of 9,500 magazines shipped across the country.

Clinical Trials Issue 2023

Health and Wellness Issue 2023

Health Literacy Issue 2023

Advocacy in Action Issue 2023

Faith Over Fear Issue 2024

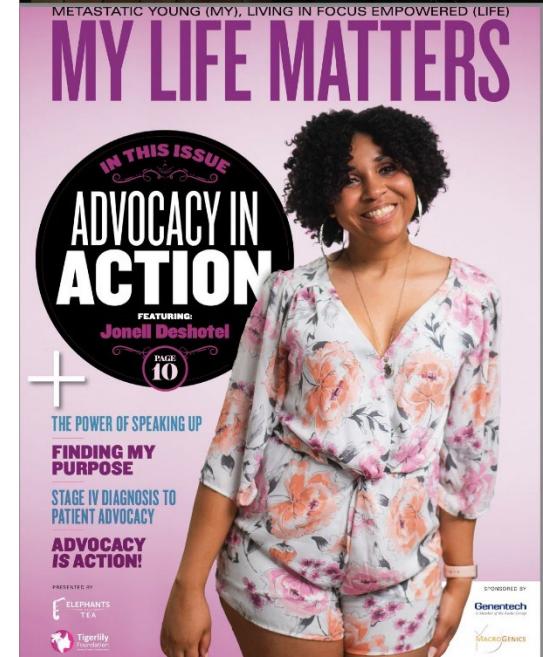
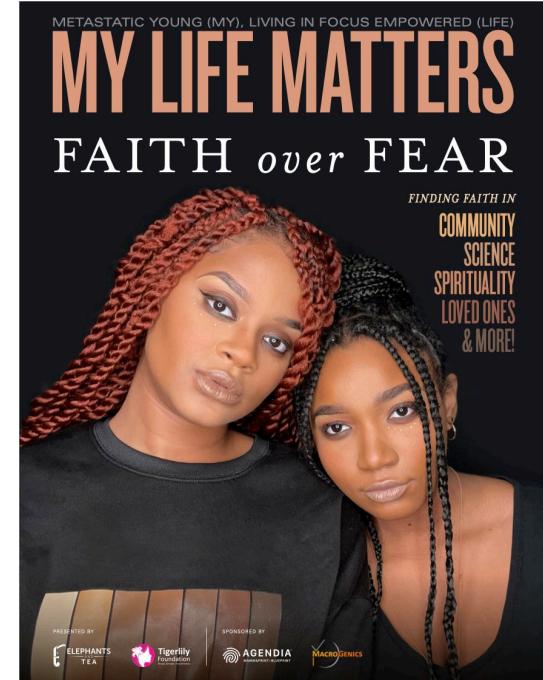
Empowered Issue 2024

The Fertility Gap Issue 2024

Pathways to Hope Issue: 2025 Q1

Potential 2025/2026 Topics:

- *Policy – the human impact that policy has on survival and health outcomes.*
- *Legacy Living – living life intentionally, living in “the now” and legacy living.*
- *Clinical Trials*





PERKATORY - BREWING TOUGH CONVERSATIONS TO HELP EACH OTHER FACE CANCER

- Perkatory is a unique, open-mic style event in which members of our community read their stories aloud to a virtual audience.
- Each event has a specific theme of interest pertaining to adolescent and young adult cancer.
- For our MY LIFE Perkatory series, we feature amazing authors from our MY LIFE publications, opening the conversation about disparities in healthcare and creating a community surrounding feeling less alone in what you are going through.

Your story MATTERS ❤️ Join the conversation



Scan to register for the virtual Perkatory event series



Tigerlily
Foundation
Beauty. Strength. Transformation.



ELEPHANTS
AND TEA

MY LIFE Matters Magazine Perkatory

The Fertility Gap:
Advocacy for Equal Access
and Informed Choices
Wednesday, October 23rd
@ 7:00pm ET



Annie Bond



Tamika Felder



Annie Swanson



Scan to Register!

MY LIFE Matters Magazine Perkatory

EMPOWERED

Wednesday, March 27th
@ 7:00pm ET



TrevisMichelle



Katrina Johnson



Amina Vargas



Scan to Register!



ELEPHANTS
AND TEA



Tigerlily
Foundation
Beauty. Strength. Transformation.



Survivorship: Life With Cancer

Featuring Tameka Johnson

BREATHE TV AFTER SHOW WITH DR. RENÉE

FEBRUARY 8TH 8:30PM ET – 7:30PM PM CT – 5:30PM PT



BDO
BlackDoctor.org

Tigerlily
Foundation
Beauty. Strength. Transformation.



BREATHE Tv

BREATHE Tv

- Season 4 ran from January – August 2024 for 11 episodes, covering various topics such as *Understanding TNBC, Living with Cervical Cancer, Survivorship: Life with Cancer*, and more.
- Partnered with BlackDoctor.org for a second year. BDO is the world's largest online health resource specifically targeted to African Americans.
- Average views per episode is 105,000+

Season 5 launched on December 5, 2024:
<https://www.youtube.com/watch?v=ebbeBykJEA8&t=1s>

Educational Toolkits

BREAKING THE BARRIERS TO CLINICAL TRIALS

A Toolkit For Patients

*Shifting the perspective from
"Experimental" to "Revolutionary"
– Shonte Drakeford*



CREATED WITH YOU IN MIND

We see you. We hear you. We've got you covered.

We have witnessed, heard and personally experienced racial challenges, specifically for Black women, due to both systematic and systemic racism within healthcare. For these reasons, we've carefully crafted this toolkit with you in mind. Our goal is to help you make more informed decisions by providing you with the right tools and information to help you navigate clinical trials.

People of color and other marginalized groups are more likely to be underrepresented in clinical trials, and Black women are among the most underrepresented groups. The goal of this toolkit is to provide you with the information that you need ahead of time to empower you and allow you to make the best decisions for your health. Understanding clinical trials and getting access to trials is vital when seeking all avenues for treatment.



BREAKING THE GEOGRAPHICAL BARRIERS FOR GETTING YOU THE CARE YOU NEED

A Toolkit For Patients



We see you. We hear you. We've got you covered.

Where you live can impact your access to care, quality of care and even, the ease to live a healthier lifestyle. Your zip code can even determine your likelihood of getting breast cancer in your lifetime.

Whether you are newly diagnosed or going through treatment, the distance that you live from medical facilities can pose a real challenge. We have developed this toolkit to provide you with the information and resources that you need to break through geographical challenges.

WHY IS THIS IMPORTANT?

Awareness around the impact of your location is important as it can help you to anticipate some challenges that you may face. Awareness provides you with the foundation you need to navigate the challenge and create solutions. You may be located far from a care center, having a plan before hand to account for appointments and emergencies will help to provide peace of mind, better care and safety for you.



BUILDING TRUST WITH YOUR HEALTHCARE TEAM THROUGH SELF - ADVOCACY

A Toolkit for Patients



CREATED WITH YOU IN MIND

We see you. We hear you. We've got you covered.

We have witnessed, heard and personally experienced racial challenges specifically for Black women due to systematic racism within healthcare. For these reasons we've carefully crafted this toolkit with you in mind. The goal of this toolkit is to:



1. Equip you with the right tools to build trusting relationships with your health care providers, based on mutual respect, understanding and empathy



2. Give you information on what you can do if you feel like you're not being heard or adequately cared for.

Racism in medicine is an unfortunate reality that no one should suffer the consequences of, and we hope that this toolkit can help you navigate interactions with your providers, advocate for yourself and seek the best care that you are entitled to. You are your own best advocate, so let's make sure that you have the tools you need to do what is best for you.



Barrier Identification & Resources

Tigerlily Barrier Toolkits are supplying women with the resources, knowledge, and tools necessary to better understand the most common barriers reported by our ANGEL Advocates and how to overcome them.

Toolkits were created to address the following topics:

- Psychological Barriers
- Emotional/ Trauma Barriers
- Literacy Barriers (Healthcare Providers and Patients)
- Financial/ Socio-economic Barriers
- Geographical Barriers
- Lifestyle Barriers
- Communication (External discrimination) Barriers
- Representation Barriers
- Environmental Barriers
- Clinical Trial Barriers
- Trust Barriers

Hope Box Program

Tigerlily Foundation's **Hope Box** program delivers just-in-time resources to patients after a breast cancer diagnosis.

Leveraging relationships with nurse navigators, patients request Hope Boxes.

Items included in the boxes:

- patient education materials;
- a navigation journal;
- and Barrier Eradication toolkits that empower patients to overcome barriers throughout their care journey, while addressing social determinants of health.



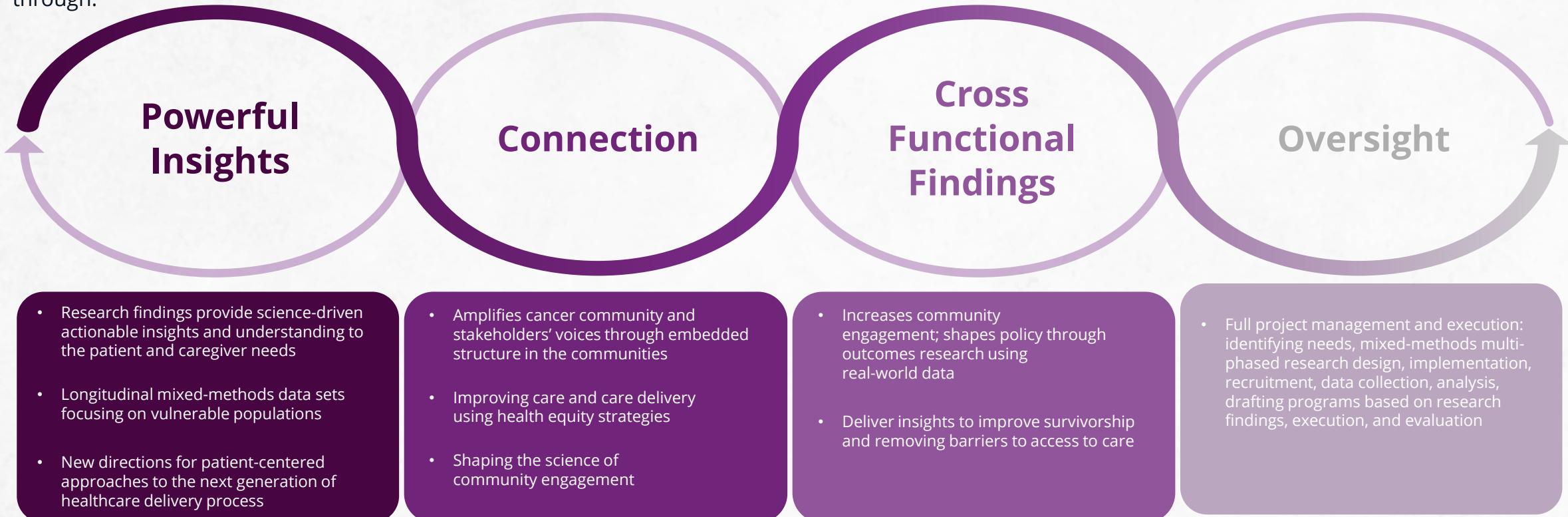


POWER (People-driven **O**utcomes through real-**W**orld **E**vidence and **R**esearch)

Tigerlily's POWER Center Patient Insights and Equity Research

Tigerlily's POWER Center is a driven by patients and leaders in the cancer community advocacy space, embedded in and working together with vulnerable communities. We are committed to bring out science-driven patient insights

Together we can co-create studies with patients and communities, working collaboratively to design, evaluate, implement and disseminate research through:



Top 5 Challenges

1

Lack of Survivor and Caregiver Perspectives

Patient and caregiver perspectives are often excluded from clinical trial design and health care delivery processes, or are often an afterthought, leading to wider health disparity gaps

2

Inclusivity

The voice of vulnerable communities are not often fully represented and integrated even less into the design and delivery of healthcare

3

The Broken Link to Advocacy

Advocacy organizations are often limited to patient recruitment and post-research design feedback, but rarely co-create or lead insights, frameworks or patient-centered research

4

Disconnection from Patient and Survivor Communities

Market research companies often take a prominent role in research and development with little contact with or knowledge of patient and survivor communities

5

Shortcomings

Studies frequently lack foundational community embedded connections and can misrepresent target populations through biased data capture, further validating and contributing to patient and community linked mistrust in research organizations

Collaborative Opportunity



Patient-Led Co-Designed Studies

- Expert social and behavioral research
- Grounded by advocacy organization
- Responsible
- Trusted



Participant Engagement

- Authentic participant engagement
- Trusted patient organization by cancer communities
- Key Insights to Patient Perspective



Patient Investment

- Research co-led with patients ultimately resulting in increased trust, education and participation



National Impacts

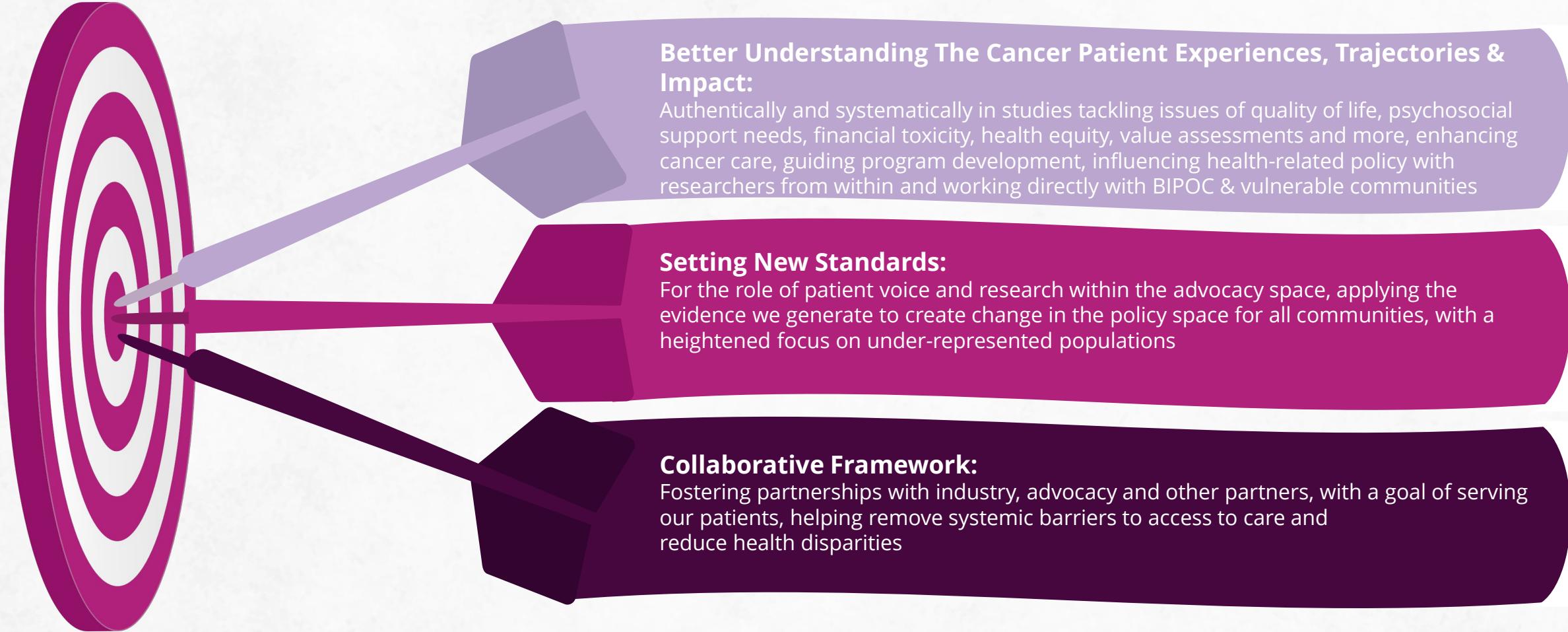
- Tigerlily Foundation brings a nation-wide, community-driven footprint
- Trusted Diverse Advocacy and Research Partners
- Innovative Perspectives



Healthcare Improvements

- Aligning Healthcare Needs
- Work Directly with Patients
- Shape the Next Generation of Healthcare Delivery

POWER Center Key Commitments



Research and Evaluation Goals

ASSESSING

Widely disseminated data on vulnerable populations to evaluate for accuracy and current applicability

DEVELOPING

New/improved measures, including patient reported outcomes (health-related quality of life, functional status, symptom burden, health behaviors, patient experience of care) for vulnerable and BIPOC women experiencing cancer, improving upon the most-commonly used white-centric measures

BUILDING

New measures of **empowerment** by conceptualizing and operationalizing a new set of tools specifically created to understand the unique experiences of vulnerable communities in navigating the healthcare system; building new composite measures to capture the effects of class, race, ethnicity, gender, rurality and subcultures for patients at entry points to the cancer care system

The Power Center team designs and leads all research and evaluation protocols, recruitment, data collection and analysis in house

SHARING/DISSEMINATING

Learnings and data gained from study designs and programs to drive transformation in research, evaluation, data collection and analysis

COLLABORATING

With partners in building clear metrics for understanding drivers of change and structuring most impactful programs, showing changes in attitudes, perceptions, decisions, experiences, and preferences; tracking and reporting improvements in areas of health literacy, health knowledge, rates of access to navigation of vulnerable cancer communities, and tracking changes in community trust rates

CREATING

Longitudinal mixed-methods data sets establishing baselines and tracking changes in patient behavior, attitudes, preferences, perception and knowledge through their trajectories

MAPPING

Barriers, needs and pathways to changes in awareness, knowledge, and attitudes toward clinical trials, and working to increase clinical trial participation rates for vulnerable populations; patient trajectories on treatment options, building visual maps helping patients in decision-making

POWER Center Capabilities

Highest Standards:

We design and implement a wide range of studies employing the most rigorous social and behavioral scientific methods, working with both proprietary and non-proprietary data, delivering internal reports, white papers, conference posters and published manuscripts

All Inclusive Mixed-methods Research:

We design and implement studies from start to finish, from protocol development, IRB approval, recruitment, data collection and analysis with multi-phased comprehensive mixed-methods research projects

Patient Focused Research:

Recruit from within patient communities, working with a wide network of advocacy, research and clinical partners

Advanced Qualitative Analysis:

Conduct focus groups and interviews, and use the most advanced qualitative analysis techniques, including software assisted content, discourse and thematic analysis, build interactive patient and provider feedback platforms, match patient socio demographic and validated medical history with qualitative data

Advanced Survey Research:

Build and field **custom surveys** with stratified samples; conduct descriptive and inferential analysis of survey data, compare qualitative interview data with survey data

Patient Preference Studies and Journey Maps:

Conduct studies to understand patient and caregiver decision-making processes at every step of their trajectories

Cost and Value Assessments:

We work with commercial and federal claims data to understand the financial impact of policies

POWER Center in the Research Community



Tigerlily engages in research projects with top leaders in the industry, academia, and with public health professionals, to build a rigorous dissemination and publication record

Sample Peer Reviewed Publications, Abstracts and Posters by POWER Center team members (2023-24)

- Andac-Jones E, Gonzalo MB, Wilson GT, Saks R, Power NJ. Understanding barriers to LGBTQ+ cancer clinical trial participation: A qualitative inquiry. *Journal of Clinical Oncology*. 2023;41(16_suppl):e18675-e18675. doi:10.1200/JCO.2023.41.16_suppl.e18675.
- Andac-Jones E, Newell A, Szamreta EA, Gonzalo MB, Hoffman J, Monberg M. Relative and functioning sleep disturbance and fatigue: Impact on patients with ovarian cancer. *Journal of Clinical Oncology*. 2023;41(16_suppl):e24102-e24102. doi:10.1200/JCO.2023.41.16_suppl.e24102.
- L. Vidal, Z. Dlamini, S. Qian, P. Rishi, M. Karmo, N. Joglekar, S. Abedin, R.A. Previs, C. Orbegoso, C. Joshi, H.A. Azim, H. Karkaria, M. Harris, R. Mehrotra, M. Berraondo, G. Werutsky, S. Gupta, N. Niikura, I. Chico, K.S. Saini. Equitable inclusion of diverse populations in oncology clinical trials: deterrents and drivers, *ESMO Open*, Volume 9, Issue 5, 2024, 103373, ISSN 2059-7029, <https://doi.org/10.1016/j.esmoop.2024.103373>.
- Karmo, M., Cornish, K., Leach, V. et al. Patients Drive Authentic Trusted Solutions for Inclusive Clinical Trials. *Curr Breast Cancer Rep* 16, 76–83 (2024). <https://doi.org/10.1007/s12609-024-00526-5>
- Virginia Leach, Jeanne Regnante, Maimah Karmo, Lizzie Wittig. How we learn from Black TNBC patients to act for equitable and unbiased care [abstract]. In: Proceedings of the 16th AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved; 2023 Sep 29-Oct 2;Orlando, FL. Philadelphia (PA): AACR; *Cancer Epidemiol Biomarkers Prev* 2023;32(12 Suppl):Abstract nr A034.
- Jeanne Regnante et al., The case for acceleration of prospective multi- stakeholder led community-based research in young Black women with triple negative breast cancer (TNBC). *JCO* 41, 1089-1089(2023). https://doi.org/10.1200/JCO.2023.41.16_suppl.1089
- Karmo M, Pierre A. Pull Up a Seat: Engaging Patients as Empowered Partners in Health Equity Transformation. *J Adv Pract Oncol*. 2022 Apr;13(3):202-204. <https://doi.org/10.6004/jadpro.2022.13.3.3>. Epub 2022 May 23. PMID: 35663168; PMCID: PMC9126325.
- Anampa-Guzmán A, Freeman-Daily J, Fisch M, Lou E, Pennell NA, Painter CA, Sparacio D, Lewis MA, Karmo M, Anderson PF, Graff SL; Collaboration for Outcomes using Social Media in Oncology. The Rise of the Expert Patient in Cancer: From Backseat Passenger to Co-navigator. *JCO Oncol Pract*. 2022 Aug;18(8):578-583. <https://doi.org/10.1200/OP.21.00763> . Epub 2022 Mar 28. PMID: 35344398; PMCID: PMC9377686



**RACE
ALLIANCE**

Tigerlily Foundation #Inclusion Pledge

THE #INCLUSIONPLEDGE

We pledge to take specific actions to dismantle and eradicate systemic barriers, working to end disparities for Black women in our lifetime.



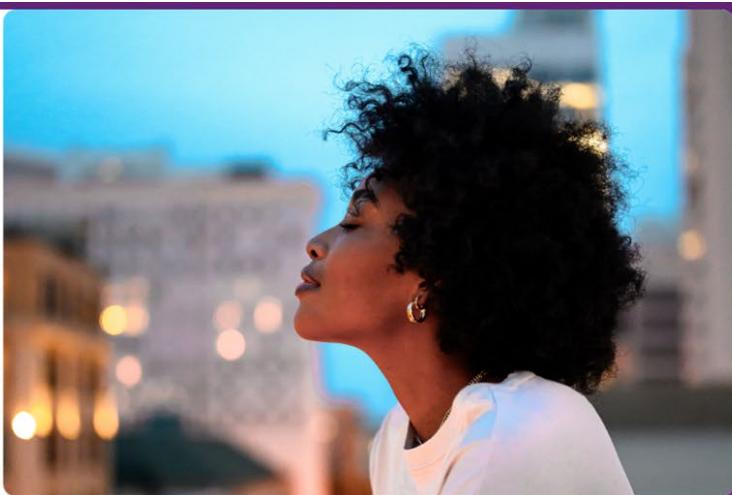
HOW CAN I GET INVOLVED?

Tigerlily Foundation #InclusionPledge

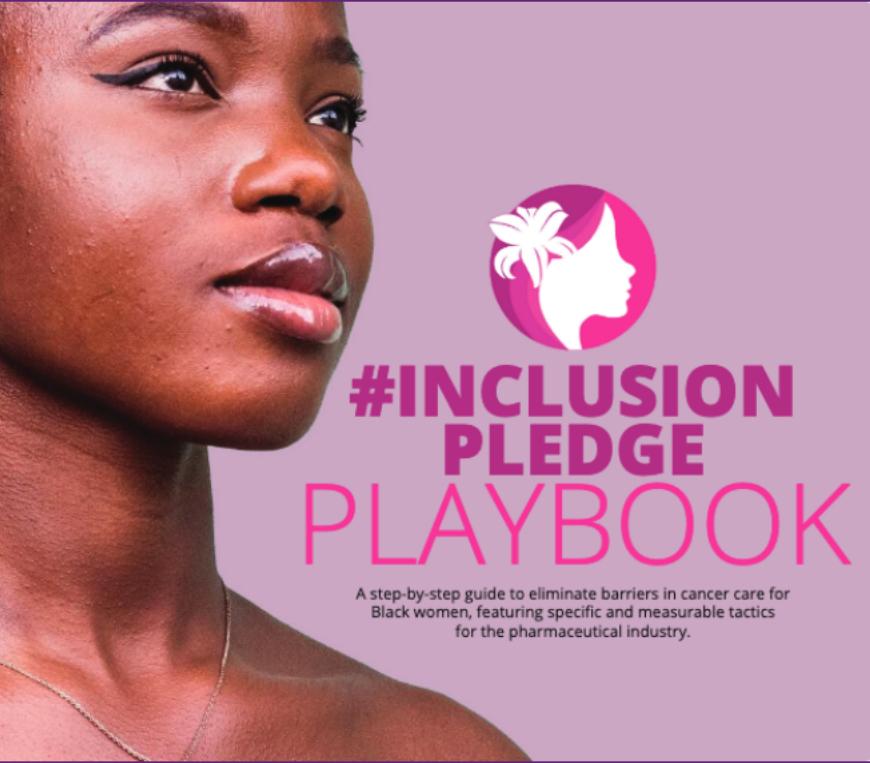
- Tigerlily Foundation is committed to ending healthcare disparities in our lifetime by advocating for and initiating measurable systemic change across all sectors that impact lifespan of women of color (as a partner to patients, caregivers, treatment teams, other advocacy organizations and industry).
- The #InclusionPledge provides a transparent and tangible framework across stakeholders to identify and track equity actions, holding organizations accountable to making specific, measurable outcomes that will result in dismantling systemic barriers, and co-creating solutions that will result in health equity for Black women and end disparities in our lifetime.

More than two years since **Tigerlily Foundation** inception of the **#InclusionPledge**, in the context of the COVID-19 pandemic and the growth of the Movement for Black Lives since of 2020, we believe the time is right to reflect on the Pledge and its progress. To carry out this vital task of tracking progress, we solicited the guidance of Equity Based Dialogue for Inclusion (EBDI), a diversity, equity, inclusion, and justice (DEIJ) consultancy with expertise in qualitative research. We chose to engage EBDI to help us understand and highlight the accountability journeys of our Pledge partners, and to offer their unbiased expertise on the most promising practices to support health and cancer care equity.

[» DOWNLOAD INCLUSION PLEDGE WHITE PAPER](#)



[Inclusion Pledge White Paper](#)



The **Tigerlily Foundation #InclusionPledge** Playbook is a roadmap for the pharmaceutical industry and highlights specific, measurable, and timebound tactics which can be taken by stakeholders to eradicate barriers in cancer care for Black women while focusing on achieving health equity. Simply stated, this #InclusionPledge Playbook highlights what is possible when pharmaceutical companies commit to transparency, truth, and transformation.

Within the playbook:

- Information, statistics, actions, and strategies to help educate companies about the healthcare disparities faced by Black women.
- Knowledge to help make a commitment to anti-racism and invest in and develop specific, measurable actions to dismantle systemic barriers, while simultaneously co-create solutions that will result in health equity for Black women and end disparities in our lifetime.

[**» DOWNLOAD PLAYBOOK**](#)

[**Tigerlily #InclusionPledge Playbook**](#)

INDUSTRY GUIDES

Tigerlily Foundation has created a standard of best practices to dismantle systemic barriers that Black women face by sector.

The Industry Guides to the #InclusionPledge serve to help a variety of stakeholders end racial disparities in our lifetime.

- » [Pharma Industry Guide to Inclusion Pledge](#)
- » [Healthcare Providers Guide to Inclusion Pledge](#)
- » [Clinical Trial Entities Guide to Inclusion Pledge](#)
- » [Researchers Guide to Inclusion Pledge](#)
- » [Advocacy Guide to the Inclusion Pledge](#)
- » [Clinician Guide to the Inclusion Pledge](#)
- » [College Guide to the Inclusion Pledge](#)
- » [Diagnostics Guide to the Inclusion Pledge](#)
- » [Faith Based Guide to the Inclusion Pledge](#)

- » [Fraternity and Sorority Guide to Inclusion Pledge](#)
- » [Government Advocacy Groups Guide to the Inclusion Pledge](#)
- » [Insurance Providers Guide to Inclusion Pledge](#)
- » [Patient Navigators Guide to the Inclusion Pledge](#)
- » [Physician Associates Guide to Inclusion Pledge](#)
- » [Physicians Guide to the Inclusion Pledge](#)
- » [Policy Makers Guide to Inclusion Pledge](#)
- » [Public Health Guide to Inclusion Pledge](#)



Tigerlily
Foundation
Beauty. Strength. Transformation.

Tigerlily Foundation is a leading organization offering young women unique tools to navigate their lives and cancer journey.

Our mission is to educate, advocate for, empower and support young women – before, during and after cancer.

Our vision is to work to end disparities in our lifetime.

GET IN TOUCH WITH US



Email:
info@tigerlilyfoundation.org



Phone: 888-580-6253



www.tigerlilyfoundation.org



twitter.com/tigerlilycares



[/tigerlilyfoundation](https://facebook.com/tigerlilyfoundation)



[/tigerlily_foundation/](https://instagram.com/tigerlily_foundation/)