



**BIOSIMILARS**

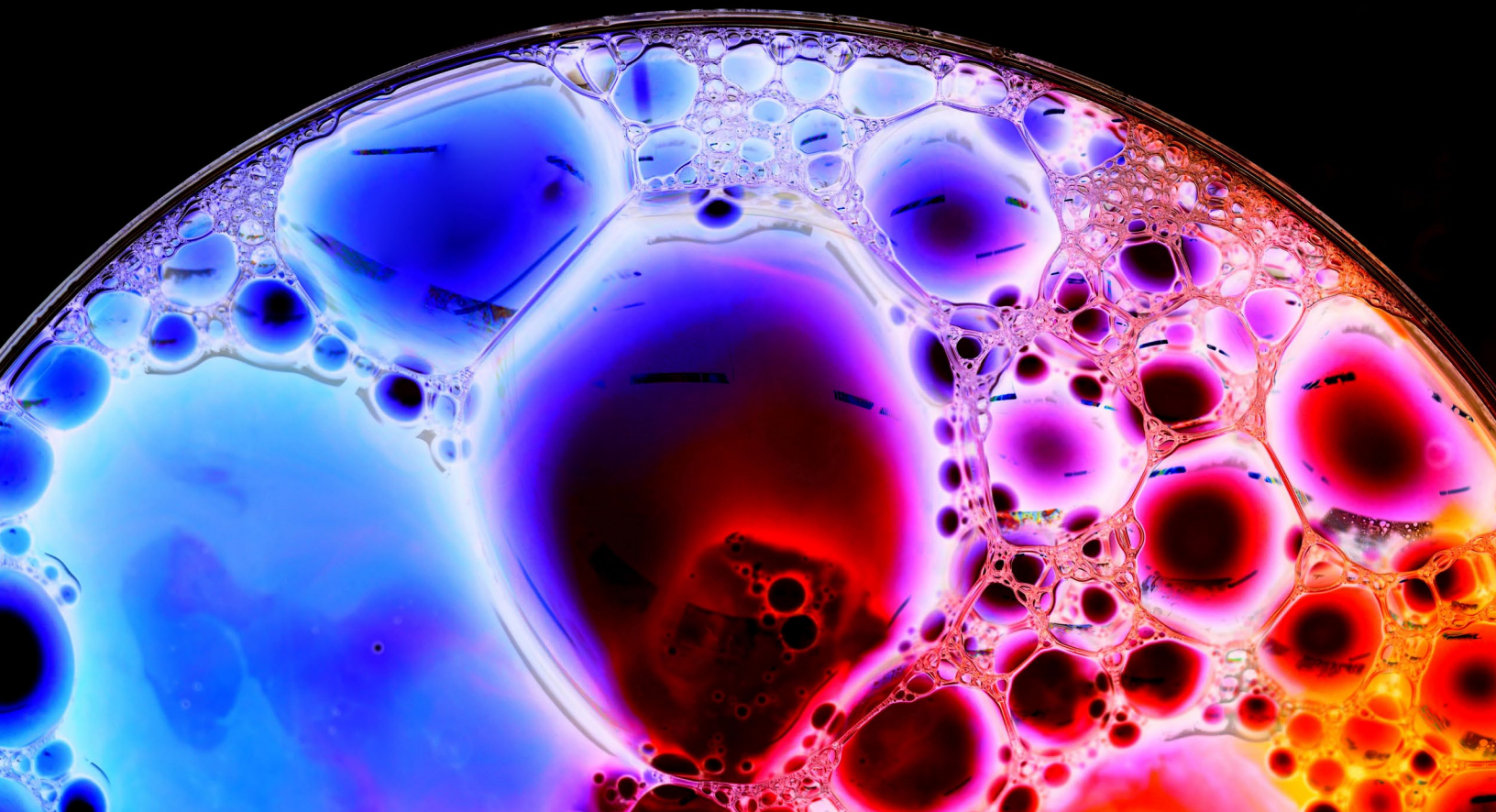
PATIENT  
RESOURCE CENTER

# DIGITAL TOOLKIT

[biosimilarsresources.org](https://biosimilarsresources.org)

## ■ OVERVIEW

Use this Digital Toolkit to leverage the new resources on the Biosimilars Patient Resource Center, the premier biosimilar resource for patients, caregivers, medical professionals, and anyone else who wants to learn about the benefits of biosimilars. The Biosimilars Patient Resource Center includes the most useful and up-to-date resources from the Biosimilars Council and other trusted partners and experts such as the FDA, patient groups and physicians. These resources give visitors a complete view of what biosimilars are, how they help patients, and the savings they provide. Use this toolkit and Biosimilars Patient Resource Center resources in your network and digital and social channels.



# EVERYTHING YOU NEED TO KNOW ABOUT BIOSIMILARS – ALL IN ONE PLACE

## ■ HELPFUL ITEMS IN THE TOOLKIT:

- Assets that can be used to create your own content
- Sample copy, description of the resource, and links that you can include in your email newsletter, website, or social media
- Hashtags to use in social media posts:
  - #PatientResourceCenter
  - #PatientAccess
  - #Biosimilars
- Hashtags of specific conditions treated by biosimilars
  - Ex. #CrohnsDisease

## ■ WHAT CAN I SHARE?

All the image assets in this toolkit can be downloaded [here](#).

If you need assistance, please contact AAM Senior Marketing Director Erica Klinger at [Erica.Klinger@accessiblemeds.org](mailto:Erica.Klinger@accessiblemeds.org).

# SOCIAL MESSAGES & INTENDED AUDIENCES

## General:



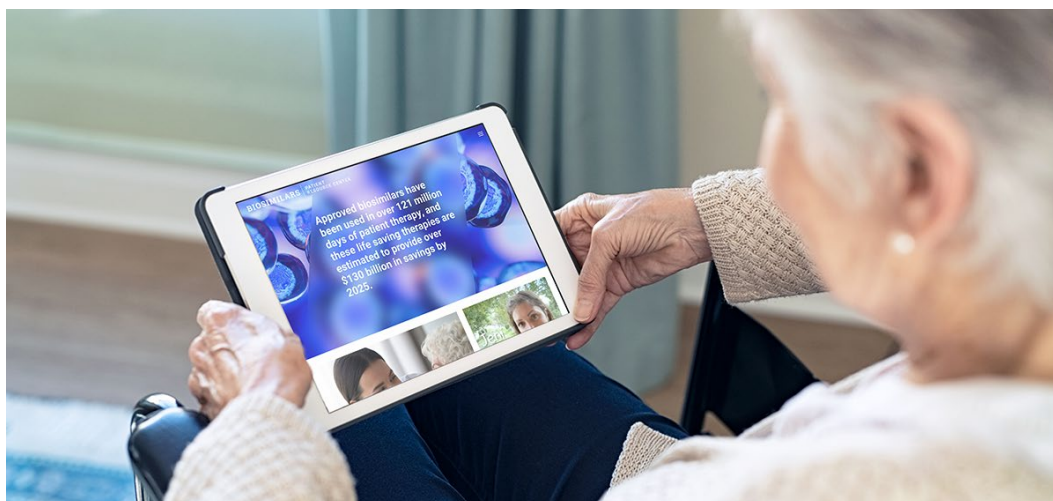
- Already, [#biosimilars](#) have generated over \$12 billion in savings for patients and the health care system. Use the [#PatientResourceCenter](#) from the [@BiosimsCouncil](#) to learn how these life-saving medicines are improving [#patientaccess](#) and cutting costs. <https://biosimilarsresources.org>
- Patients across the country are using [#biosimilars](#) to access life-saving medicines at more affordable costs. Don't miss out. To learn more about biosimilars & see if they are right for you, use the [@BiosimsCouncil](#)'s [#PatientResourceCenter](#). <https://biosimilarsresources.org>

## Patients & Caregivers:



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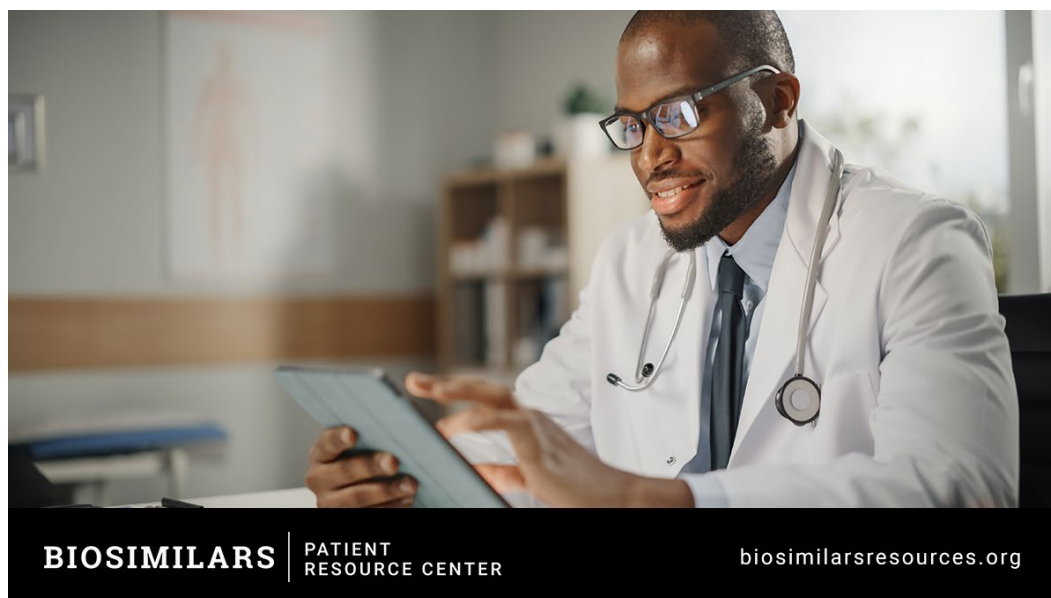
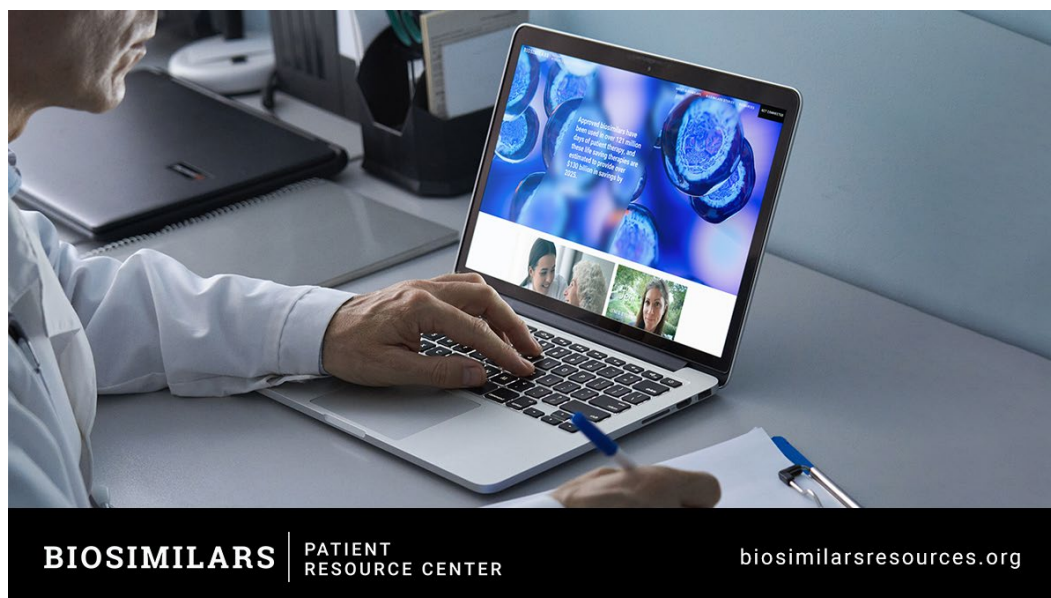


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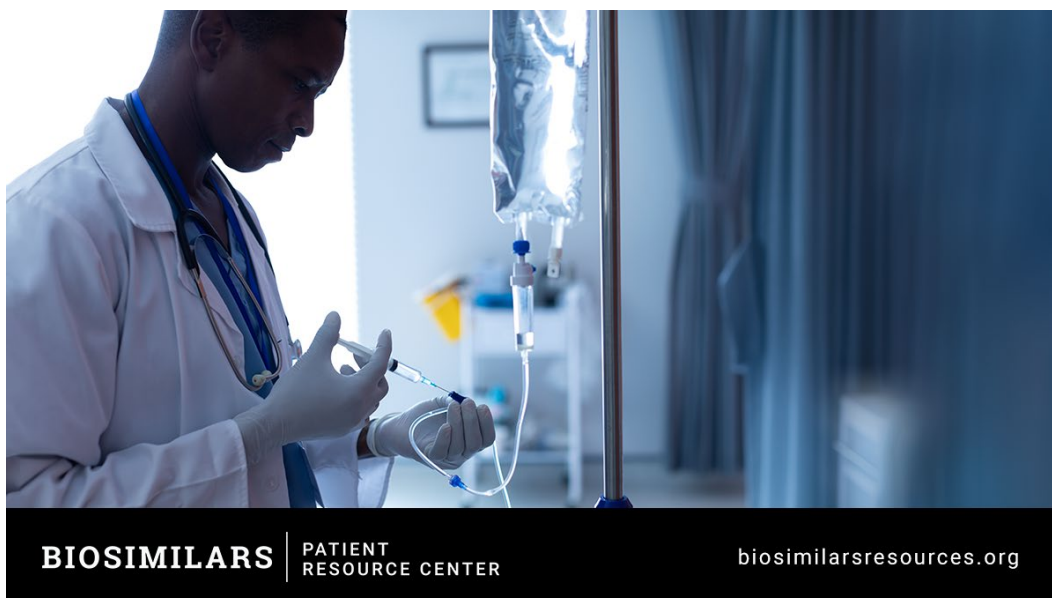
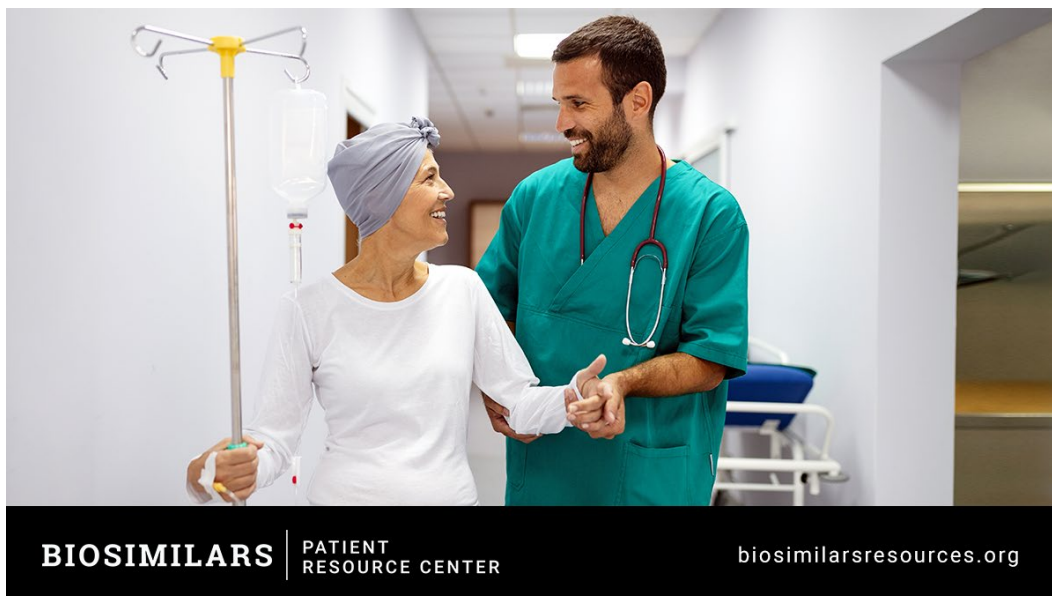
- Thanks to innovative [#biosimilars](#), more patients can access the medicines they need at a lower cost. Listen to patient stories and learn the basics of biosimilars by visiting the [@BiosimsCouncil's](#) new [#PatientResourceCenter](#). <https://biosimilarsresources.org>
- Are you or a loved one taking a biosimilar medication? Learn more about these patient-first medicines, hear stories from patients and get answers to FAQs about [#biosimilars](#) on the [@BiosimsCouncil's](#) new [#PatientResourceCenter](#). <https://biosimilarsresources.org>

## Medical Professionals:



- The [@BiosimsCouncil](https://twitter.com/BiosimsCouncil)'s new [#PatientResourceCenter](https://twitter.com/PatientResourceCenter) offers excellent educational resources to help inform medical professionals on the benefits of prescribing [#biosimilars](https://twitter.com/biosimilars). Increasing [#patientaccess](https://twitter.com/patientaccess) to biosimilars will benefit patients and the entire health care system. <https://biosimilarsresources.org>
- Are you a medical professional looking for more information on [#biosimilars](https://twitter.com/biosimilars)? Visit the [@BiosimsCouncil](https://twitter.com/BiosimsCouncil)'s [#PatientResourceCenter](https://twitter.com/PatientResourceCenter) to learn how increasing [#patientaccess](https://twitter.com/patientaccess) to biosimilars will provide great savings for patients and the health care system. <https://biosimilarsresources.org>

## Condition-Specific:



- [#RheumatoidArthritis](#) is known to be a costly and difficult disease to treat, but fortunately, [#biosimilars](#) are helping to reduce costs and increase access for patients. Use the [#PatientResourceCenter](#) from the [@BiosimsCouncil](#) to learn more. <https://biosimilarsresources.org>
- [#Biosimilars](#) can provide greater access to vital medicine at lower costs for patients, like those suffering from [#Crohnsdisease](#). Check out the [#PatientResourceCenter](#) from the [@BiosimsCouncil](#) to learn more about biosimilars and see if they are right for you. <https://biosimilarsresources.org>

# ■ EMAIL AND WEBSITE COPY

## Questions about biosimilars? We have answers.

Hi there,

As someone who has been a tireless advocate for patients and the health care community, I wanted to make sure you were aware of a new online resource that could answer any questions you or your stakeholders have about biosimilar medicines.

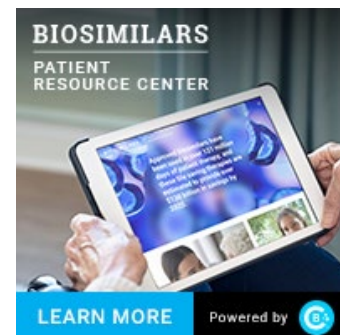
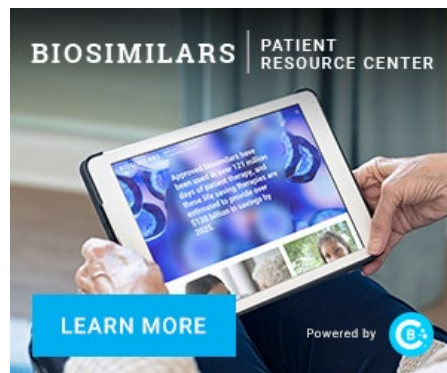
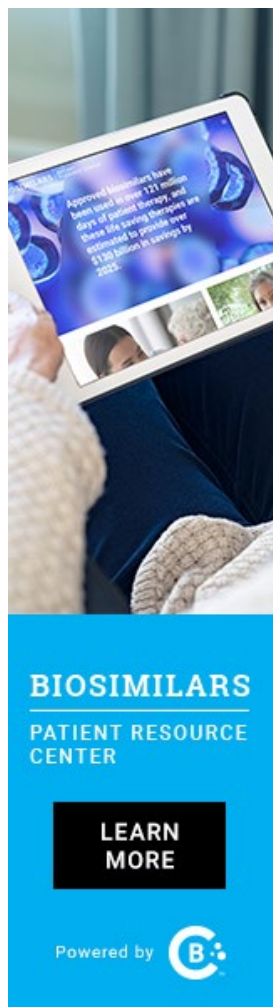
The Biosimilars Council just launched a new [Biosimilars Patient Resource Center](#) featuring educational resources and patient testimonials that could give your community a better understanding of these life-saving medicines. I invite you to take a look and share it with your network so more patients and health care providers can better understand the enormous benefits of biosimilar medicines.

If you haven't heard, biosimilars have been used in over 121 million days of patient therapy and have generated over \$12 billion in savings. By 2025, those savings are projected to be over \$130 billion, and even more patients will have access to life-saving treatments. However, that will only be possible if we can boost biosimilar uptake and access.

By sharing the Biosimilars Patient Resource Center, you could play a part in demystifying biosimilars and ultimately increasing patient access to more affordable treatments.

# ■ DISPLAY ADS

We invite you to include any of the below banner ads on your website to link your audiences to the Patient Resource Center: <https://biosimilarsresources.org>



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Follow the Biosimilars Council on social media [@BiosimsCouncil](#)