

Advancing Prostate Cancer Care: A Bold New Partnership to Help Patients

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"The only way we can take care of our families is if we're around to do it," says Rodney Gillespie, US Head of Oncology at Novartis.

For Rodney, cancer care isn't just a professional responsibility—it's personal. "Having lost my older brother to cancer, I live every day with the belief that no issue is too big to tackle. Our health is one of the most important things we have—it allows us to care for the people we love." His work is driven by a profound sense of urgency: that the future of cancer care remains unwritten, which means it can still be shaped.

Prostate cancer is the second leading cause of cancer death in men in the United States. Not all communities are impacted equally. Men in some communities have worse outcomes than others, due in part to a lack of access to care. It's critical that communities have access to prostate cancer care.

Novartis is proud to announce its role as Lead Founding Partner of *Blitz The Barriers*. This initiative, spearheaded by prominent patient advocacy group ZERO Prostate Cancer (ZERO), will improve prostate cancer outcomes and access in communities where resources are needed the most.

Together, Novartis and ZERO are stepping up to that challenge.

Transforming Care with Meaningful Action

As the lead founding partner, Novartis is committing \$7.5 million over three years to invest in meaningful solutions to reshape the future of prostate cancer care for all. *Blitz The Barriers* is designed for patients--to empower informed care decisions, improve quality of life, and ensure access to treatment. The initiative is kicking off by focusing on 12 underserved US urban and rural communities where prostate cancer incidence and mortality rates are high.

Together, Novartis and ZERO will provide education, screening, and services directly in the communities who need these resources the most, by:

- Launching a personalized patient navigation program to provide one-on-one support and guidance
- Overcoming skepticism and building trust by partnering with trusted local organizations to deliver community-driven engagement to patients
- Advocating for improved access to care through policy leadership

Courtney Bugler, President and CEO of ZERO Prostate Cancer, sheds further light on this initiative: "Our partnership with Novartis through *Blitz The Barriers* is a bold step toward dismantling the barriers that have long hindered prostate cancer early detection and care for patients. Under ZERO's leadership, we're building relationships with national and local stakeholders to drive systemic change because collaboration and partnerships are critical to solving these deeply rooted issues."

Innovation Only Matters If It's Accessible

The work we're doing rethinks how healthcare is delivered. With every breakthrough in prostate cancer treatment, there's a renewed responsibility to ensure men have the resources they need.

"We're reimagining healthcare to create a future where healthcare access is a fundamental human right, not a privilege," Rodney emphasizes. "This is about breaking down barriers, changing lives and rebuilding trust."

At Novartis, this belief fuels everything we do. The road to accessible care for all is challenging, but we're committed to walking it, one step at a time, until everyone—regardless of who they are or where they come from—has a fair shot at a healthier future.

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