

COORDINATING MULTIPLE ACTIVITIES ACROSS A MULTITUDE OF STAKEHOLDERS

When planning for the commercial launch of an autologous cell therapy, understanding the breadth of stakeholders involved across the various activities needed to ultimately administer an ACT is an important step to accomplish early during planning – How are you mapping the various roles or functions responsible at each stage from clinical trials, to infusion & short/long-term follow-up?

Clinical Trial Site to Certified Commercial Site –

Many of your early QTCs post-approval may continue to participate in your clinical trials

- **Influence of the Clinical Trial Experience:** Which stakeholders play a role in both a clinical trial and commercial treatment setting?

Site Certification Participants – The early buy-in and processes necessary to certify treatment centers encompass a broad array of site stakeholders

- **Navigating Early Certification Needs:** Who are the decision makers and those that must be involved with end-to-end certification processes?
- **Certification Team:** What will the make-up be of your own site certification team? Will it be a consistent, SWAT team or made up of future account management team members?

Referrals, Patient Intake & Screening – Early identification of individuals involved with initial patient identification/education, referral to a certified center, and intake/screening activities will span a multitude of disparate stakeholders

Treatment Management – From initial order placement through patient apheresis to infusion and longer term follow-up, a broad array of HCP care team members are involved with ensuring a successful treatment outcome

- **Care Teams vs. Enablement Team:** Which site stakeholders are responsible for the patient end-to-end vs. specific activities (e.g. apheresis, cryo, billing, etc.)
- **Internal Team Alignment:** Which internal team members will manage which tasks with which customer stakeholders?

THE BREADTH OF ACT STAKEHOLDERS GOES FAR BEYOND TRADITIONAL THERAPIES

NOT ONLY ARE THERE MORE CUSTOMER STAKEHOLDERS INVOLVED WITH ENABLING ACT THERAPIES, BUT THE NUMBER OF INTERNAL AND 3RD PARTY STAKEHOLDERS SIGNIFICANTLY COMPLICATES A MANUFACTURE'S ABILITY TO PROVIDE A SEAMLESS TREATMENT EXPERIENCE

