



CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

Patient Access Newsletter Strategy

Introduction:

As a state agency created by the people of California, CIRM's duty is to educate the public about our impact across the state, the importance of regenerative medicine, and how our work/services benefits California's diverse population.

CIRM has done a lot to reach scientific and patient/patient advocate communities, but we recognize the need to expand outreach to historically underrepresented communities and geographic areas across the state of California.

As community outreach takes on a more bidirectional approach, we will need an effective channel to continue to communicate and engage directly with diverse communities. The 23-24 Communications plan outlined the need for a statewide newsletter to reach these communities.

Newsletter Goals

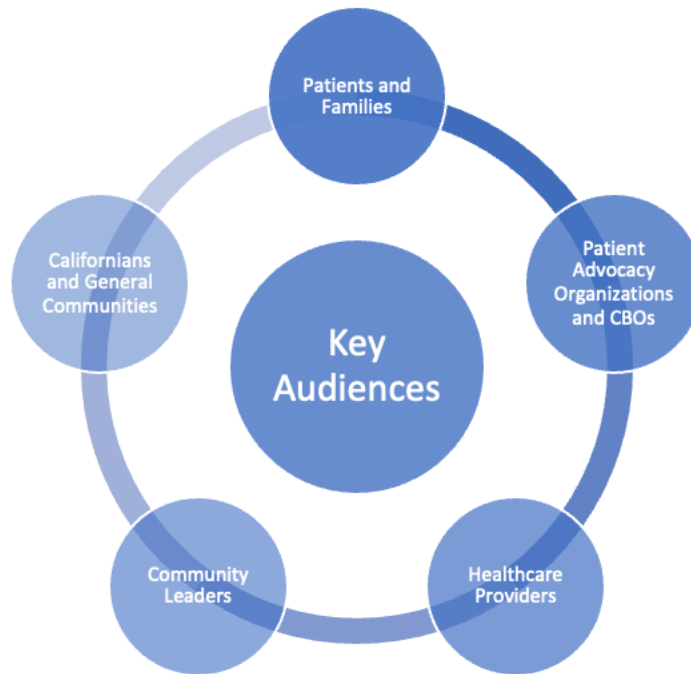
- **Inform and Educate:** raise awareness about CIRM's mission, initiatives, and the importance of cell and gene therapy as well as educate the public on the risks of stem cell tourism.
- **Enhance Awareness:** promote CIRM's role as a resource hub and its various programs like the Community Care Centers of Excellence and the Patient Support Program. Share information about Alpha Clinic network trials.
- **Support Patient Engagement:** empower patients with knowledge and resources to manage their care as well as participate in broader events.
- **Facilitate Relationship Building:** strengthen connections with patient advocacy groups, community-based organizations (CBOs), clinics, and other stakeholders.

Content Strategy

By focusing on storytelling, educational content, and accessible distribution methods, the CIRM Patient Access Newsletter can effectively engage and inform diverse patient communities, strengthen relationships, and promote CIRM's initiatives and research efforts.

Storytelling	<ul style="list-style-type: none"> • Highlight personal stories of patients and families benefiting from CIRM initiatives, showcasing the real-world impact. • Share insights from researchers, scientists involved in cell and gene therapy to humanize the science. • Use engaging photos and illustrations to make stories relatable and impactful.
Research and Trials	<ul style="list-style-type: none"> • Regularly update audiences on current and upcoming clinical trials, including significant milestones and results. • Feature Q&A sessions with researchers and scientists to explain the importance of ongoing research and its potential impact on patients. • Simplify complex scientific information through visual content, making the information accessible and understandable.
Educational Content	<ul style="list-style-type: none"> • Provide clear and concise information about the benefits and potential of cell and gene therapy research. • Raise awareness about the risks of unregulated stem cell treatments, such as stem cell tourism, to educate and protect the audience. • Potential Q&A from various community members
Resources and Opportunities	<ul style="list-style-type: none"> • Inform patients on how to participate in clinical trials, offering guidance and support throughout the process. • Share resources and support options available through CIRM and its partners to aid patients and families. • Share relevant events and conferences (opportunity for cross promotion with partners).

Key Audiences:



Audiences Defined

Patients and Families: individuals and care takers directly affected by conditions that cell and gene therapy research aim to treat.

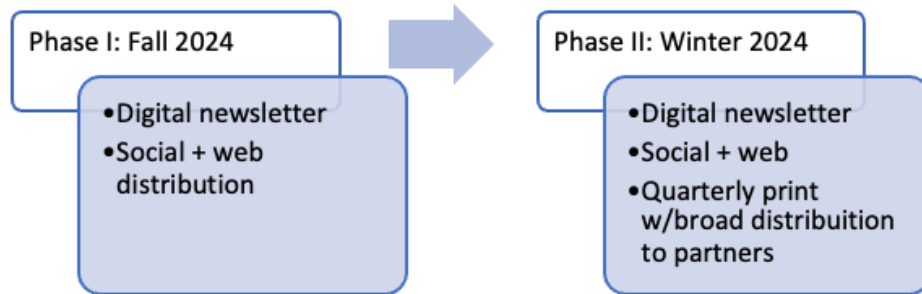
Patient Advocacy Organizations and Community Based Organizations (CBOs): groups working to support patients and promote research in specific diseases.

Healthcare Providers: doctors, nurses, and medical staff involved in patient care and research.

Community Leaders: influential community figures who can help disseminate information and support CIRM's mission.

General Public: communities and individuals interested in medical advancements and community health initiatives.

Distribution Strategy



Phase I: Digital Newsletter Distribution

To effectively disseminate this Patient Access Newsletter, we will implement a robust digital newsletter strategy. This involves several key components:

1. **Email campaigns:** We will send the newsletter to a diverse subscriber base, including patients, advocacy groups, healthcare providers, and community leaders.
2. **Social media:** Highlights and stories from the newsletter will be shared on CIRM's social media platforms such as Facebook, Twitter, LinkedIn, and Instagram. This will increase reach and engagement with a broader audience.
3. **Web:** A dedicated section for newsletters will be created on the CIRM website, allowing visitors to access both current and past issues.
4. **Communications Partner Channels:** Newsletters will be distributed digitally through our partners communications channels and shared strategically across their social media sites.

Phase II: Print Quarterly

To complement our digital efforts, we will eventually launch and distribute a printed version of the newsletter to reach a wider audience, particularly those who may have limited digital access:

5. **Alpha Clinics and CCCEs:** Printed newsletters will be placed in the waiting areas of Alpha Clinics and other healthcare facilities, making the information easily accessible to patients and visitors.
6. **Community Centers and Events:** Newsletters will be distributed at community outreach events, local health fairs, and through community-based organizations (CBOs). This will help raise awareness and provide valuable information to local communities.
7. **Direct Mail:** We may consider a direct mail approach to reach diverse communities throughout the state, including the central valley and in more rural parts of the CA

Implementation Considerations

- **Language and Accessibility:** Culturally appropriate translations of the newsletter will be provided to cater to non-English speaking communities. We will need to consider which languages to translate.
 - **Content reading level:** We will aim to keep the content written in plain language toward audiences with a 6th and above reading level.
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Next steps:

- Creative concept/branding including a publication name
- Timeline development
- Content Calendar
- Direct mail pricing evaluation
- Rollout and promotion