SEPTEMBER 2026 – MARCH 2027 · FAST INITIATIVE

TEST BEFORE TREATMENT.

Impact Partner Toolkit

For patient advocacy groups, clinics, FQHCs, professional societies and community organizations. Free to join. Everything you need to help make sure every patient in your community is matched to the right treatment from the start, because the appropriate biomarker testing happened in time.

CONVENED BY AHIS alliance for health implementation science

WHY BIOMARKER TESTING. WHY YOU.

Covered in half the country. Patients need to hear it from you.

Biomarker testing can match a patient with cancer to the treatment or clinical trial most likely to work, but only if it happens before treatment starts. Coverage laws are opening the door. What gets patients through it is trusted voices, and that's you.

39.5%

of patients with advanced lung cancer in community practices were tested for all recommended biomarkers[1]

28%

lacked results in time to guide their first treatment[1]

25

states have passed biomarker testing coverage laws[2]

36%

of eligible patients with advanced lung cancer receive the matched treatment[3]

What patients can ask

- Has my cancer been tested for biomarkers? Which ones?
- Will my results be back before I start treatment?
- Is comprehensive testing right for my cancer?
- Is the test covered? Who can help with costs?

Why advocates matter most

People act on advice from those they trust. When a patient group, a clinic or a community organization says "ask before treatment starts, and here's what to ask," more patients get tested in time. Test Before Treatment gives you the message, the materials and the moment.

In metastatic breast cancer

22%

of recently diagnosed patients with ER+, HER2- metastatic breast cancer were tested for ESR1 during first-line treatment[4]

40%

had an ESR1 mutation when tested 18 to 24 months into first-line treatment, vs. 7% at baseline[4]

ESR1 mutations often emerge as metastatic breast cancer progresses on hormone therapy, and they can change the treatment plan. Finding them means testing again as the cancer changes, not only once at diagnosis.

4. Meisel J, Pham T, Chen C, Kris A, Roose J. Breast Cancer Res Treat. 2026;219(2):8 (Flatiron Health Research Database; 7,772 patients with ER+, HER2- metastatic breast cancer starting first-line therapy).

1. Thomas CA et al., JCO Oncology Practice, 2026 (ONCare Alliance; 306 patients with advanced NSCLC; 13 guideline-recommended biomarkers). 2. American Cancer Society Cancer Action Network, updated September 8, 2026; some laws apply to public or private plans only. 3. Sadik H et al., JCO Precision Oncology, 2022.

BEING AN IMPACT PARTNER

Free to join. A small ask. Real reach.

What we ask

- **Share the campaign at least once**, ideally in March: a post, a newsletter item or a note to members.
- **Use the campaign mark.** The logo pack is ready now; social graphics arrive in February.
- **Optional:** tell us about an event or activity, or connect us with a story we could share (with permission).

What you get

- **Your logo on the partner wall** at biomarkertestingawarenessmonth.org, with a link to your site.
- **A partner spotlight** on campaign channels.
- **The full campaign toolkit:** messages, graphics and plain-language pages for every audience.
- **The campaign recap** in April, to show your members and funders.

Independent by design

Test Before Treatment is a disease-awareness campaign convened by the Alliance for Health Implementation Science (AHIS). AHIS selects all speakers and content, based on current clinical guidelines. Sponsors, including manufacturers and labs, receive recognition only; they do not review or shape campaign content. The campaign never promotes a therapy, test or provider. Joining does not mean endorsing any sponsor or product.

Your community, covered

Patients & Families

Oncology Care Teams

Health Systems & Labs

Payers & Policymakers

The campaign, September to March

SEPT 30	**Field Notes: Employers & Cancer Care** Employers are rethinking cancer benefits. Testing belongs in that conversation. From MACC.
OCT	**Breast cancer: test at diagnosis, and again at progression** ESR1, PIK3CA, HER2-low and BRCA. One test isn't always enough: retest when the cancer changes.
NOV	**Lung cancer: the full panel, before treatment** Every guideline-recommended marker, ordered at once, with results back before treatment starts. Plus the November 19 webinar, From Coverage to Care: A Tennessee Spotlight, with Gregory Vidal, MD, PhD, and Rachel Brown of the American Cancer Society.
DEC	**Before January 1: coverage prep** New plan years and new state coverage laws start January 1. What to check before treatment decisions.
JAN	**January 1 Isn't the Finish Line** Coverage opens the door. What it doesn't fix: ordering, turnaround, prior authorization and self-funded plans.
FEB	**Testing 101: comprehensive genomic testing, explained** Tissue or blood, panel or single marker, and what results mean for treatment. Plus the media push ahead of March.
MARCH	**Biomarker Testing Awareness Month** The national capstone, with colorectal cancer as the deep dive: MSI/MMR, KRAS, NRAS, BRAF and HER2.

READY-TO-POST MESSAGES

Copy, paste, share.

Pick the messages that fit the people you serve. Each links to a plain-language page on the March site.

LAUNCH · EVERYONE

March is #BiomarkerTestingAwarenessMonth. Before cancer treatment starts, ask: “Has my cancer been tested for biomarkers?” The answer can change the treatment. biomarkertestingawarenessmonth.org #TestBeforeTreatment

PATIENTS & FAMILIES

Facing a cancer diagnosis? Before treatment starts, ask whether your cancer has been tested for biomarkers, and whether results will be back in time. Questions to bring: biomarkertestingawarenessmonth.org/patients #TestBeforeTreatment

ONCOLOGY CARE TEAMS

Every patient with advanced cancer deserves a complete biomarker picture before first-line treatment. This March, check your workflow, from order to result. biomarkertestingawarenessmonth.org/care-teams #TestBeforeTreatment

HEALTH SYSTEMS & LABS

Biomarker testing works when every handoff works: biopsy, pathology, lab, chart. This March, track every order to a result. biomarkertestingawarenessmonth.org/health-systems #TestBeforeTreatment

PAYERS & POLICYMAKERS

25 states have passed biomarker testing coverage laws. Coverage is the start, not the finish line. The next step: every patient tested before treatment. biomarkertestingawarenessmonth.org/policy #TestBeforeTreatment

SAMPLE LINKEDIN POST

This March, [Organization] is proud to support Biomarker Testing Awareness Month. Biomarker testing can match patients with cancer to the right treatment or trial, but too many patients start treatment without results. The gap isn’t coverage. It’s follow-through. Find what to ask at biomarkertestingawarenessmonth.org. #BiomarkerTestingAwarenessMonth

#TestBeforeTreatment **#BiomarkerTestingAwarenessMonth**

Tag us: Instagram @biomarkertesting · Facebook: Biomarker Testing Awareness Month

Use #TestBeforeTreatment all campaign and add #BiomarkerTestingAwarenessMonth in March. Keep messages about the disease and current guidance, with no product promotion. Adapt the wording for your audience; keep the facts as written.

YOUR MARCH PLAN

One theme a week. Post once, or all month.

WEEK 1 · MAR 1–7

Launch: test before treatment

Share the launch message and the campaign graphic with your logo.

WEEK 2 · MAR 8–14

Ask before treatment starts

Patients and families: the questions to bring to the next appointment.

WEEK 3 · MAR 15–21

From order to result

Care teams, health systems and labs: complete testing, results in time.

WEEK 4 · MAR 22–31

Coverage is the start

Payers and policymakers. Thank your community and tell us what you did.

Before March: share the free November 19 webinar, From Coverage to Care: A Tennessee Spotlight, with your members. Details and registration at ahis.org/fast/test-before-treatment.

November 19 webinar speakers

Gregory Vidal, MD, PhD
West Cancer Center & Research Institute

Rachel Brown
American Cancer Society

Your campaign assets

Audience pages (live now)
Plain-language pages for patients, care teams, health systems and policymakers.
biomarkertestingawarenessmonth.org/#audiences

Questions to ask (live now)
Seven questions for patients to bring before treatment starts.
biomarkertestingawarenessmonth.org/patients

State coverage list (live now)
Which states require coverage of biomarker testing.
biomarkertestingawarenessmonth.org/policy

Logos & brand pack (live now)
The campaign mark, audience badges and social covers (SVG + PNG). Social graphics and the full toolkit arrive in February.
biomarkertestingawarenessmonth.org/downloads/btam27-logos.zip

Campaign home
All programming, speakers and registration.
ahis.org/fast/test-before-treatment

Using the materials
Free for non-commercial awareness use with credit. Please don't alter the campaign mark, artwork or colors.

JOIN THE PARTNER WALL

Two minutes. No cost. No contract.

1

Go to the partner page

biomarkertestingawarenessmonth.org/partner. Choose “Join the partner wall: Impact (free).”

2

Add your details and logo

Name, email, organization and website. Upload your logo (SVG or PNG, transparent background, at least 500 px wide).

3

Tick two boxes and submit

Logo permission and campaign guidelines. We review every submission and add approved partners in our weekly update.

Join by March 10 to be featured for the heart of the month.

Questions, an event to list, or a story to share? Email info@ahis.org. We aim to reply within one business day.

Follow and tag us: Instagram @biomarkertesting · Facebook: Biomarker Testing Awareness Month

Every patient tested, before treatment.

Thank you for carrying Test Before Treatment into your community.

biomarkertestingawarenessmonth.org/partner

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