



Bringing support through
personal interaction to
patients living with cancer...

so much more



Magnolia

Magnolia: Seeing through their eyes

Magnolia is the embodiment of Eisai's *human health care (hhc)* mission, designed to help meet the evolving needs of patients and their families. Novel among support programs, Magnolia places a high value on face-to-face interaction and socialization with patients. Magnolia is a unique, hands-on experience that reaches out to patients and their families, giving them a way to address their challenges while offering Eisai employees the opportunity to gain a first hand experience to inform the work they do.



Helping to meet the evolving needs of
patients living with cancer  so much more

Magnolia Meals at Home™

What is Magnolia Meals at Home?

Magnolia Meals at Home, is a meal delivery program that provides a nutritious foundation for patients living with breast or thyroid cancer and their families. The goal is to help ease the stress of daily living so that patients can enjoy shared moments with loved ones.

To leverage the impact of the program, Eisai developed partnerships with key community and advocacy organizations.

- CancerCare®, Cancer Support CommunitySM, and Cornucopia Cancer Support CenterTM will identify men and women who fit the established criteria and may benefit from participation in Magnolia Meals at Home, and refer these individuals into the program
- Meals On Wheels will reach out to the program participants to set up meal deliveries, organize a schedule, and provide the meals



A meal delivery program so much more

Who is eligible to enroll in Magnolia Meals at Home™?

To enroll in *Magnolia Meals at Home*, you must meet 1 of the following criteria*†:

- Metastatic breast cancer (MBC), breast cancer (BC) or thyroid cancer (TC) patient currently undergoing chemotherapy, radiation therapy (excluding radiation iodine treatment), hormone therapy, or targeted therapy
- TC patient that has completed radiation iodine treatment †
- MBC, BC or TC patient who underwent chemotherapy or radiation therapy in the last 3 months
- MBC, BC or TC patient who has been discharged from a hospital (admission was cancer related) in the last 3 months
- BC or TC patient who is receiving adjuvant or neoadjuvant therapy
- TC patient who has undergone surgery in the past 3 months

Enrollment in Magnolia Meals at Home is simple and direct

- CancerCare, Cancer Support Community and Cornucopia Cancer Support Center will identify patients, determine their eligibility for *Magnolia Meals at Home*, secure their consent, and enroll them into the program
- Patient name and relevant contact information will be provided to Meals On Wheels through the online enrollment system
- An optional survey, along with brochures on support programs and other educational materials, will be included with meal deliveries

* This can include men or women diagnosed with breast or thyroid cancer.

† **There are no requirements for financial need to participate in this program.**

† Patients currently participating in radiation iodine treatment are not eligible for the program due to dietary restrictions associated with treatment.

Meal deliveries will start soon after enrollment

- You will receive a call from Meals On Wheels to schedule a delivery date
- Meal deliveries will occur Monday through Friday during the day. Please note that someone must be home to accept the delivery
- Meals are frozen and include an expiration date. The meals may also be refrigerated for several days, if necessary
- Each meal contains a list of ingredients, helpful for you or your family members who have food allergies or preferences



Helping to ease the stress of daily living for patients with cancer and their families

As *Magnolia Meals at Home* continues to succeed at helping to make patients' lives easier, participants express their gratitude for the program:

"I enjoy preparing my meals but some days I'm too tired and *Magnolia Meals at Home* comes to the rescue. I am grateful for this program."

"You've made a very difficult situation just a bit better."

"The frozen meals taste just like a home-cooked meal. They are easy to reheat and offer a great variety."

"A wonderful respite to help make daily life easier."



Magnolia Meals at Home™

- *Magnolia Meals at Home:*
a meal delivery program that
provides a nutritious foundation
for patients living with breast or
thyroid cancer and their families



Contact the advocacy organization for your area and sign up today!

Location	Advocacy Organization	Contact Information
New Jersey and New York	CancerCare	201-301-6809 800-813-HOPE (toll-free)
Massachusetts and New Hampshire	Cancer Support Community	617-733-5848 888-793-9355 (toll-free)
Raleigh-Durham	Cornucopia Cancer Support Center	919-401-9333

For more program information, visit
www.MagnoliaMealsAtHome.com

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Frequently Asked Questions

PROGRAM CRITERIA

What subset of patient are you aiming to serve?

Our goal is to serve households where a member meets one of the following criteria:



- Metastatic Breast Cancer (MBC), Breast Cancer (BC) or Thyroid Cancer (TC) patients currently undergoing chemotherapy, radiation (excluding radiation iodine treatment), hormone therapy or targeted therapy, or have gone through chemotherapy or radiation therapy in the last three months
- TC patients who have completed radiation iodine treatment - patients currently participating in radiation iodine treatment are not eligible for the program due to dietary restrictions associated with treatment
- MBC, BC or TC patient that has been discharged from a hospital in the last three months for a cancer related issue
- BC or TC patient receiving adjuvant or neo-adjuvant therapy
- TC patient who has undergone surgery in the past 3 months

This can include men and women diagnosed with BC, MBC or TC

There are no requirements for financial need to participate in the program

These patients must live within the predetermined areas in and around Woodcliff Lake, NJ, Andover, MA and Raleigh-Durham, NC (as well as areas in New York, New Hampshire and Boston, MA).

Am I eligible for the program though I live alone?

Yes. We want to serve breast and thyroid cancer patients that fall into the health status and location criteria. If you live alone, we will deliver 10 meals geared for breast or thyroid patient nutrition per month, for up to 2 months.

Can I refer a friend or relative to the program?

Yes, you can refer a friend or relative into the program. You will have to work with either CancerCare, Cancer Support Community or Cornucopia Cancer Support Center to refer a friend or a relative. Please see Contact Information on page 4.

Why am I not eligible for the *Magnolia Meals at Home* program?

There are restrictions on the locations, types, and quantity of patients served in the program. At this time, we are focusing on patients living with breast or thyroid cancer who meet the criteria listed above.

Are there other meal programs available through Meals On Wheels that I can be enrolled in if I'm not eligible for this program?

Local Meals On Wheels programs traditionally serve meals to homebound seniors over age 60 but they may have other types of meal programs that could benefit you. To find a Meals On Wheels provider closest to you, please



go to the website of our partner, Meals On Wheels America at www.mealsonwheelsamerica.org or call 703-548-5558 or toll-free at 888-998-MEAL (888-998-6325).

ABOUT THE MEALS & DELIVERY SERVICE

How many meals do you serve under *Magnolia Meals at Home*?

Each eligible program participant can receive up to 20 meals per delivery, once a month for up to 2 months. This includes 10 meals nutritionally geared for patients living with breast or thyroid cancer plus up to 10 meals for their family members, if requested by the participant. The meals are delivered frozen.

When can I expect the first meal delivery?

Once the advocacy organization determines you meet the criteria and submits your name and relevant information into the referral system, your first delivery can typically occur within a few days of enrollment. You should indicate to the advocacy organization when you want the meals to begin at the time you sign up for the program. For our *Magnolia Meals at Home* program, we are partnering with the Meals On Wheels America for the delivery of meals; a representative from the local Meals On Wheels program will call you to schedule the actual delivery. If for any reason, you do not receive your scheduled meal deliveries, please contact CancerCare, Cancer Support Community or Cornucopia Cancer Support Center.

When are the meal deliveries?

Meal deliveries will be scheduled Monday through Friday during the day. The local Meals On Wheels program will call ahead to schedule delivery to ensure someone is home at the time of delivery. If no one is home, Meals On Wheels will try to contact you or your secondary contact at home or on a cell phone. If no contact is made, the meals will go back to the warehouse for redelivery. We will not leave deliveries at a person's home if there is no one there to receive the delivery.

Is a Meals On Wheels vehicle going to show up at my doorstep?

Some deliveries are made with Meals On Wheels vehicles, some with volunteer vehicles. If you have specific instructions on delivery (e.g., code to ring your apartment, a dog at home that could run out the front door, use the back door, etc.), please notify your Meals On Wheels coordinator when he or she calls to schedule the next delivery.

What kind of meals can I expect?

The meals are frozen when delivered and can be kept in the freezer up to the expiration date. They can also be refrigerated for several days. All meals will have a label with ingredients (in case of allergies, food preferences), as well as a description and an expiration date.

Can I request a special meal, like a vegetarian or kosher meal?

At this time, we do not have the capabilities or scale to provide special meals. All meals will have a label with a list of ingredients. If you have food preferences or allergies, you will have the information you need to make an informed decision.

Can someone help me put away all the meals delivered?

The volunteer who delivers the meals to you may be able to help you put away your meals in your refrigerator and freezer. They can also help you understand what is included in the meal delivery.

PATIENT PRIVACY INFORMATION

Who gets access to my name, address, and other personal information?

The advocacy organization will collect information necessary to administer the program. Information that is absolutely necessary for meal delivery will be passed on to Meals On Wheels—information such as your name,

address, and contact phone number. Eisai employee volunteers will get your information so that they can help deliver meals, and so they can introduce themselves to you. Your privacy is of paramount importance and every effort has been made so that only the minimal amount of information is passed along to relevant parties. Beyond delivery logistics, your personal information will only be used for the administration of the program, the provision of services and the communication with you and/or your caregiver(s) about the program. By participating in the program, you agree to the sharing of your information for these purposes with these organizations.

Will my name be used in marketing materials, press releases, or other items?

No. Your name, address, or any other personal information will only be used for the administration of the program, the provision of services and the communication with you and/or your caregiver(s) about the program. The program may also provide consolidated data (e.g., number of patients served in the program) for external use. If you would like to send information or feedback to the program, please contact the Eisai Coordinator at 201-746-2550 or magnolia@eisai.com. We would be happy to hear feedback on the program; if at any time we want to use the information, we would always ask beforehand for your permission.

What does the consent portion of the application mean?

The consent portion of the application allows all parties in the program (Eisai, Meals On Wheels, CancerCare, Cancer Support Community and Cornucopia Cancer Support Center) to share patient information for the purpose of administering the program, providing the services and communicating with you and/or your caregiver about the program.

ENROLLMENT & TERMINATION

Why do you need my physician's acknowledgement in order to enroll me in the program?

We are only able to serve a subset of patients — patients that fall into the health status criteria and live within the locations we are serving. As part of the health status criteria, we must verify your health condition with your health care provider. This could be a verbal verification on the phone, or could be in the form of a letter from your doctor or nurse.

Can patients sign up again for another 2 months of meals?

For participants who may need additional support, CancerCare, Cancer Support Community and Cornucopia Cancer Support Center can determine, on a case-by-case basis, if a participant is eligible for an additional 2 months of meal deliveries. For those in need of a longer-term solution, CancerCare, Cancer Support Community and Cornucopia Cancer Support Center will work with the local Meals On Wheels program to determine whether an individual is eligible for participation in ongoing nutrition services from Meals On Wheels.

How do I terminate the service?

If you do not want to continue to participate in Magnolia *Meals at Home* and receive additional deliveries of meals, please notify the Meals On Wheels representative when he or she calls to schedule your next delivery. We would like to know why you want to terminate service, so please share insights with the coordinator so that we can improve the program and better meet the needs of those served over time.



GETTING INVOLVED & VOLUNTEERING

I'd love to share additional thoughts on the program. How can I do this?

To share your thoughts on the program, please reach out to the Eisai Coordinator at 201-746-2550 or magnolia@eisai.com.

I would like to get involved with the program. How can I volunteer?

There are many ways in which you can volunteer. First, you can volunteer through the local Meals On Wheels office to package and/or deliver meals to cancer patients or the other patients they serve. You can also volunteer through CancerCare, Cancer Support Community or Cornucopia Cancer Support Center in the various programs they offer. Or, you can also contact Eisai if you would like to be considered as a spokesperson for the Magnolia *Meals at Home* program, where you could participate in media outreach like interviews, photo ops, and other opportunities. Importantly, please share your insights on how much you liked the program and ways in which we could improve the program with any of the groups—Meals On Wheels, CancerCare, Cancer Support Community, Cornucopia Cancer Support Center or Eisai.

MORE INFORMATION

Who can I call at Eisai for more information? CancerCare? Cancer Support Community? Meals On Wheels? Cornucopia Cancer Support Center?

Location	Advocacy Organization	Contact Information
New Jersey and New York	CancerCare Contact: Kathy Nugent	Phone: 201-301-6809 Toll-free: 800-813-HOPE x6809 knugent@cancercare.org
Massachusetts and New Hampshire	Cancer Support Community Contact: Jane E. Brown	Phone: 617-733-5848 Toll-free: 888-793-9355 jane@cancersupportcommunity.org
North Carolina	Cornucopia Cancer Center Contact: Will Pulley	Phone: 919-401-9333 wpulley@cancersupport4u.org
All	Meals on Wheels America	Don Miller Phone: 1-571-339-1632 Toll-free: 888-998-MEAL
All	Eisai Coordinator	Phone: 201-746-2550 magnolia@eisai.com

Where can I find more information about nutrition for those living with breast or thyroid cancer and other support programs in my local community?

If you're currently undergoing treatment for breast or thyroid cancer or have been treated for breast or thyroid cancer in the past, eating well is particularly important for you. Some websites outside of the Magnolia *Meals at Home* program that provide information on nutrition for men and women living with breast or thyroid cancer are as follows: www.breastcancer.org/tips/nutrition, www.cancer.org/Healthy/EatHealthyGetActive, www.cancernutrition.com/breast_lecture.htm, and www.thyca.org/download/document/231/Cookbook.pdf. Remember to consult your health care team before making changes to your diet.

Are materials offered in languages other than English?

At this time, all materials, brochures, and information guides for *Magnolia Meals at Home* are only offered in English.

What are similar programs once the *Magnolia Meals at Home* Program ends?

Our partners, CancerCare, Cancer Support Community and Cornucopia Cancer Support Center, have a number of support programs, as well as educational material that they can share with you. Please reach out to either organization to learn more about the programs they offer and how you can get involved.

What is the survey I received, and why do you want me to fill it out?

The survey was put together to collect information from you and other participants in the program. The goals are: 1. Ensure that we are meeting your needs and find out ways in which we can improve the program and 2. Find out how the program is helping you, whether it's relieving the stress associated with grocery shopping and meal preparation, or giving you time to do things you love to do. We would very much appreciate if you filled out the optional surveys when you receive them.

I have a concern about a side effect from a medication, who should I speak with?

If you have a question about a side effect or anything related to your health, you should contact your health care provider or doctor. For questions or to report a side effect for an Eisai product, call 888-274-2378. You can also report side effects to the FDA: 800-FDA-1088.

PROGRAM SPONSOR & PARTNERS

Who is Eisai?

Eisai Inc. (a-zí) is a US pharmaceutical subsidiary of Tokyo-based Eisai Co., Ltd., a research-based *human health care (hhc)* company that discovers, develops and markets products throughout the world. Established in 1995, Eisai Inc. began marketing its first product in the United States in 1997 and has rapidly grown to become an integrated pharmaceutical business.

Headquartered in Woodcliff Lake, New Jersey, we are dedicated to a tradition of genuine concern for people and are driven by the desire to meet the diverse health care needs of patients and their families and caregivers. We are an agile, entrepreneurial organization managed by experienced leadership, backed by the strength, stability and historical successes of Eisai Co., Ltd., which has a strong and lasting commitment to the US market.

In the United States, our rapid growth and strong performance result from putting patients and their families first when making decisions and from empowering the people who manage our operations. Eisai employees personify our values of integrity, respect, professionalism, quality and teamwork.

What is Eisai's role in the program, as well as Meals On Wheels, CancerCare's, Cancer Support Community's and Cornucopia Cancer Support Center's?

Our advocacy partners, CancerCare, Cancer Support Community and Cornucopia Cancer Support Center will identify men and women who fit the established criteria and may benefit from participation in *Magnolia Meals at Home*, and refer these individuals into the program.

Meals On Wheels will provide the meals and design a delivery schedule, as well as reach out to the program participants to schedule meal delivery. Meals On Wheels America is the oldest and largest national organization

in the US composed of local, community-based Senior Nutrition Programs that serve more than 1 million meals each day to people in need across the United States. Their established mission is to end senior hunger in America.

Eisai is the program sponsor, who created the vision, mission and direction of the program. Eisai employees can volunteer to deliver meals.

Why did Eisai choose the Woodcliff Lake, NJ, Andover, MA and Raleigh-Durham, NC regions?

Magnolia *Meals at Home* is a program sponsored by Eisai to support those living with cancer and their families. The reason why Woodcliff Lake, NJ, Andover, MA and Raleigh-Durham, NC were selected was to allow Eisai employees working at Eisai sites in these locations to volunteer to deliver meals.

The US headquarters for Eisai is located in Woodcliff Lake, NJ and large research and development offices are located in Andover, MA and Raleigh-Durham, NC; together, these locations employ hundreds of people. Choosing the locations near Eisai employees allows them a volunteer opportunity to fulfill the company's *human health care (hhc)* mission mission, which is placing patients at the center of everything we do and being part of the local community.

What is Eisai gaining by launching this program?

At Eisai, we take pride in our *hhc* mission, which is placing patients at the center of everything we do and being part of the local community. To achieve our goals, we strive to spend time with patients and socialize with them to better understand their needs, feelings, and how we can help.

Magnolia - Partners Along The Patient Journey, demonstrates the Eisai commitment to fulfilling its *hhc* mission. Magnolia is a dynamic program designed to help meet some of the evolving needs of people with cancer and their families. Unique among support programs, Magnolia places a high value on face-to-face interaction with people living with cancer. By personally reaching out to people with cancer and their families, Magnolia strives to provide a resource that helps address real-life situations.



For more program information, visit
www.MagnoliaMealsAtHome.com

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