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**Date:** April 2023

**To:** Breast Therapeutic Area Managers (TAMs), and all roles on the HCO Blue Compliance Manual including but not limited to Healthcare Market Directors (HDs), Business Engagement Managers (BEMs), National Account Executives (NAEs), and Cross-Portfolio Account Managers (CAMs), Medical Liaison Regional Strategic Directors (MRSDs), Medical Science Liaisons (MSLs), Medical Executive Directors (MEDs)

**Cc:** Field Medical Teams (FMTs), Healthcare Ecosystem Executive Directors (HEDs), Portfolio Marketing, and Breast Marketing

**From:** Cleon Rice, Portfolio Marketing

**Subject:** *What's Your Reason* Campaign South Asian Patient Navigation Script [M-US-00019611(v1.0)]

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## **FIELD DIRECTION MEMO**

**Objective:**

This FDM provides an overview to the field on the promotional use of the *What's Your Reason for a Mammogram* (WYR) South Asian Patient Navigation Script when speaking specifically with South Asian patients.

**Audience:**

Payer, Employer, Integrated Delivery Network customer segments (Providers and C-suite), Population Health Leaders

**Direction:**

The WYR South Asian Patient Navigation Script is designed to assist care coordinators and navigators (i.e., physician extenders, nurses, call center staff, and other trained employees) in conveying the importance of breast cancer screening to South Asian audiences. These talking points provide suggestions on how to have a culturally sensitive dialogue while emphasizing the importance of breast cancer screening, addressing typical barriers, and activating individuals to schedule their screenings. This script is publicly available, customizable, and designed to be printed by customers and distributed to providers' offices and call centers.

The South Asian Patient Navigation Script is part of the larger *What's Your Reason for a Mammogram* breast cancer screening campaign, which consists of a number of turnkey tools and resources designed to help customers overcome various patient- and organization-related breast cancer screening barriers. The South Asian Patient Navigation Script offers content and language to address key screening challenges of South Asian audiences in the United States. Please consult your aligned Portfolio marketer or check the Portfolio Marketing Resource Library for a complete list of resources.

Approved teams can provide these materials to customers interested in or managing breast cancer screening. You may not directly assist your customer in customizing resources and/or leading an implementation plan of customized resources without consulting the HCO Field Compliance Manual and your manager for guidance.

Genentech products may NOT be discussed during the same meeting where this material is reviewed.

For additional information, please consult your aligned Portfolio marketer.

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