

**Elevating Lung Health: Sanofi and Regeneron's Pioneering Efforts with the American Lung Association**



## Partner Overview

**Sanofi** is an innovative global healthcare company committed to providing potentially life-changing treatment options and life-saving vaccine protection to millions of people globally.

**Regeneron** is a leading science-based biopharmaceutical company that invents, develops, and commercializes medicines to treat serious medical conditions.

Sanofi and Regeneron have collaborated to help people with conditions that are often difficult to diagnose and treat using innovative technology platforms.

Sanofi and Regeneron's goal for partnering with the **American Lung Association** is to continue demonstrating leadership and commitment to the respiratory patient community by supporting activities that advance R&D, protect sustainable access to care, and improve health.

## Backstory

The collaboration between Sanofi, Regeneron, and the Lung Association originated from a shared commitment to improving respiratory health, focusing on combating severe asthma.

Together, the partners developed resources for people with severe asthma, mainly focusing on younger patients, including school-aged children to become a national presenting sponsor of the program.

These resources included:

- Creating a dedicated section on the Lung Association's website on severe asthma to provide a centralized source of reliable information and support for parents, patients, and caregivers.
- Developing the *Severe Asthma Treatment Planning Tool* to help patients create personalized treatment plans with a three-part animation to educate all audiences about asthma control, severe asthma testing options, and treatment-shared decision-making.
- The launch of *Kickin' Asthma*, a nationwide facilitator training program for children ages 11-16, uses a fun and interactive approach to educate and empower them in asthma self-management.
- Expanding the reach of the *Open Airways for Schools* program, a school-based curriculum that annually teaches effective asthma management to about 18,000 children aged 8-11.



## Strategic Approach

Sanofi, Regeneron, and the American Lung Association are working on various initiatives to improve respiratory health and support individuals living with respiratory conditions.

Collaborative efforts include:

- **COPD for Life: Living with Moderate to Severe COPD:** A program designed to enhance the lives of those with Chronic Obstructive Pulmonary Disease (COPD) by providing educational materials and resources to help manage the condition effectively.
- **The American Lung Association’s Breathe Well, Live Well® Program:** An asthma self-management education program focused on helping adults improve asthma control. The program educates participants on the skills and tools, equipping them to minimize experiencing symptoms and advocate for asthma guidelines-based care.
- **Historically Black Colleges and Universities (HBCUs) Students and Asthma Initiative:** A targeted effort to address the high prevalence rates of asthma in African-American communities by partnering with HBCUs to provide asthma self-management education to their students, utilizing our Breathe Well, Live Well® program.
- **Asthma for Life:** An initiative where individuals can receive personal education from the Lung Association’s Lung Health Navigators (healthcare professionals specializing in lung health) to improve their asthma management by telephonically completing the Breathe Well, Live Well® program.
- **Respiratory Advocacy Day:** A collaborative advocacy event that raises awareness and drives policy changes to improve respiratory health care.
- **Raising Awareness of Clinical Trials for People Living with COPD:** Helping patients with COPD to better understand what clinical trial options are available and how participation in a clinical trial can potentially improve QoL.



“The Lung Association team has the focus, capacity, and expertise to execute successful programs and campaigns that reach their intended audience and make a difference for people with respiratory diseases. Our trusted relationship is proven through our shared interest in helping patients with respiratory illnesses and how we aim to listen, act, and lead.”



In addition to the numerous programs and initiatives, Sanofi and Regeneron also showcase their leadership and commitment to the Lung Association’s goals through:



- **Active Participation in the Lung Association Health Industry Council:** Both companies contribute to shaping the direction of the Lung Association efforts, ensuring that the strategies and programs align with the needs of the patient community and the healthcare industry.
- **Inclusion of Lung Association in Advocacy-Led Initiatives:** Sanofi and Regeneron involve the Lung Association in critical advocacy initiatives, providing a platform for the patient community to voice their concerns and perspectives. Initiatives like Sanofi’s Advocacy Council and Regeneron’s Science Talent Search are examples of how these companies ensure that the patient’s voice is heard and considered in discussions that could influence healthcare policy and the future of scientific research.

These additional points highlight the depth of Sanofi, Regeneron, and the Lung Association’s partnership, showcasing a comprehensive approach to leadership and advocacy in the healthcare industry.

The collaboration helps drive a patient-centric agenda, fostering an environment where patient insights are pivotal in the fight against respiratory diseases.

“The Sanofi and Regeneron Patient Advocacy team appreciates and enjoys the collaborative approach of the Lung Association staff. We value the mutual respect of the Lung Association to understand our shared goals and needs. They work with our team to identify ways that we support projects and programs that will advance those shared objectives.”

## Results

The partnership between Sanofi, Regeneron, and the Lung Association has produced powerful results, particularly in two key programs.

### Lung Association Respiratory Advocacy Day

The inaugural Respiratory Advocacy Day in 2023, supported by Sanofi and Regeneron, marked a significant milestone for the Lung Association.

During this event, Lung Champions directly affected by respiratory disease gathered in Washington D.C. and met with 32 House and Senate members.

Their collective efforts brought attention to critical legislative issues, such as advocating for supplemental oxygen reform in Medicare, the co-sponsorship of the Family Asthma Act, and bolstering investments in the CDC and NIH for lung health.

This advocacy proved instrumental in increasing awareness of patient needs and the overarching need for policy transformation.



## HBCU Students and Asthma Initiative

The HBCU Students and Asthma Initiative is a transformative education program for young adults at Historically Black Colleges and Universities. Focused on managing asthma symptoms during the transition to adult healthcare, it acknowledges and addresses the compounded challenges posed by racial health disparities in asthma outcomes.

Through the program:

- Six HBCUs were recruited in the first year, with 14 facilitators trained to lead asthma self-management sessions.
- Post-training, facilitators reported a marked increase in confidence to educate about asthma.
- Students who completed the BWLW program noted significant improvements, including:
  - Better asthma control and outcomes.
  - Enhanced knowledge and self-management skills.
  - A decrease limitation due to asthma, dropping from 23% to 11%.
  - Universal agreement on increased self-efficacy in controlling asthma.
  - 98% of participants committed to using their new knowledge to manage their condition.

The program has expanded into its second year, adding six new schools, including two HBCU Community Colleges, and retaining all the original participating schools.

The initiatives driven by Sanofi, Regeneron, and the Lung Association collaboration catalyze change, significantly impacting the lives of those with respiratory conditions and setting a solid foundation for ongoing and future healthcare advancements.



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