
NTRK
connect®
POWERED BY COR2ED

NTRK CONNECT

Annual meeting

Pre-read materials

October 2020

IN PREPARATION FOR OUR VIRTUAL MEETING…

- **Register with the COR2ED Engage virtual meeting platform** http://engage.cor2ed.com/register/
- **Complete the pre-meeting survey (available via COR2ED Engage)**
- **Please review the NTRK CONNECT Educational Objectives for 2020 as part of this pre-read material**
  - We will confirm the group's Educational Objectives for 2021 and would welcome your thoughts and feedback
- **Ensure you have Zoom installed on the device you intend to use** for the virtual meeting, do share your video
  - Any guidance required please let us know @iain.murdoch@cor2ed.com
- **Identify a suitable location** from which to join us at
    - **17:00 CET (11:00 EST) for 1.5 hours on Friday 8th October**
  - A quiet location is preferred so that you do not need to self-mute and can therefore actively contribute to our group discussion…. See you there!

MEETING OBJECTIVES

- Review the educational programmes delivered in 2020 and the impact achieved
- Define key objectives, topics and formats for educational programmes in 2021
- Discuss ways of working and expansion plans for future membership

MEETING AGENDA - THURSDAY 8th OCTOBER

(16:00-17:30 London, 17:00-18:30 Amsterdam, 11:00-12:30 New York)

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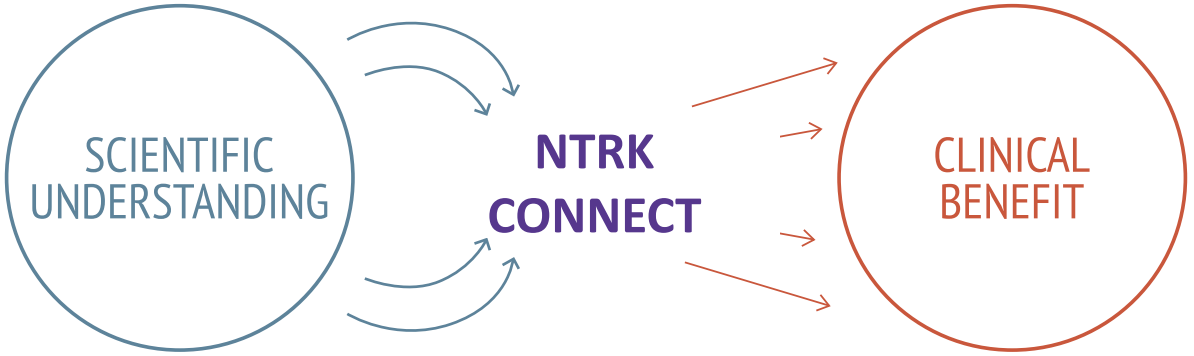
Time (BST)	Topic	Facilitator
16:00-16:05	Welcome and today's agenda	Iain
16:05-16:20	Review our 2020 educational programme and impact achieved	Iain & Mahir
16:20 - 17:15	Define our educational objectives and key topics to be addressed in 2021 programme	Iain & Mahir
17:15 - 17:30	Ways of working, new initiatives and extending membership	Iain

STRATEGIC OBJECTIVES IN 2020

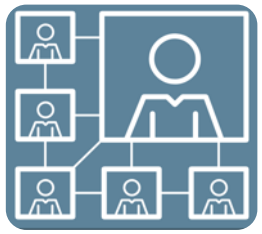
1. NTRK CONNECT's **unique approach**: translating the latest science into the context of clinical practice

2. Ensuring NTRK CONNECT resources are THE reference for all HCPs – a 'go to' online platform providing **foundational and valued educational content** on ***NTRK* fusion positive cancer** and **TRK inhibition**



TRANSLATE THE LATEST SCIENCE INTO CLINICAL PRACTICE

OUR 2020 EDUCATIONAL OBJECTIVES



The 3 objectives we agreed on were to educate on:

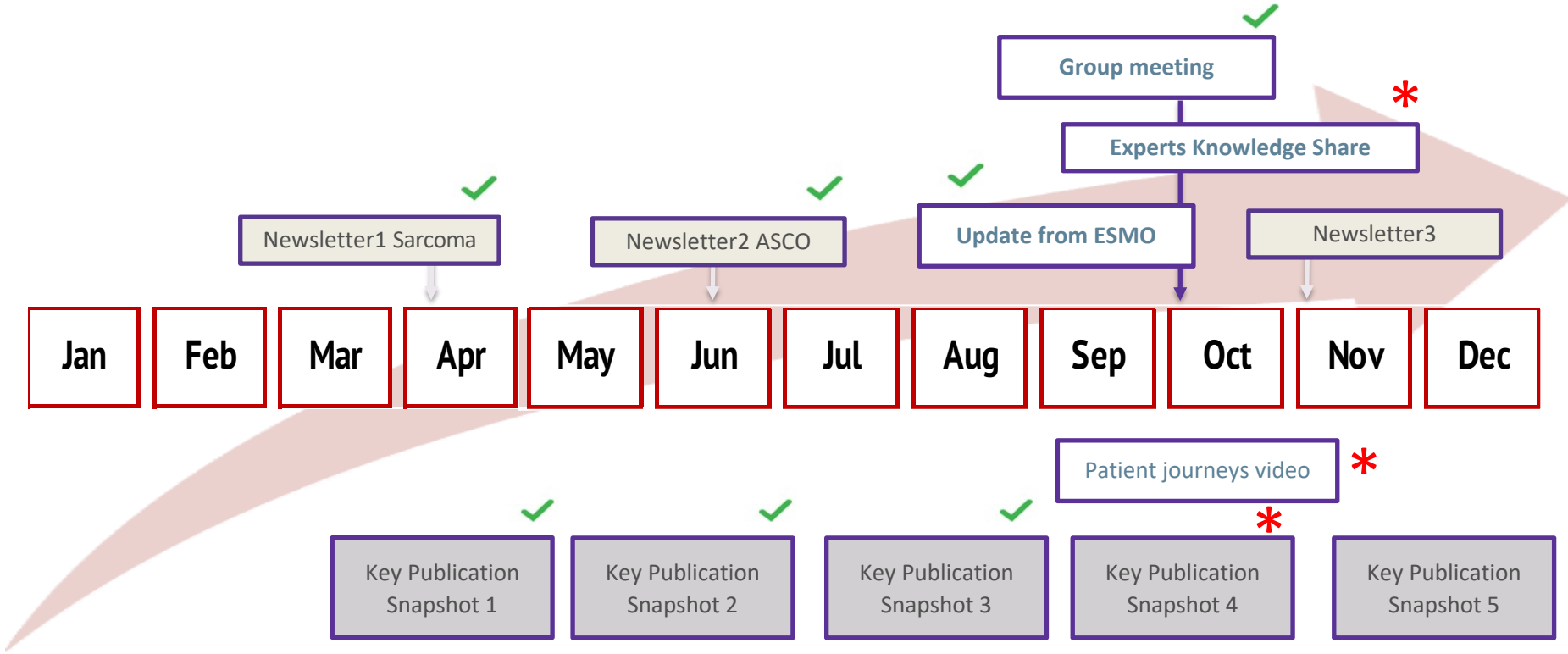
1. *NTRK* fusions as a primary oncogenic driver, the **importance of testing and diagnosis**

2. **TRK fusion proteins** and **TRK fusion cancer**: the implications for clinical practice

3. **TRK Inhibition**: Educate on Mechanism of Action and implementation in clinical practice for a broad range of tumour types

Please review these objectives and come prepared to discuss educational objectives for **2021…**

OUR 2020 EDUCATIONAL PROGRAMME



✓ Completed

* In development

PROGRAMME PERFORMANCE METRICS

NTRK CONNECT: 12 MONTH PERFORMANCE

REACH

How **many** of the target audience are reached?

Website & Newsletter Reach

6,210 ↑ Total Website Visits	44,046 No. HCPs Reached Via Email
4,781 ↑ Unique Website Visitors	4,431 ↑ New Visitors to Website

Social Media Reach

368 ↑ +19 Twitter Followers	88,397 ↑ Impressions

ENGAGEMENT

How **interested** is the target audience?

Website Engagement

11,517 ↑ Website Page Views	1,779 ↑ Website Return Visits	726 ↑ Returning Visitors to Website

Programme Engagement

73,561 Unique Email Opens	15.9% Email Open Rate	
2,305 ↑ Slide Downloads	2,238 ↑ Videos Viewed	58.2% ↑ Avg. % Video Watched

Social Media Engagement

438 ↑ Likes	206 ↑ Shares/Retweets	1.7% ↑ Twitter Avg. Engagement Rate

Highest of all CONNECT groups

IMPACT

What **educational outcomes** have the programmes delivered?

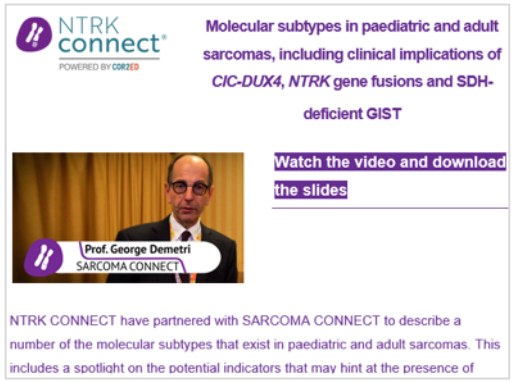
	Valuable	Knowledge Improving	Practice Changing	Performance Changing
CME Outcome Level*	2	3A	4	5
	84%	82%	73%	0%

*Moore DE, et al. J. Contin Educ Health Prof. 2009: 29(1):1-15. Please see appendix to this deck for additional information

Data to 31st August 2020

SIX EDUCATIONAL PROGRAMMES DELIVERED TO DATE IN 2020

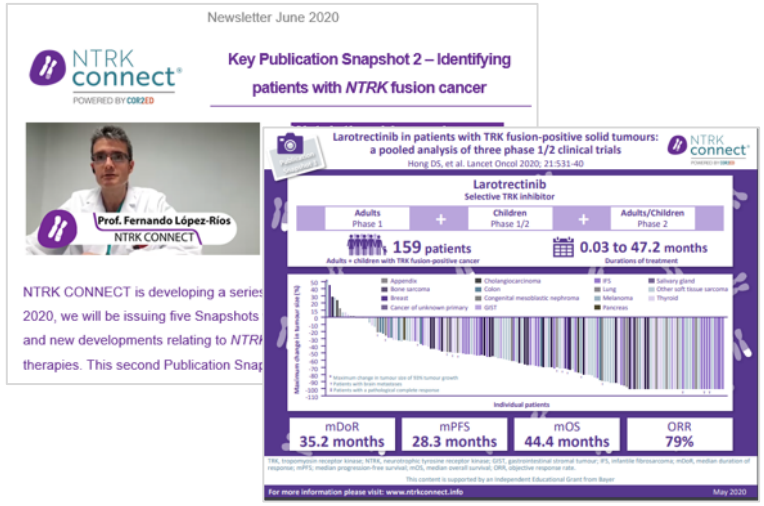
1. Clinical topic newsletters



- Video newsletter and accompanying slides
- Achieved a high open rate of 21.3% (>10K opens)
- 666 video views, 257 slide deck downloads

1 more to be issued in Q4

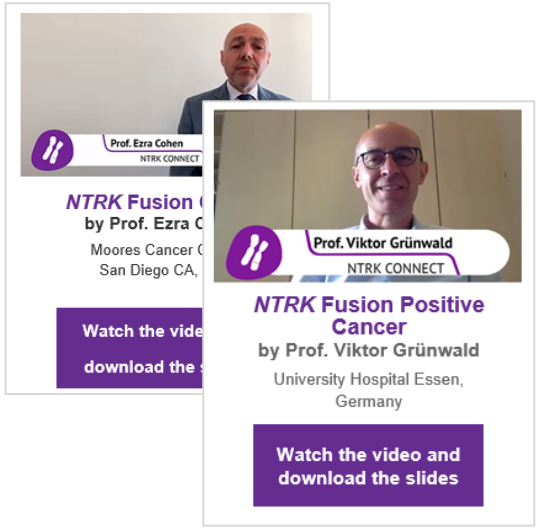
2. Key Publication Snapshots



- 5 Key Publication Snapshots developed through 2020 (3 delivered)
- Spotlight on key papers, educational content provided in a number of formats

2 more to be issued in Q4

3. Update from ASCO and ESMO



- Updates covering selected abstracts
- Significant number of downloads and social interactions achieved

CLINICAL TOPIC NEWSLETTER 1: MOLECULAR SUBTYPES IN PAEDIATRIC & ADULT SARCOMAS

In collaboration with sarcoma connect® POWERED BY COR2ED

Distributed between
8th April – 21st April

26,139
Total HCPs Reached

10,842
Unique Email Opens

21.3%
Avg. Open Rate

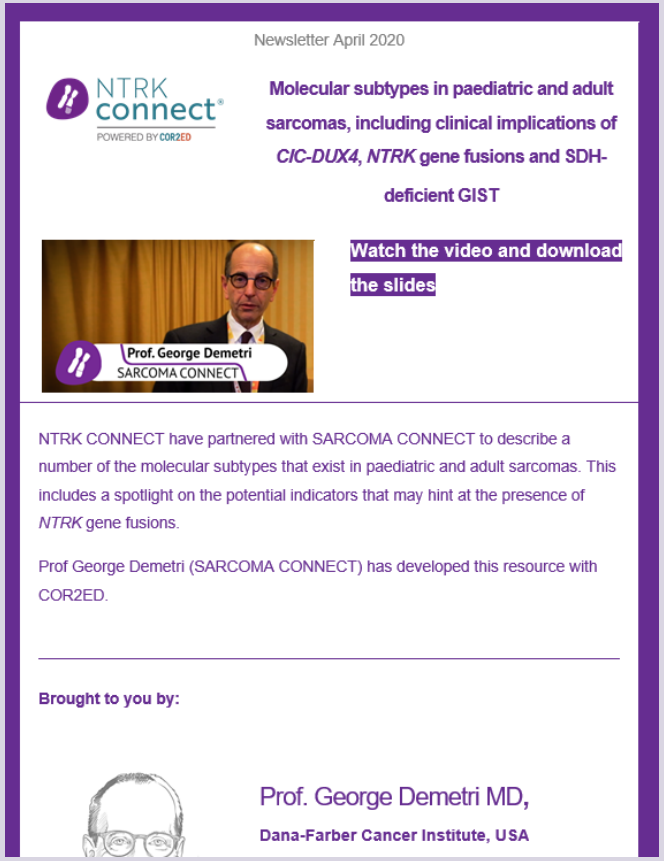
257
Slide Downloads

666
Video Views

360
Social Media Views

34
Social Media Engagements

CME Outcome Level*: 1


Newsletter April 2020

NTRK connect® POWERED BY COR2ED

Molecular subtypes in paediatric and adult sarcomas, including clinical implications of *CIC-DUX4*, *NTRK* gene fusions and SDH-deficient GIST

Watch the video and download the slides

NTRK CONNECT have partnered with SARCOMA CONNECT to describe a number of the molecular subtypes that exist in paediatric and adult sarcomas. This includes a spotlight on the potential indicators that may hint at the presence of *NTRK* gene fusions.

Prof George Demetri (SARCOMA CONNECT) has developed this resource with COR2ED.

Brought to you by:

Prof. George Demetri MD,
Dana-Farber Cancer Institute, USA

Prof. George Demetri

*Moore DE, et al. J. Contin Educ Health Prof. 2009: 29(1):1-15. Please see appendix to this deck for additional information
Social Media Engagements include Like, Share or Retweet
Data to 30th June 2020

KEY PUBLICATION SNAPSHOT 1: LAROTRECTINIB & ENTRECTINIB EFFICACY & SAFETY

Distributed between
11th May – 22nd May

25,681
Total HCPs Reached

6,691
Unique Email Opens

13.1%
Avg. Open Rate

211
Slide Downloads

432
Video Views

8,633
Social Media Views

542
Social Media Engagements

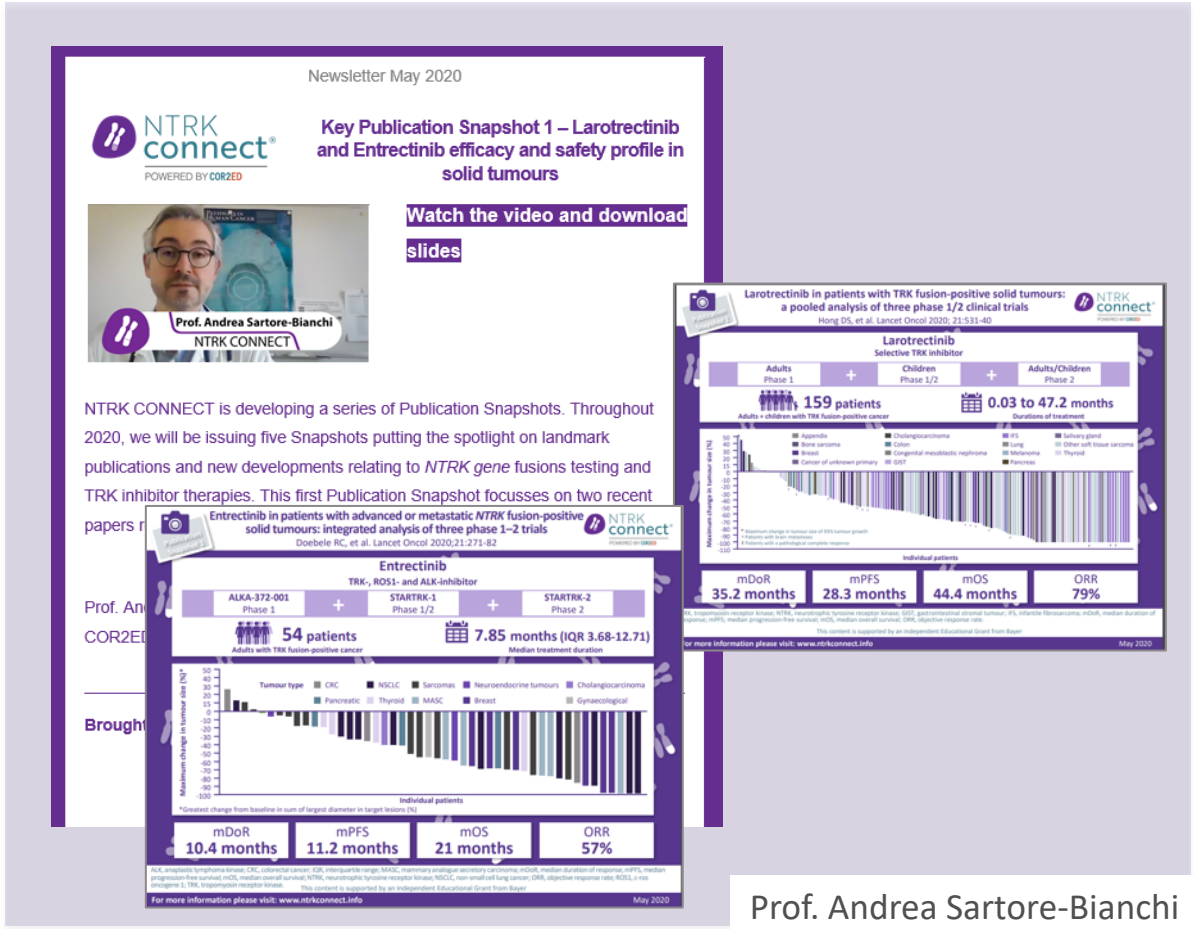
89
Infographic Downloads
Hong 49, Doebele 40

CME Outcome Level*: 4

77%
Valuable

62%
Knowledge Improving

46%
Practice Changing



Prof. Andrea Sartore-Bianchi

*Moore DE, et al. J. Contin Educ Health Prof. 2009: 29(1):1-15. Please see appendix to this deck for additional information
Social Media Engagements include Like, Share or Retweet
Data to 30th June 2020

KEY PUBLICATION SNAPSHOT 2: IDENTIFYING PATIENTS WITH *NTRK* FUSION POSITIVE CANCER

Distributed between
3rd June – 17th June

23,798
Total HCPs Reached

7,643
Unique Email Opens

16.2%
Avg. Open Rate

183
Slide Downloads

340
Video Views

3,219
Social Media Views

293
Social Media Engagements

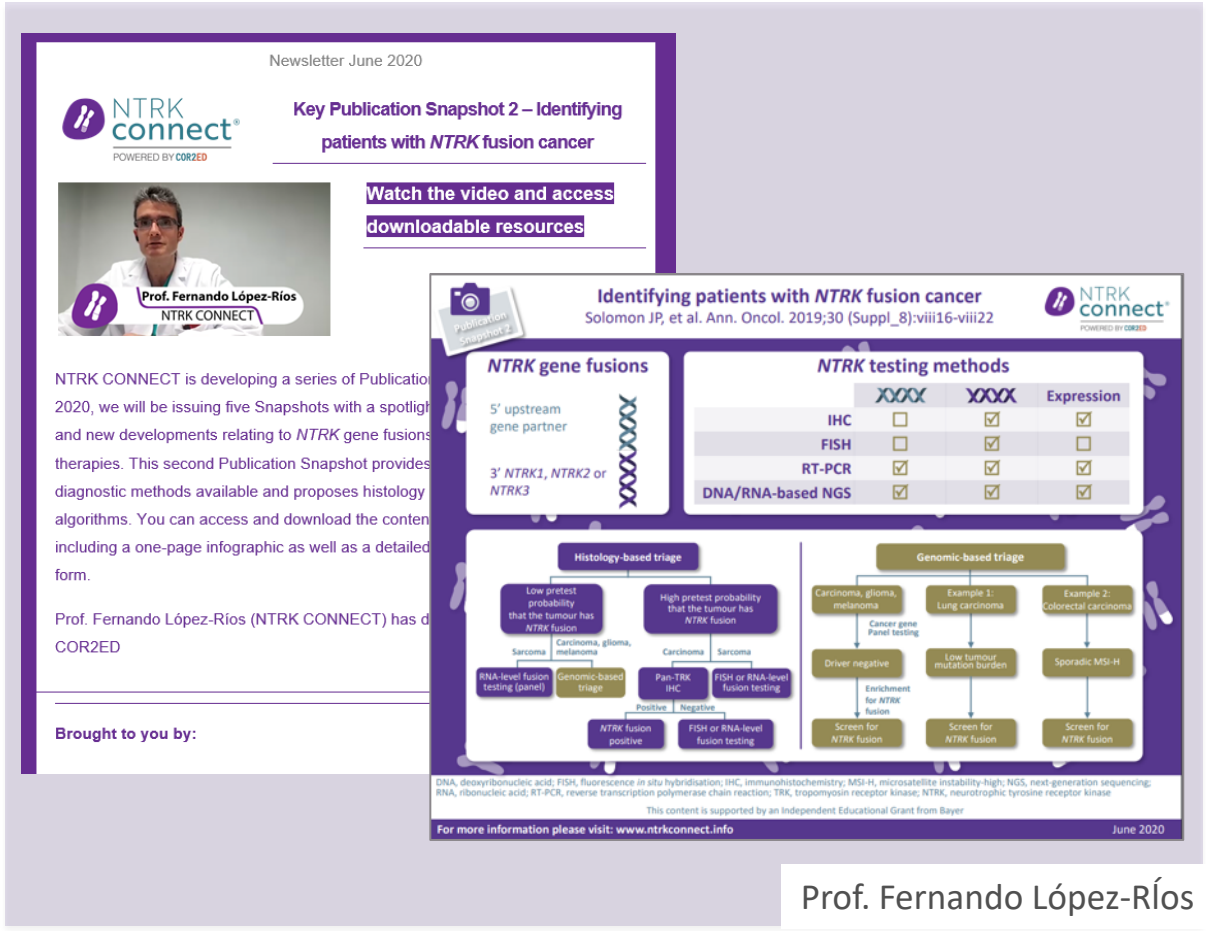
82
Infographic Downloads

CME Outcome Level*: 4

100% Valuable

100% Knowledge Improving

100% Practice Changing



Prof. Fernando López-RÍos

*Moore DE, et al. J. Contin Educ Health Prof. 2009: 29(1):1-15. Please see appendix to this deck for additional information
Social Media Engagements include Like, Share or Retweet
Data to 30th June 2020

UPDATE FROM ASCO 2020

NTRK UPDATE PERFORMANCE WELL VS OTHER CONNECT GROUPS

GI Cancer

Valuable: 82%
Knowledge improving: 79%
Practice Changing: 71%

Video views: 343
Slide downloads: 378
Social Media Impressions 8,847

Liver Cancer

Valuable: 94%
Knowledge improving: 97%
Practice Changing: 84%

Video views: 292
Slide downloads: 291
Social Media Impressions 6,910

GU Cancer

Valuable: 100%
Knowledge improving: 97%
Practice Changing: 84%

Video views: 368
Slide downloads: 338
Social Media Impressions 2,962

NTRK Fusion Cancer

Valuable: 83%
Knowledge improving: 88%
Practice Changing: 83%

Video views: 260
Slide downloads: 191
Social Media Impressions 8,662

GI and Liver Cancer Nursing

Valuable: 95%
Knowledge improving: 95%
Practice Changing: 86%

Video views: 212
Slide downloads: 88
Social Media Impressions 448

GU Cancer Nursing

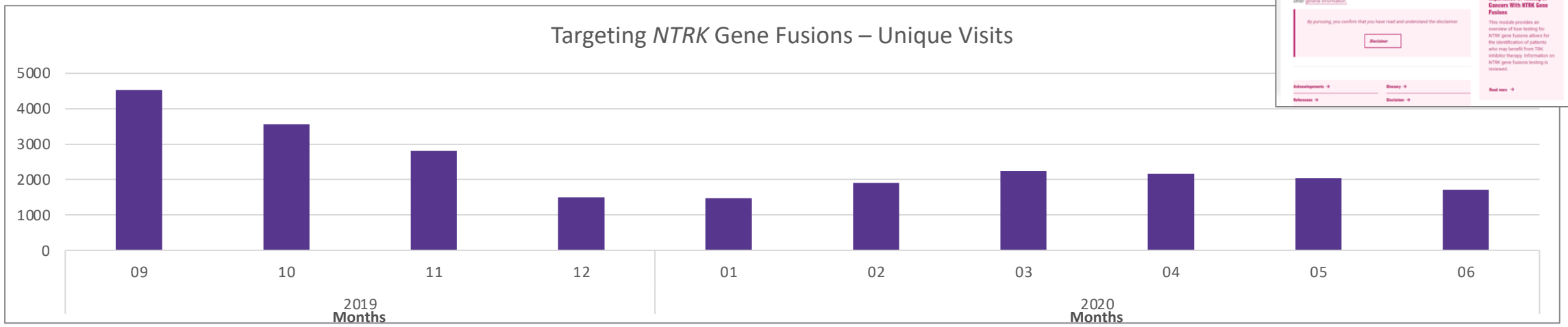
Valuable: 100%
Knowledge improving: 100%
Practice Changing: 100%

Video views: 72
Slide downloads: 17
Social Media Impressions 1,164

Data 4th June – 30th June 2020

ESMO ONCOLOGY PRO X2 MODULES: TARGETING *NTRK* GENE FUSIONS

- **23,937 unique visits** (10 months)
  - 2,394 unique visits per month



1st April to 30th June 2020

Unique visit = unique view of homepage for educational resource within ESMO OncologyPro portal

NTRK COMMUNITY ON TWITTER

Building a community of oncologists, pathologists, patients associations and industry all focused on *NTRK* gene fusions

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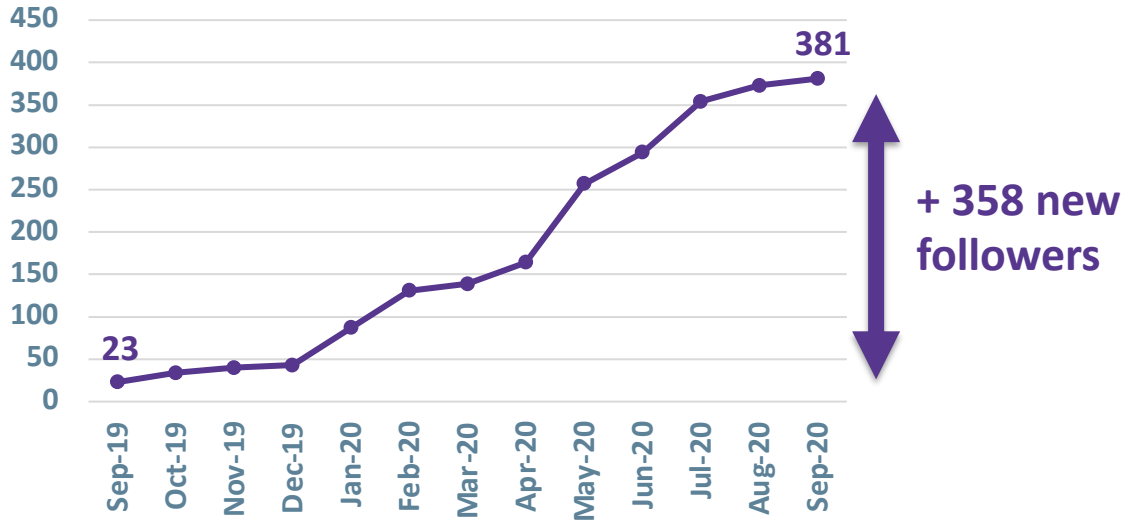
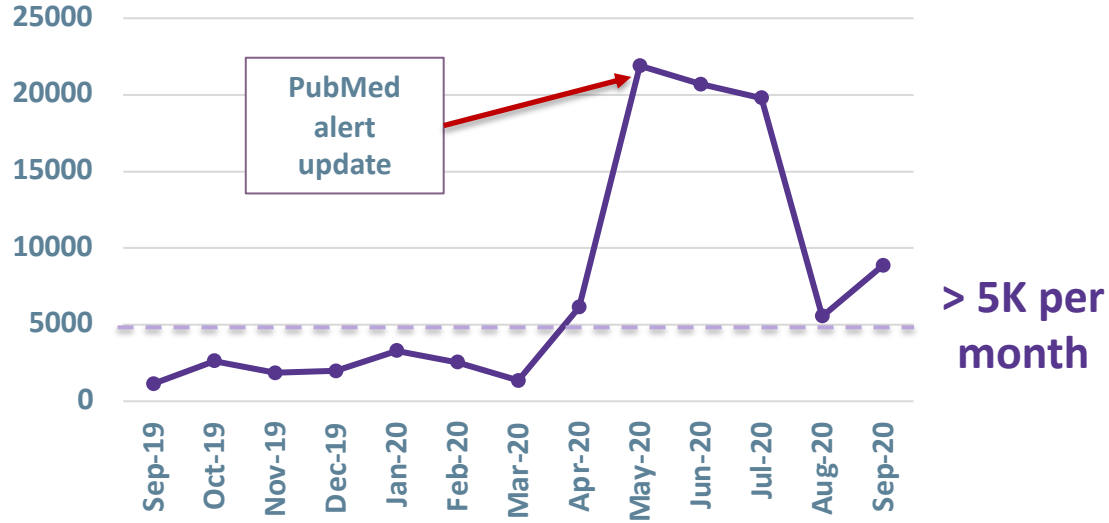
Number of followers: Sept 2019 - Sept 2020



Impressions Sept 2019 – Sept 2020



Top Tweets in May, June and July 2020

ntrkconnectinfo @ntrkconnectinfo · May 25
Infographic of **#larotrectinib** and **#entrectinib** : 2 approved **#NTRK** gene fusions from our **#publication #snapshot #series**. For more information visit: ntrkconnect.info/ntrk-connect-k… **#precisionmedicine #oncology #MedEd** Do you like it? tell us, we will provide this format for the next paper pic.twitter.com/JP7Tpn02a8

2,991 356 11.9%

ntrkconnectinfo @ntrkconnectinfo · Jun 8
Infographic of **#NTRK** gene fusions testing methods and diagnostic approach in solid tumours from our **#publication #snapshot #series** by Prof. López-Ríos. Fo more information visit: ntrkconnect.info/key-publicatio… **#precisionmedicine #oncology #MedEd** Do you like it? tell us! Follow us! pic.twitter.com/pCxDEzlege

1,413 134 9.5%

ntrkconnectinfo @ntrkconnectinfo · Jul 2
#WorldGI2020 Woouah!! today during the highlights of Day 1 of the congress, Dr Josep Tabernero summarised 8 key presentations from Day 1 among them he highlighted the 2 presentations on **#NTRK** gene fusions!!! Identifying NTRK fusion positive patients is key! **#PrecisionMedicine** pic.twitter.com/dfKn1TtbWF

3,340 201 6.0%

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NTRK CONNECT
Bodenackerstrasse 17
4103 Bottmingen
SWITZERLAND

Dr. Froukje Sosef MD

+31 6 2324 3636

froukje.sosef@cor2ed.com

Dr. Antoine Lacombe Pharm D, MBA

+41 79 529 42 79

antoine.lacombe@cor2ed.com

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