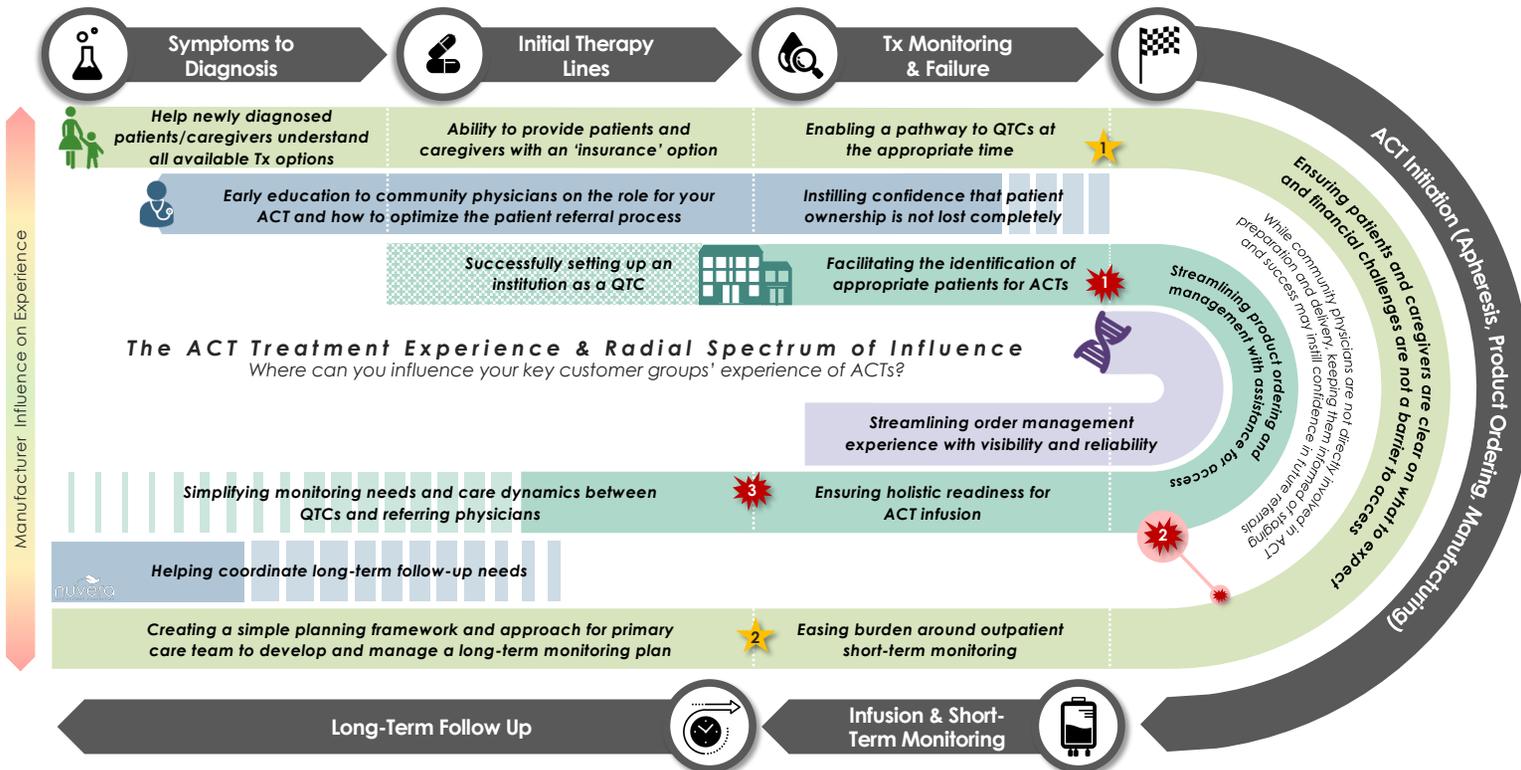


THE COMPLEXITIES OF THE ACT TREATMENT EXPERIENCE

AUTOLOGOUS CELL THERAPIES (ACTs) REQUIRE A PLETHORA OF UNIQUE ACTIVITIES AND STAKEHOLDERS – ENSURING A DETAILED UNDERSTANDING OF THE TREATMENT EXPERIENCE WILL HELP IDENTIFY WHAT MATTERS MOST IN PROVIDING IN A MEANINGFUL AND SEAMLESS TREATMENT EXPERIENCE



The ACT Treatment Experience & Radial Spectrum of Influence

Where can you influence your key customer groups' experience of ACTs?

Manufacturer Influence on Experience

Manufacturer's Ability to Influence the Experience

- Patient & Caregiver Journey** – Based on the QTC's preference, your ability to directly impact the patient/ caregiver experience may be limited to low
- HCP & QTC Journey** – The sophistication of your QTCs will indicate the level of manufacturer support required and in turn the extent of influence
- Cell Journey** – The greatest level of manufacturer influence is on your cell journey and the components related to it

Major Roadblocks to Consider*

- Completing Pre-ACT Needs:** Are patients, caregivers & QTCs ready with all pre-order requirements?
- Cell Status & Tracking:** Are key customer groups aware of where in the cell journey they are?
- Long-Term Monitoring Burden:** What is your LT follow-up and is everyone crystal clear on what's required?

*As each therapy is unique, the corresponding pain points and moments that matter will also be unique and should be identified and prioritized based on the marketplace dynamics and customer needs

Key Moments that Matter*

- ACT Education at First QTC Interaction:** What does the initial educational discussion between a patient & QTC look like and how will it shape patient expectations?
- Clearance to Return Home:** How prepared is the patient and caregiver to return home after infusion and resolution of AEs?

UNDERSTANDING & SHAPING DISPARATE JOURNEYS INTO A COHESIVE WHOLE

How are you developing an integrated view of all the relevant treatment experience components to understand how the all the pieces and stakeholder experiences fit together and where to you can have the greatest impact and influence on driving an exceptional experience?

The Patient & Caregiver Journey – Understanding the Past to Impact the Current & Future

- Establishing ACT as a Potential Future Option:** How do you create awareness around ACTs early on during a patient's treatment experience and position it as a viable future treatment option?
- Setting & Living up to Patient & Caregiver Expectations:** How are you providing the required information at the right time to educate on what to expect and adhering to these expectations?

The Community HCP Journey – The Understated Importance of Your Referral Pathway

- Building Confidence in Sharing Patient Care:** How do you convince your community physicians to refer out ACT eligible patients with the confidence that they will continue to own post-ACT care?

The QTC Journey – Existing as a Day in the Life of a QTC

- Onboarding & Activating QTCs Successfully:** What is your approach to onboarding QTCs – a dedicated 'SWAT' team or your planned field team?
- Developing Support Offerings to Enable & Empower QTCs on Coordinating ACTs:** How do you support your QTCs from patient eligibility identification to product ordering and monitoring without getting in the way of their workflows?

The Cell Journey – Your Process is Your Product

- Easy Product Order Placement & Tracking:** What is your overall order management process for your ACT and how are your internal functions coordinating to deliver on this?

For More Information, Contact:
• CellandGene@Nuveracg.com

