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CANCER COALITION.

# Corporate & Pharma Partnerships

Presenters:



**Michelle Capobianco**  
*Executive Director*



**Dino Verrelli**  
*Founder & CEO*



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# Welcome and Introductions

- Michelle Capobianco
- Dino Verrelli
- Overview of today's session



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# Corporate Partnerships

- The new era of corporate partnerships
- Generating leads and discovery meetings
- Gaining engagement
- Unique offerings
- Pricing



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# Case Study – Viking Arial

- How lead was generated
- Creative aspects of partnership
- ROI for Viking Arial
- Q&A from session participants



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# Pharma Partnerships

- Similarities and differences between pharma partners and other corporate partners
- Pharma relationships with patient groups
- Working together in pancreatic cancer space



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**THANK YOU!**



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