

CHANGING THE COURSE OF HUMAN HEALTH THROUGH BOLD PURSUITS IN SCIENCE

U.S. Government Relations & Public Policy
“Celgene’s Voice in the Public Policy Arena”

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Placeholder for Video



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Better late than never

For a company of its size, Celgene was a little late to the advocacy game...

- Formally launched our political and advocacy programs in 2013, but began to aggressively promote and grow in 2014
- Executive buy-in was not universal at the start. To many, these programs were something “big pharma” did, not Celgene
- We started small – with realistic and achievable goals.



The Foundation of our Programs...



Provide the education, resources, and opportunities for every Celgene employee to serve as strong Ambassadors for our industry, our company, and most importantly, the patients that we serve.

In the beginning....stick to the basics



Getting Started – Execute Blocking & Tackling:

- Build Internal Executive Champions
- Build & Execute Communications Plan
 - Webinars
 - E-mails
 - Newsletters
- Build & Execute Engagement Plan
 - Roundtables
 - Political / Policy Events
 - Activations



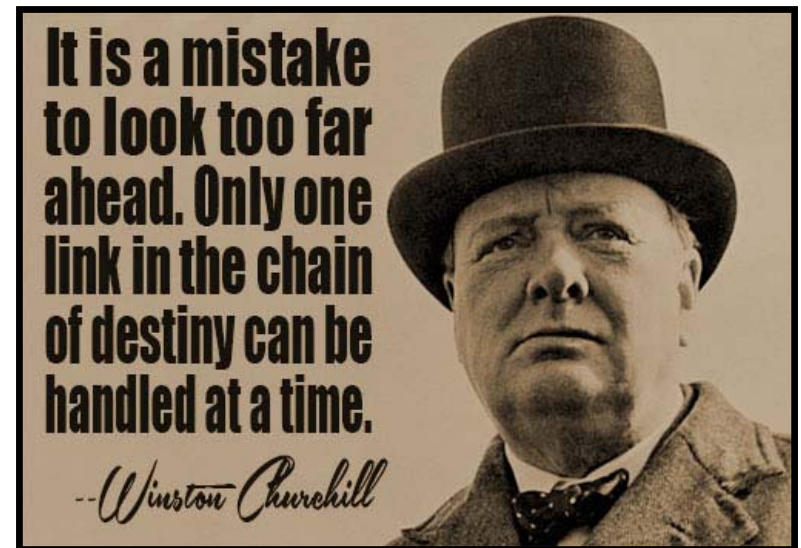
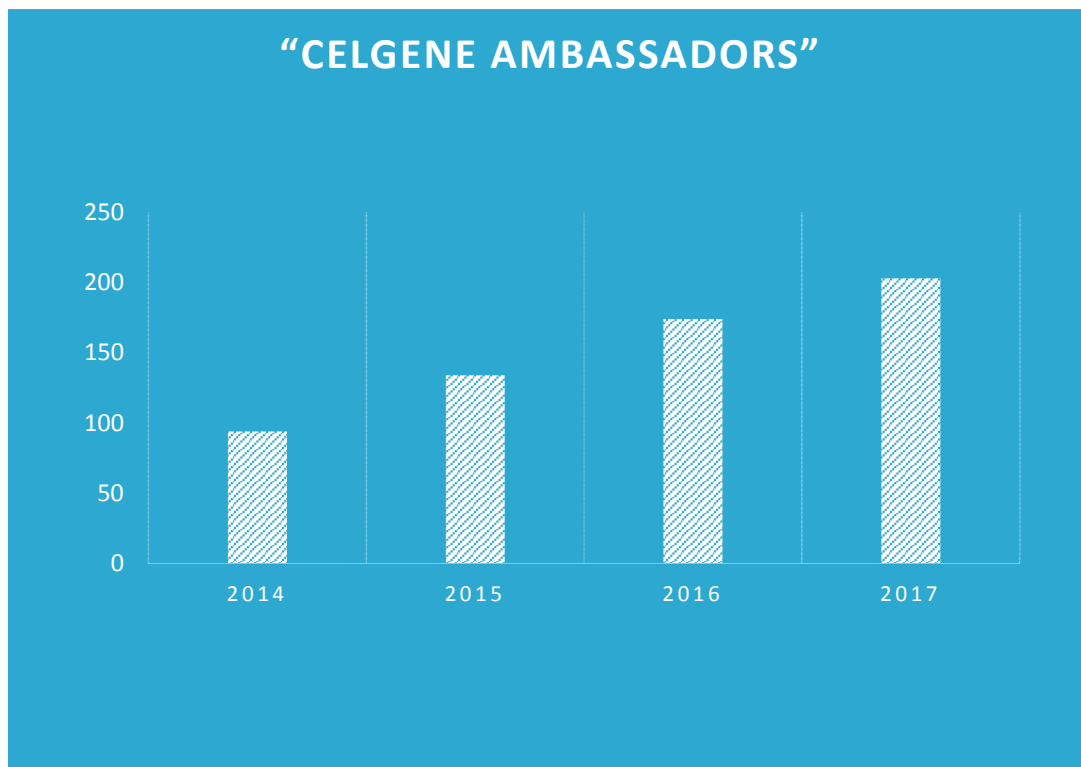
Engage Executives & Employees



Set Realistic and Achievable Goals



It is a marathon, not a sprint.....set expectations accordingly



Washington D.C. Legislative Summit



Are you interested in public policy and the potential impact on Celgene and our patients?

Want to get more involved in Celgene's public policy initiatives at the Federal and State Level?

Interested in becoming an Ambassador and serving as a point of contact between Celgene Government Relations and your colleagues?

Become and Ambassador and Join Us In Washington D.C. For The 2018 Legislative Summit on May 8 and 9.

(manager approval required to attend Summit)

Challenges



- + Company / Organizational Culture
- + Toxic Political Environment
- + Legislative Progress Can Be Painfully Slow (Set Expectations!)
- + How Does This Impact The Business?





Thank You

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