

# 2023 Annual Report



The Max  
Foundation

*Accelerating health equity,  
one patient at a time.*

# Letter From

*the CEO & Board President*



**Pat Garcia-Gonzalez**  
*CEO and Co-Founder*

**Paula Boulton**  
*Board President*

Two years into our five-year strategic commitment to increase our impact, 2023 was a year of significant advancement toward our priorities and our mission of accelerating health equity.

Notable firsts in 2023 included launching a program for patients living with advanced breast cancer in areas of the world where more than 55% of breast cancer-related deaths occur, and setting the stage for providing the latest treatments developed for chronic lymphocytic leukemia as well as for chronic myeloid leukemia. Closer to home, we introduced Max GPS in the US, a program designed to address disparities in care and assist patients living with cancer in underserved communities.

**By the end of 2023, our programs reached nearly 37,000 patients across 83 countries, our highest annual number to date.**

And now, let's take a closer look at how we performed across our three priority measures.

## **Treat More Patients**

We grew our patient reach in 2023, a measure we are relentlessly focused on as we aim to narrow the equity gap each year. Of the nearly 37,000 people who received our services, more than 33,000 were those we had supported in previous years, a reflection of the long-term commitment of our organization to these patients and families. Overall, we delivered nearly 10 million daily doses of high impact, life-extending medications free of charge in 2023.

The first advanced breast cancer patients to receive treatment were in Mozambique, with plans underway to expand to additional countries. We expanded access in 18 countries in Africa, Asia, and Latin America by providing at least one new medication to patients in these countries, in addition to the existing

services we offer. To make all this a reality, our teams across the world – the backbone of our foundation – maintained their singular patient focus, providing accompanying services to more than 21,000 families.

## **Amplify Our Voice**

Externally, efforts to make our patients' voices heard gained momentum. As CEO, I accepted recognitions for these efforts on behalf of The Max Foundation, including being named Health Equity Honoree by Fierce Pharma and being named a Hero of Kenya by the President of Kenya on Mashujaa Day. I also co-authored op-ed pieces with industry leaders, published in Pharmaphorum and STAT. Our active participation in patient organizations and industry and medical meetings around the world reinforced the urgent need to accelerate equitable cancer care.

## **Sustain Our Work**

To sustain our work and grow our impact, we expanded the number of global partnerships. We're excited to welcome BeiGene, Eli Lilly, and the International Workshop on Chronic Lymphocytic Leukemia (iwCLL) to the Humanitarian Partnership for Access to Critical Treatments (Humanitarian PACT) in support of our mission to eliminate healthcare disparities for patients living with cancer in low- and middle-income countries.

Our ambition and clarity around our direction have never been stronger. With every milestone we reach, the horizon moves a little further with more families in need of assistance and more diseases to be covered. Those in urgent need of access to treatment and their families continue to guide and inspire our daily actions. Together, we are confident we can realize our vision of a world where all people, no matter where they live, can access life-extending medicines to live with dignity and hope.

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## Our Mission

Our mission is to accelerate health equity. We do this by delivering medication, technology, and services to patients facing cancer and other critical illnesses, focusing our energy on those whom no one else is helping.

## Our Vision

Our vision is a world where all people can access high-impact medicines, where geography is not destiny, and where everyone can strive for health with dignity and hope.

# Twenty-Twenty Three

by the numbers



**7,290** molecular diagnostic tests provided

**18** countries reached with a new treatment for the first time

**500+** partner healthcare professionals

**91** global team members serving patients

Nearly **10M** daily doses of life-extending cancer and rare disease medication delivered

**300+** partner medical institutions

**83** countries supported

**596** international shipments of medicine delivered

**10** GeneXpert diagnostic equipment donated

**59K** one-to-one contacts by our team with patients

Nearly **37,000** patients with cancer and critical diseases received access to treatment and/or support services

More than **33,000** were patients and families supported in prior years

**3,500** received treatment for the first time

<b>30,522</b> Chronic Myeloid Leukemia (CML)	<b>41</b> Hypereosinophilic Syndrome Chronic Eosinophilic Leukemia (HES/CEL)
<b>3,329</b> Gastrointestinal Stromal Tumors (GIST)	<b>20</b> Transthyretin Amyloid Cardiomyopathy (ATTR-CM)
<b>607</b> Renal Cell Carcinoma (RCC)	<b>22</b> HR+/HER2- Advanced Breast Cancer for the first time
<b>418</b> Philadelphia Chromosome-positive Acute Lymphoblastic Leukemia (Ph+ ALL)	<b>12</b> Myelodysplastic Syndromes/ Myeloproliferative Disorders (MDS/MPD)
<b>165</b> Dermatofibrosarcoma Protuberans (DFSP)	<b>6</b> Systemic Mastocytosis (SM)
<b>102</b> ALK- and ROS1-positive non-small cell Lung Cancer (ALK+ & ROS1+ NSCLC)	<b>3</b> Primitive NeuroEctodermal Tumors (pNET)

# Meaningful Advancements *for patients*



With the addition of medicines to treat two critical diseases, advanced breast cancer and chronic lymphocytic leukemia, we expanded our patient support to a total of 13 disease areas



We introduced two new medicines, growing our access to high impact treatments for patients in need



True to our mission, we helped patients overcome barriers to treatment by providing nearly 2,300 families with transportation, disease education, or schooling support



Supporters and well-wishers across the globe came together to celebrate 26 years of The Max Foundation's mission, raising more than \$250,000 to help accelerate equitable cancer care

We launched a treatment access program for women with advanced breast cancer, a disease that causes more than 55% of breast cancer-related deaths in low-resource countries



We provided over 7,000 molecular and diagnostic tests across 40 countries, reflecting the high unmet need as a barrier to survival



Our global geographic reach increased to 83 countries



We launched Max GPS in July 2023, expanding our patient navigation program to include cancer patients across underserved communities in the US; 78 patients, families and caregivers were supported in the first half-year of operation



## Pharmacist Perspective

The amount of support provided by The Max Foundation is tremendous. It is an honor to be working with such a foundation where providing patients with accessible medication is paramount. The program has proven to be very effective as patients in Fiji are not able to afford the drug and it is easier to trust The Max team that the quality of medicine is of international standards.

- Tehniyat Nida from Fiji





# Treat more patients

## Progress on our priorities

In 2023, our access and support programs reached nearly 37,000 patients and their families across Africa, the Middle East, Eastern Europe, Central Asia, Latin America, and Southeast Asia. We welcomed over 3,500 new patients who received treatment at no cost. Additionally, some of these patients benefited from transportation support, disease education, and schooling support services, which have proven to eliminate significant health barriers in the global communities we serve.

In the US, we launched Max GPS, a health navigation program targeting underserved communities, including those from refugee and migrant populations. Max GPS, launched initially in Washington State, is now well positioned to expand nationally. Together with the opening of our program in Central African Republic, we are now operating in 83 countries, collaborating with 300-plus institutions and 500-plus healthcare professionals to help patients in need.

In a groundbreaking milestone, we launched access to treatment and support for advanced breast cancer, with women in Mozambique and Nepal being the first patients to receive these treatments. In collaboration with ABC Global Alliance, we facilitated breast cancer clinical training sessions for 23 healthcare professionals from 10 countries. We initiated efforts to deliver two newly developed treatments for leukemia – a new medication developed for chronic lymphocytic leukemia, which will be the first treatment we make available for this disease starting in Armenia and Nepal, and the newest treatment developed for chronic myeloid leukemia starting with Cambodia, Nepal, Ghana, Honduras, Jamaica, Fiji, and Burkina Faso.

Overall, we introduced two new medicines and increased our disease portfolio to include treatment for two new critical illnesses in 2023, further enhancing our support for patients in low and middle-income countries.

We know from our experience that lack of diagnostics and monitoring often stand in the way of higher patient survival rates and quality of life. Last year, we supported these critical components of patient care with nearly 7,300 diagnostic tests delivered to our partner institutions across 40 countries. In collaboration with the American Society for Clinical Pathology, we facilitated training and capacity building for diagnosis for advanced breast cancer in Mozambique.



## Patient Perspective

There is darkness of hopelessness until someone lights a candle of hope, and that's how The Max Foundation came to my life as a light of hope.

– Kiran from India



*Kiran was diagnosed with leukemia at age 20. As a carpenter he did not earn enough to cover the cost of medication and became part of The Max Foundation's program in 2009. Now 34 and happily married with a 5-year-old, he says, "having benefited from The Max Foundation, my goal in life is to help and serve the poor in any way possible and lighten their burden."*

# Amplify our voice



## Progress on our priorities

For patients with critical illnesses, having a voice gives them agency and the ability to express their unique challenges. The patients and families we serve don't have that ability, living as they do in poorly resourced countries. We take this responsibility of amplifying their voices with utmost seriousness.

To that end, in 2023, we built a multi-faceted communications team with strong capabilities in storytelling, social media, and branding, and expanded our efforts in educating audiences on the need for universal access to innovative medicines. We expanded our partnerships, increased our speaking engagements at international conferences, authored articles in relevant publications, and strengthened our network with other patient organizations and leading experts. Articles co-authored by Pat Garcia-Gonzalez, together with industry leaders in Pharmaphorum, STAT, and other publications, highlighted the pressing need to step up global efforts to accelerate health equity.

Our CEO continued in her role as Chairperson of the Access to Oncology Medicines Coalition (ATOM) Council and was recognized by Fierce Healthcare/Fierce Lifesciences and the government of Kenya, among others, for The Max Foundation's continued drive to accelerate healthcare equity.



*Above: At the celebration of Kenya's Mashujaa Day (Heroes' Day) on October 20, 2023, Pat was one of the people honored by the President of Kenya in recognition of their contributions to the country's freedom. For more than 20 years, we have treated over 3,000 patients in Kenya working with partners at Coast General, JOOTRH Kisumu, MTRH-Eldoret, Nakuru Level 5, and The Nairobi Hospital.*



## Partner Perspective

Industry should join patient organizations and NGOs in raising awareness of the significant need of cancer patients and caregivers in underserved markets, and the opportunity and benefit of addressing this urgent health inequity. Together, we have a stronger voice and greater stature we can put to use. Geography should not be destiny. Inequity should have no safe haven in the world. When we put our strengths together in the interest of helping people in need living with cancer, neither distance nor economics nor old assumptions should stand in our way.

– John V. Oyler, CEO, BeiGene

– Pat Garcia-Gonzalez, CEO, The Max Foundation

Pharmaphorum, November 13, 2023



# Sustain our work

## Progress on our priorities

Pat Garcia-Gonzalez has said, “Global markets require global strategies that address the unique challenges of access in low- to middle-income countries. No one entity has all the answers, but, together, we each hold valuable pieces of the puzzle and can create sustainable access models for patients.”

In collaboration with our partners at the Humanitarian Partnership for Access to Critical Treatments (Humanitarian PACT), we delivered treatment access for breast cancer to hospitals in Mozambique and Nepal last year, with more countries to follow. We expanded our collaborations with the addition of new partnerships with BeiGene, Eli Lilly, and the International Workshop on Chronic Lymphocytic Leukemia (iwCLL) to provide treatment access and enhance the care for adult patients with chronic lymphocytic leukemia and advanced breast cancer. We expanded our network of implementing partners by welcoming 30 physicians, four new hospitals and six non-government organizations. This expansion in partners positions us well for further growth in the coming years.



## Physician Perspective

Access to adequate diagnosis and treatment is paramount to change the survival and the quality of life of patients with advanced breast cancer. The ABC Global Alliance is happy and proud to partner with The Max Foundation and our colleagues in Mozambique in this important program and to see the first patients being able to access important therapies. Together, we can make a bigger difference than isolated in improving the lives of patients and their families.

**- Fatima Cardoso, President of the ABC Global Alliance**

*Below: Pat and Dr. Fatima Cardoso discuss the collaboration in addressing the urgent needs of people diagnosed with advanced breast cancer in low- and middle-income countries during a site visit in Mozambique. ABC Global Alliance is one of the members of the Humanitarian PACT.*



# Revenue & Expenses

## Revenue

In-kind pharmaceutical contributions*	\$ 298,315,923
Contributions, grants, & sponsorships	\$ 13,535,845
Diagnostic program revenue	\$ 227,621
Other income	\$ 5,376
<b>Total</b>	<b>\$ 312,084,765</b>

## Expenses

Program expenses	\$ 8,752,731
Program in-kind expenses	\$ 283,969,618
Management & general expenses	\$ 2,472,351
Fundraising expenses	\$ 784,078
<b>Total</b>	<b>\$ 295,978,778</b>

\*The Organization recognizes in-kind contributions consisting of pharmaceuticals, medical devices, and related products. These goods are recorded as inventory and revenue at fair value at the time received and as a reduction to inventory and program expense when the goods are distributed. Pharmaceutical inventory is released using a specific identification method based on expiration date and is reviewed at least annually for impairment. Pharmaceutical inventory is disposed and written off as obsolete when it is determined the pharmaceutical cannot be imported into a specific country of destination with shelf-life sufficient to comply with local importation regulations and the Organization's own guidelines.

# Donors & Supporters

## Humanitarian PACT Members

ABC Global Alliance	Cepheid *	Novartis * <i>Pioneer in Treatment Access</i>
American Society for Clinical Pathology	Eli Lilly	Pfizer Inc. *
BeiGene USA *	Incyte Corporation *	Takeda *
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*\* Visionary Council: Corporate and individual donors who have made a significant contribution to our organization. True to the definition of a visionary, these donors have a strong vision of the future and have taken it upon themselves to contribute so The Max Foundation can make larger strides towards accelerating health equity.*

*◊ Champions Circle: A group of generous monthly global givers to help us accelerate health equity every day, year-round.*

*This list includes people and corporations who gave \$250 or more in 2023. All donations, big and small, help us reach more patients in need. Thank you to everyone who contributed to the mission of The Max Foundation.*

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HCG Cancer Centre  
HCG Cancer Centre, Jaipur  
HCG Cancer Centre, Mumbai  
HCG Kalyannagar  
HCG Medisurge Hospital  
HCG MSR Centre Of Oncology  
HCG Panda Curie Cancer Hospital  
HealthCare Global Enterprises Ltd  
Hematology & Immunology Cell  
Hematology Clinic  
Holy Spirit Hospital  
Homi Bhabha Cancer Hospital  
Hope Cancer Institute  
Icon Krishi Institute of Medical Sciences Private  
Indira Gandhi Co-Operative Hospital  
Indira Gandhi Institute of Medical Sciences (IGIMS)  
Indo-American Cancer Institute & Research Centre  
Indurkar clinic  
Jaslok Hospital and Research Center  
Jaypee Hospital  
JIPMER  
Jupiter Hospital  
K R Hospital  
Kailash Hospital  
Kane Hospital  
Kashyap Nursing Home  
Kerala Institute of Medical Sciences  
Kidwai Memorial Institute of Oncology  
King George's Medical College  
Kolkata Medical College

Kovai Medical Centre And Hospital  
Krishna Hospital  
Krishna Institute Medical Sciences Ltd  
Kumaran Hospitals Pvt. Ltd  
L N Cancer Hospital  
LH Hiranandani Hospital  
Lokmanya Tilak Municipal General Hospital  
Lotus Institute of Hemetology and Oncology  
Lourdes Hospital  
Mahatma Gandhi Medical College & Hospital  
Malabar Cancer Center  
Manas Hospital  
Manavata Cancer Centre  
Mangalore Institute of Oncology  
Mangalore Institute of Oncology Udupi, Day Care Centre  
Manipal Hospital  
Manipal Hospital Yeshwanthpur  
Manipal Hospital, Comprehensive Cancer Centre  
Manipal Hospital, Vijayawada  
Marble City Hospital and Research Centre  
Max Super Speciality Hospital  
Max Super Speciality Hospital, Ghaziabad  
Mayom Hospital  
Medanta Cancer Institute  
Medicity Hospital  
MGM's Medical College & Hospital  
Microdiagnostic  
Mittal Hospital  
MNJ Hospital  
Mohan B Agarwal Clinic  
Mohan Dai Oswal Cancer Hospital  
MS Patel Cancer Center  
Mumbai Oncocare Centre  
Mumbai Oncocare Centre, Aurangabad

MVR Cancer Center and Research Institute  
Naik Super Speciality Hospital  
Nair Hospital  
Nanavati Super Speciality Hospital  
Narayana Hrudayalaya  
Narayana Superspeciality Hospital  
Narayana Cancer Clinic  
National Cancer Institute  
Netaji Subhas Chandra Bose Cancer Research Institu  
Nil Ratan Sircar Medical College & Hospital (NRSMC&H)  
Nizam's Institute of Medical Sciences  
NMR Curie Centre of Oncology  
Omega Hospital  
Oncowin Cancer Center  
P. D. Hinduja Hospital and Medical Research Centre  
Paras HMRI Hospital  
Park Nursing Home  
Patel Hospital  
Patna Hematology Clinic  
Post Graduate Institute of Medical Education & Research  
Pragati Hospital  
Prathima Cancer Hospital  
Prince Aly Khan Hospital  
PSRI Hospital & Research Centre  
Punjab Cancer Care & Research Centre  
Quality Care Hospital  
Qure Hematology and Oncology Centre LLP (Dr Urmish Chudgar)  
R.K. Birla Cancer & Res. Center & S.M.Medical Collage  
Raheja Hospital  
Rajagiri Hospital  
Rajendra Institute of Medical Sciences  
Rajiv Gandhi Cancer Institute & Research Ctr.

## Partner Healthcare Institutions, continued

Ram Krishna Cancer Care Clinic  
 Ravi's American Cancer Care  
 Regional Cancer Centre  
 Renova Soumya Cancer Centre  
 Ruby Hall Clinic  
 S.C.B. Medical College and Hospital  
 Safdurjung Hospital  
 Sahyadri Speciality Hospital  
 Sakra World Hospital  
 Sancheti Hospital and Cancer Institute  
 Sandu Cancer Centre  
 Sanguine Hematooncology Clinic  
 Sanjay Gandhi Postgraduate Institute of Medical Sc  
 Sanjeevani CBCC USA Cancer Hospital  
 Santokba Durlabhji Memorial Hospital  
 Saveetha Medical College and Hospital  
 Shatabdi Hospital  
 Shyam Hem-Onc Clinic  
 SIMS Hospital  
 Sir Ganga Ram Hospital  
 SMS Medical College and Hospital  
 Sparsh Hospital and Critical Care Pvt. Ltd.  
 Sri Aurobindo Cancer Institute of Medical Sciences  
 Sri Guru Ram Das Institute of Medical Sciences & Research Centre  
 Sri Ramachandra Medical College & Research Centre  
 Sri Ramakrishna Institute of Oncology Research  
 Srinivasan Rajalakshmi Memorial Hospital  
 St. John's Medical College  
 Surat Oncology Centre  
 Sushrut Hospital & Research Centre

Taran OncoCare  
 Tata Medical Centre  
 Tata Memorial Hospital  
 United CIIGMA Hospital  
 Vadamalayan Hospitals  
 Vasantha Memorial Cancer Centre  
 Vasundhara cancer clinic  
 Vedanta Institute of Medical Sciences  
 Vizag Haematology Centre  
 VPS Lakeshore Hospital  
 VS hospital  
 Vyas Cancer Care  
 Vydehi Institute of Medical Science and Research Center  
 Yashoda Clinic  
 Yashoda Hospital  
 Zydus Hospitals Cancer Centre

**Jamaica**  
 Cornwall Regional Hospital  
 Kingston Public Hospital (NPHL)  
 University Hospital Of The West Indies

**Kazakhstan**  
 National Research Oncology Center

**Kenya**  
 Coast General Teaching & Referral Hospital  
 Jaramogi Oginga Odinga Teaching & Referral Hospital  
 Moi Teaching & Referral Hospital  
 Nakuru Level 5 Hospital  
 The Nairobi Hospital

**Kyrgyzstan**  
 National Oncology and Hematology Center

**Laos**  
 Mittaphab Hospital

**Latvia**  
 Riga East University Hospital

**Lithuania**  
 Vilniaus Universiteto Ligoninė  
 Santaros Klinikos

**Macedonia**  
 University Clinic for Hematology-Skopje

**Madagascar**  
 Service d'Oncologie C.H.U – H.J.R.A

**Malawi**  
 College of Medicine & Queen Elizabeth Central Hospital

**Mali**  
 Service d'hématologie oncologie médicale

**Mauritius**  
 Victoria Hospital Candos

**Mexico**  
 Hospital Angeles del Pedregal  
 Hospital Central de San Luis Potosí "Dr. Ignacio M  
 Hospital General de Mexico  
 Hospital General de Occidente, Secretaria de Salud  
 Hospital Universitario de Nuevo León "Dr. José Ele  
 Instituto Nacional de Cancerologia (INCAN)  
 Instituto Nacional de Ciencias Médicas y Nutrición  
 Unidad de Hematología y Transfusión  
 Unidad de Inmuno-hematología

**Moldova**  
 Institute of Oncology

**Mongolia**  
 The First Central Hospital of Mongolia

**Mozambique**  
 Hospital Central de Maputo

**Namibia**  
 Private Office Dr. Michael Alison

**Nepal**  
 B.P. Koirala Memorial Hospital  
 Patan Hospital  
 Sushil Koirala Prakhar Cancer Hospital

**Nicaragua**  
 Hospital Roberto Calderon Gutierrez

**Niger**  
 Hôpital National de Niamey

**Papua New Guinea**  
 Nazarene Health Ministries, INC

**Paraguay**  
 Hospital de Clínicas  
 IPS Central

**Peru**  
 Hospital Regional Honorio Delgado  
 Instituto Nacional de Enfermedades Neoplasias

**Philippines**  
 Asian Hospital and Medical Center  
 BMSC Medical Imaging Center, O and E Bldg.  
 Cebu Doctor's Hospital  
 Chinese General Hospital  
 Chong Hua Hospital  
 Divine Mercy Wellness Center  
 Lung Center of the Philippines  
 Makati Medical Center  
 Medical Arts Bldg. Iloilo Mission Hospital  
 Medical Arts Bldg., Riverside Medical Center  
 Medical Center Manila  
 National Kidney and Transplant Institute

Pediicare Clinic  
 Perpetual Succor Hospital  
 Philippine General Hospital  
 San Pedro Hospital of Davao City  
 St. Luke's Medical Center  
 University of Santo Tomas Hospital  
 Victor R. Potenciano Medical Center  
 ZAEC Community Medical Center San Jose  
 Zambales Doctors' Clinics

**Republic of Congo**  
 Centre Hospitalier et Universitaire de Brazzaville

**Republic of Serbia**  
 University Clinical Center of Serbia

**Rwanda**  
 Partners In Health/ Inshuti Mu Buzima  
 Rwanda Military Hospital

**Saint Lucia**  
 Victoria Hospital

**Senegal**  
 Hospital Dalal Jamm

**Seychelles**  
 Seychelles Hospital

**Sierra Leone**  
 Connaught Teaching Hospital, Freetown

**Solomon Islands**  
 National Referral Hospital

**Sri Lanka**  
 National Cancer Hospital, Maharagama  
 Nawaloka Private Hospital  
 North Colombo Teaching Hospital Ragama  
 Oasis Hospital, Colombo  
 Provincial General Hospital  
 Teaching Hospital, Kandy

**Sudan**  
 RICK

**Surinam**  
 University Hospital Paramaribo, AZP

**Tajikistan**  
 National Medical Centre of the Republic of Tajikistan "Shifobakhsh"

**Tanzania**  
 Kilimanjaro Christian Medical Center  
 Ocean Road Cancer Institute

**Togo**  
 Campus Teaching Hospital of Lome

**Uganda**  
 Joint Clinical Research Centre Limited  
 Mulago Hospital Uganda Cancer Institute

**Uzbekistan**  
 The Ministry of Health of The Republic of Uzbekistan, The Republican Specialized Scientific Practical Medical Center Of Hematology

**Vanuatu**  
 Vila Central Hospital

**Venezuela**  
 Banco Municipal de Sangre  
 Centro Médico de Caracas

**Zambia**  
 University Teaching Hospital Lusaka

**Zimbabwe**  
 Parirenyatwa Hospital

*About 80% of breast cancer patients in some low- and middle-income countries are diagnosed at the metastatic stage. At Patan Hospital in Nepal, where Dr. Arun Shahi is a Senior Consultant of Medical Oncology, four to five patients are diagnosed daily with breast cancer. He remarks that cultural reasons and stigma prevent women in South Asian societies from getting periodic checks, and as a result they often receive a late diagnosis.*



## Physician Perspective

So many patients, after being diagnosed with metastatic breast cancer, cannot afford the medication. We are very excited about The Max Foundation providing drugs for metastatic hormone-positive breast cancer. I will say that we are giving a second life to these patients.

– Dr. Arun Shahi from Nepal



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