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Target the Future Think Tank Challenge launches with goal of reducing healthcare disparities in multiple myeloma

- **£85,000 (approximately \$100,000) grant will be awarded to the best idea for reducing healthcare disparities among multiple myeloma patients**

GSK today announced its **Target the Future** programme, a global campaign dedicated to addressing key challenges in the multiple myeloma community, is seeking applications to its second annual Think Tank Challenge. This year's Think Tank Challenge focuses on helping to eliminate healthcare disparities among patients with multiple myeloma. Factors such as socioeconomic status and rural-urban residence can all play a role in poorer health outcomes for multiple myeloma patients.¹

Tania Small, MD, VP, Global Medical Oncology Head, GSK, said: "Multiple myeloma is a complex disease, and healthcare disparities represent a significant barrier in the health outcomes of patients who live in underserved communities. Creating tangible solutions that lift those who have historically lacked access to equitable health care is a critical start in eliminating health disparities and ensuring sustainable improvement in care. By boldly confronting disparities head on with this year's Think Tank Challenge, we're empowering the community to ideate innovative solutions that could help improve myeloma patients' lives."

The Think Tank Challenge will award one recipient a grant of £85,000 (equivalent to approximately \$100,000) to support bringing their idea to life. The Challenge is open through 15 August 2023 and welcomes ideas and solutions from around the globe that address healthcare disparities. The Think Tank panel, a multidisciplinary advisory group of people personally and professionally connected to the multiple myeloma community, continues to guide the programme and select the grant awardee. The panel will review submissions and select three finalists to present their ideas to the panel during a live virtual event in Fall 2023.

Applications will be accepted from individuals (e.g. patients, caregivers, researchers, data scientists, or advocates) and non-profit organisations. Healthcare professionals, for-profit organisations and GSK employees are ineligible for the grant.

The first recipient of the Target the Future Think Tank Challenge grant was the HealthTree Foundation, a non-profit organisation helping patients learn more about their health and encouraging them to become their own best advocates. Their proposal, the "HealthTree Equity and Diversity for Multiple Myeloma Program," is helping to improve access, education and support for minority patients.

About multiple myeloma

Multiple myeloma is the third most common form of blood cancer worldwide and is generally considered treatable but not curable.² 176,404 people worldwide were diagnosed with multiple myeloma in 2020 alone.³ Research into new therapies is needed as multiple myeloma commonly becomes refractory to available treatments.⁴

GSK in Oncology

GSK is committed to maximising patient survival through transformational medicines. GSK's oncology pipeline is focused on immuno-oncology, tumour cell targeting therapies and synthetic lethality. Our goal is to achieve a sustainable flow of new treatments based on a diversified portfolio of investigational medicines utilising modalities such as small molecules, antibodies, and antibody-drug conjugates, either alone or in combination.

About GSK

GSK is a global biopharma company with a purpose to unite science, technology and talent to get ahead of disease together. Find out more at [gsk.com/company](https://www.gsk.com/company)

1 Intzes S, Symeonidou M, Zagoridis K, et al. Socioeconomic Status is Globally a Prognostic Factor for Overall Survival of Multiple Myeloma Patients: Synthesis of Studies and Review of the Literature. *Mediterr J Hematol Infect Dis*. 2021 Jan 1;13(1):e2021006. doi: 10.4084/MJHID.2021.006.

2 Sung H, Ferlay J, Siegel R, et al. Global Cancer Statistics 2020: GLOBOCAN Estimates of Incidence and Mortality Worldwide for 36 Cancers in 185 Countries. *CA Cancer J Clin*. 2021;71(3):209-249. doi:10.3322/caac.21660.

3 Multiple Myeloma: Statistics. Cancer.net. Published February 2022. Available at: <https://www.cancer.net/cancer-types/multiple-myeloma/statistics>. Accessed 2 March 2023.

4 Nooka AK, Kastritis E, Dimopoulos MA. Treatment options for relapsed and refractory multiple myeloma. *Blood*. 2015;125(20).