

WHY - WHO - WHAT - WHEN

Why we created the Strategic Sponsor Advisory Board

Because patient involvement only becomes truly meaningful when it is independent, accessible and ethical. Most patients never get the chance to participate — not because they lack interest, but because they lack access, training and pathways. PiCC United's Sponsorship Board exists to change that.

It enables us to build an NGO model where:

- the patient voice is protected
- training and knowledge are openly available
- collaboration across healthcare becomes more ethical and transparent



**It is not about branding.
It is about responsibility.**

What the Strategic Sponsor Advisory Board is

A small group of industry sponsors who:

- contribute **€2,000** annually to support PiCC United's non-profit mission
- participate in strategic dialogue (not decision-making)
- gain insight into patient needs, system gaps and emerging challenges
- commit to ethical boundaries ensuring independence and integrity

All Strategic Sponsor Advisory Board follow strict firewalls:

*No influence on content, patient selection, publications or advocacy.
It is a responsible partnership model for building a fairer healthcare ecosystem.*

Who the Strategic Sponsor Advisory Board is for

For organisations that want to:

- strengthen ethical patient engagement
- support capacity building for patients and carers
- contribute to a healthier collaboration culture in healthcare
- be part of a non-influential, transparent and responsible funding model

The Strategic Sponsor Advisory Board is for companies that understand that supporting the patient voice does not mean influencing it. It's for partners who want to make their purpose count.

We want every sponsor to walk away with



Clear insight — not influence

A deeper understanding of where patient involvement fails, and where investment in patients makes the biggest difference.

Access to knowledge and early signals

Early overviews of patient trends, gaps and needs through annual briefings, roundtables and shared learning sessions.

A trusted, ethical partnership

A way to support the patient voice while remaining fully compliant — with transparent governance and zero risk of inappropriate influence.

A place to raise real challenges

A safe space to discuss barriers with patients — without it becoming co-creation or consultancy. Just honest, strategic dialogue.

Visibility that strengthens your purpose

Recognition as part of the founding group shaping a new NGO model, aligned with ESG, patient engagement and responsible innovation values.