

# Frequently Asked Questions

## PROGRAM CRITERIA

### 1. What subset of patients are you aiming to serve?

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

- Metastatic Breast Cancer (MBC) and Breast Cancer (BC) patients that are currently undergoing chemotherapy, radiation, or hormone therapy, or have gone through chemotherapy or radiation therapy in the last three months
- MBC or BC patient that has been discharged from a hospital in the last three months for a cancer related issue
- BC patient receiving adjuvant or neo-adjuvant therapy
- This includes men diagnosed with BC or MBC
- There are no requirements for financial need to participate in the program

These patients must live within the predetermined areas in Northern NJ or Andover, MA.

### 2. Am I eligible for the program even though I live alone?

Yes. We want to serve breast cancer patients that fall into the health status and location criteria. If you live alone, we will only be delivering the 7 meals geared for breast cancer patient nutrition per month, for 6 months.

### 3. Can I refer a friend or relative into the program?

Yes, you can refer a friend or relative into the program. You will have to work with either **CANCERcare** or Cancer Support Community to refer a friend or a relative. You can reach **CANCERcare** at 201-301-6809 or toll-free at 800-813-HOPE x6809 or via email at [knugent@cancercares.org](mailto:knugent@cancercares.org). You can reach Cancer Support Community through their program manager Julie Taylor at 434-384-0247, toll-free 888-793-9355 or [jtaylor@cancersupportcommunity.org](mailto:jtaylor@cancersupportcommunity.org).

### 4. Why am I not eligible for the Magnolia Meals at Home program?

Since this is a pilot program, there are restrictions on the locations of patients to be served, the type of patients served, and the quantity of patients served. At this time, we are focusing on approximately a 25-mile radius around Woodcliff Lake, NJ, as well as Andover, MA. We are focusing on patients living with breast cancer who are currently on chemotherapy, radiation, or hormone therapy, recovering from chemotherapy or radiation therapy, or those recently discharged from a hospital for a cancer related issue. We hope to impact over 400 households in the designated geographic areas and serve up to 42,000 meals.

### 5. 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 younger persons. To find a Meals On Wheels provider closest to you, please go to the website of our partner, the Meals On Wheels Association of America at [www.mowaa.org](http://www.mowaa.org) or call 703-548-5558.



## ABOUT THE MEALS & DELIVERY SERVICE

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

The program is structured so that each program participant receives up to 17 meals per delivery, and these meals are delivered once a month for 6 months. The 17 meals are broken down as follows: 7 meals nutritionally geared for patients living with breast cancer plus 10 meals for their family members. The meals are delivered frozen.

### 7. 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 Association of America for the delivery of meals; a representative from the local Meals On Wheels program will call you to schedule the actual delivery.

### 8. When are the meal deliveries?

Meal deliveries typically occur between 10:00 AM and 3:00 PM, during the work week. 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. It is important that someone is at home for the scheduled delivery.

### 9. 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.

### 10. What kind of meals can I expect?

The program is structured so that each program participant receives up to 17 meals per delivery, and these meals are delivered once a month for six months. The 17 meals are broken down as follows: 7 meals nutritionally geared for patients living with breast cancer plus 10 meals for their family members. 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.

### 11. 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.

### 12. 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. All meals contain a label that has ingredients, so that you know what you receive.

## PATIENT PRIVACY INFORMATION

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

The advocacy organization will collect pertinent information from you. Only 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 volunteers will only get your address so that they can help deliver meals, and will only receive your name verbally so they can introduce themselves to you. Your privacy is of paramount importance and we have ensured that only the minimal amount of information is passed along to relevant parties. Beyond delivery logistics, your personal information will never be used.

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

Your name, address, or any other personal information will never be used outside of logistical, meal delivery uses. The program may use consolidated data (e.g., number of patients served in the program) for external use, but never provide any information on a patient level. 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](mailto: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.

### 15. 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* and Cancer Support Community) to share patient information for the sole purpose of delivering meals. The patient-specific information will not be used for any other purposes other than meal logistics.

## ENROLLMENT & TERMINATION

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

Since this program is a pilot, 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 piloting. 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.

### 17. Can patients sign up again for another 6 months of meals?

Since this is a pilot program, patients are only eligible for one set of 6 months of deliveries.

### 18. How do I terminate 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.

## 19. What is the size of the overall program?

Our goal is to provide support to over 400 households in the combined NJ and MA areas. This translates into serving almost 42,000 meals in total. The program is expected to end by March 31, 2013. To receive the full 6 months of deliveries, a patient must be enrolled by October 1, 2012.

## GETTING INVOLVED & VOLUNTEERING

### 20. 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](mailto:magnolia@eisai.com).

### 21. 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** or Cancer Support Community 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, or Eisai.

## MORE INFORMATION

### 22. Who can I call at Eisai for more information? **CANCERcare**? Cancer Support Community? Meals On Wheels?

At Eisai, please call the Eisai Coordinator at 201-746-2550 or [magnolia@eisai.com](mailto:magnolia@eisai.com). At **CANCERcare**, please call Kathy Nugent at 201-301-6809 or toll free at 800-813-HOPE x6809 or via email at [knugent@cancercares.org](mailto:knugent@cancercares.org). At Cancer Support Community, please call Julie Taylor, the Project Manager at 434-384-0247, toll-free 888-793-9355 or [jtaylor@cancersupportcommunity.org](mailto:jtaylor@cancersupportcommunity.org). At Meals On Wheels, please contact the Meals On Wheels Association of America at 703-548-5558.

### 23. Where can I find more information about nutrition for those living with breast cancer and other support programs in the local community?

If you're currently undergoing treatment for breast cancer or have been treated for breast 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 cancer are as follows: [www.breastcancer.org/tips/nutrition](http://www.breastcancer.org/tips/nutrition), [www.cancer.org/Healthy/EatHealthyGetActive](http://www.cancer.org/Healthy/EatHealthyGetActive), and [www.cancernutrition.com/breast\\_lecture.htm](http://www.cancernutrition.com/breast_lecture.htm). Remember to consult your health care team before making changes to your diet.

## 24. 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.

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

Our partners, **CANCER*CARE*** and Cancer Support Community 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.

## 26. 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 and either mail them back to us or send them back with one of the Meals On Wheels or Eisai volunteers.

## 27. 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 1-888-274-2378. You can also report side effects to the FDA: 1-800-FDA-1088.

## PROGRAM SPONSOR & PARTNERS

### 28. Who is Eisai?

Eisai Inc. (ā-zī) 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.

### 29. What is Eisai's role in the program, as well as Meals On Wheels', **CANCER*CARE***'s, and Cancer Support Community's?

Our advocacy partners, **CANCER*CARE*** and Cancer Support Community 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. The Meals On Wheels Association of 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, as well as providing the financial means to launch the pilot. Eisai has an integrated role in the operations of the program, as their employees volunteer to deliver meals alongside the Meals On Wheels personnel and volunteers.

### 30. Why did Eisai choose the Woodcliff Lake, NJ and Andover, MA regions?

Magnolia *Meals at Home* is a pilot program sponsored by Eisai to support those living with breast cancer and their families. The reason why Woodcliff Lake, NJ and Andover, MA were selected as pilot locations was to allow Eisai employees to volunteer in the program to get a sense of the difference they can make on patients' lives and their local community.

At Eisai, we take pride in our *human health care (hhc)* mission, which is prioritizing patients 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.

The US headquarters for Eisai is located in Woodcliff Lake, NJ and a large research and development office is located in Andover, MA; together, these locations employ hundreds of people. Choosing the locations near Eisai employees allows them a volunteer opportunity to fulfill the company's *hhc* mission.

### 31. What is Eisai gaining by launching this program?

At Eisai, we take pride in our *human health care (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, the Eisai Women's Oncology Program, demonstrates the Eisai commitment to fulfilling its *hhc* mission. Magnolia is a dynamic program designed to help meet some of the evolving needs of women with cancer and their families. Unique among support programs, Magnolia places a high value on face-to-face interaction with women living with cancer. By personally reaching out to women with cancer and their families, Magnolia strives to provide a resource that helps address real-life situations.

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Printed in USA / August 2012

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CORP0061

