

Ensuring Provider Education and Readiness for Using a Novel CAR-T

Situation:

- Client was launching a novel CAR T-cell therapy in rare hematologic malignancy and company was new to this space
- Client engaged Precision's support to mount an effective launch by mapping the patient journey in this complex CAR T-cell therapy process, identifying the pain points for access to therapy and addressing the educational needs across stakeholders

Task: Understand and address educational needs of providers

- Through advisory board meetings and customer engagements, Precision assessed existing infrastructure and resources with bone marrow transplant groups
- Precision helped devise a model for contracting preferred apheresis centers and developed a manual providing step-by-step training on apheresis procedure
- To ensure treatment center staff were appropriately equipped to handle the process, and patients were prepared for infusion, Precision created training and process checklists

Actions: Developed models, resources, and training to guide provider success

Precision partnered with our client to design and implement comprehensive site training and resources to ensure safe use and patient access at launch, including:

- Site onboarding curriculum
- Welcome kit for certified centers that included training modules, a coding and billing guide, order process brochures, product request and service request forms, adverse event management flashcard, PI, and other product-specific resources
- Content to initiate engagement with top tier centers to orient them with the clinical data, processes, and resources/staff needed

Initial engagements had a dual purpose of both downloading the center on what being a site would entail and assessing their readiness to be a site, including the safety/monitoring

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Precision identified the critical factors in preparing providers and training them for successful use of a new type of cell therapy.

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Results: Providers prepared to use new cell therapy at approval

- Precision partnered with the client to achieve a successful launch, ensure patient access, and expand use of their pioneering CAR T-cell therapy by uncovering complex insights, paired with the delivery of high-impact training content and site readiness materials and tools
- Initiative resulted in the ability of sites to place product orders within days of FDA approval



PRECISION ADVANCE, a collection of interconnected services and complementary teams, uniquely focuses on the complexities of clinical, regulatory, manufacturing, and commercial needs to successfully bring a cell or gene therapies to market.

To learn more about Precision ADVANCE,
visit www.precisionmedicinegrp.com/advance.