SEPTEMBER 2026 – MARCH 2027 · FAST INITIATIVE

TEST BEFORE TREATMENT.

Sponsor Toolkit

How your organization can help make sure every patient with cancer 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 NOW.

Coverage is opening the door. Too many patients still miss it.

Biomarker testing reads the genes, proteins and other markers in a tumor or in the blood. The results can match a patient to a targeted therapy, immunotherapy or clinical trial, but only if testing happens, and only if results arrive before treatment starts. Half the states now require coverage. The challenge now is not coverage. It is follow-through.

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]

Where patients fall out

For every 100 patients with advanced non-small cell lung cancer who could benefit from precision medicine, about 64 have a test ordered, about 52 get a usable result, and about 36 receive the matched treatment.[3] Each step is a handoff, and each handoff can be fixed.

The gap we close

Covered isn't the same as tested. Patients don't know to ask. Care teams order one marker at a time. Results arrive too late, or never reach the treatment decision. Test Before Treatment brings clinicians, health systems, employers and advocates together to close those gaps.

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.

THE CAMPAIGN

Six months of programming. One message: test before treatment.

Test Before Treatment, a campaign of the AHIS FAST Initiative, works toward one goal: every patient with cancer matched to the right treatment from the start, because the appropriate biomarker testing happened in time. Each month takes on one part of the gap, building to Biomarker Testing Awareness Month in 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.

Four audiences, one gap

Patients & Families

Oncology Care Teams

Health Systems & Labs

Payers & Policymakers

Campaign home
ahis.org/fast/test-before-treatment: all events, speakers and registration.

March site
biomarkertestingawarenessmonth.org: pages for each audience, materials, partner wall.

Hashtags
#TestBeforeTreatment all campaign;
#BiomarkerTestingAwarenessMonth in March.

Social
Instagram @biomarkertesting
Facebook: Biomarker Testing Awareness Month

November 19 webinar speakers

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

Rachel Brown
American Cancer Society

FROM AWARENESS TO ACTION

We convene the people who decide whether testing happens.

Test Before Treatment brings industry, health systems and employers together, alongside care teams and payers, to understand what each needs and work out what closes the testing gap. It follows the AHIS model: an awareness campaign, then an Awareness to Action (A2A) Forum that publishes what comes next.

01 Awareness

Awareness campaign · September 2026–March 2027

Monthly programming with employers, health systems, care teams and payers, building to Biomarker Testing Awareness Month in March.

02 A2A Forum

Awareness to Action Forum · April 2027

The month after the awareness month, participants look back and look ahead. AHIS then publishes what's next: the priorities and ideal programs any organization can use in its own work.

03 Recap

Campaign recap · by April 30, 2027

Every sponsor receives a recap of reach and engagement across the campaign's sites, webinars and partner channels. Presenting and Visionary sponsors are briefed by AHIS.

What sponsors get

Impressions	Recognition across six months of programming, two campaign sites, webinars and Impact Partner channels.
Connections	Support for a program that convenes health systems, employers and clinical leaders around shared priorities. AHIS sets every agenda and invites every participant.
Next steps	Presenting and Visionary sponsors take part in the A2A Forum. Its findings are published for any organization to build into its own programs.

Already underway

- Field Notes: Employers & Cancer Care, published September 30, 2026
- November 19 webinar with Gregory Vidal, MD, PhD, of West Cancer Center, and Rachel Brown of the American Cancer Society
- biomarkertestingawarenessmonth.org, live with pages for every audience
- Campaign page live at ahis.org/fast/test-before-treatment, with toolkits for sponsors and Impact Partners

A2A Forum findings are published openly for any organization to use. Sponsors fund the campaign's reach and content, never its conclusions, and are named publicly.

PARTNERSHIP LEVELS

Choose the role you want to play.

Levels are defined by role, not just amount. Every level is recognition only: no sponsor reviews, approves or shapes campaign content.

	Presenting **Founding sponsor · limited to two**	**Visionary** **Leads the campaign**	**Growth** **Extends the campaign's reach**	**Impact** **Delivers it in communities**
RECOGNITION	▪ Founding sponsor, with a permanent place in the campaign's story ▪ "Supported by" credit on Biomarker Testing Awareness Month, March 2027 ▪ First placement on the partner wall and campaign page ▪ Named in campaign announcements and the recap ▪ Acknowledged at each campaign event	▪ Top placement on the partner wall and campaign page, after Presenting sponsors ▪ Named in campaign announcements and the recap ▪ Acknowledged at each campaign event	▪ Logo in the Growth row of the partner wall and campaign page ▪ Recognition in campaign materials	▪ Logo in the Impact row of the partner wall ▪ Partner spotlight post
PARTICIPATION	▪ Seat on the AHIS Sponsor Advisory Council (advisory only) ▪ Seat at the April 2027 Awareness to Action Forum ▪ Early access to campaign materials and aggregate reach data	▪ Seat on the AHIS Sponsor Advisory Council (advisory only) ▪ Seat at the April 2027 Awareness to Action Forum ▪ Early access to campaign materials and aggregate reach data	▪ Reach report on the audience you helped reach	▪ Free campaign toolkit
REPORTING	Campaign recap by April 30, 2027, plus a results briefing with the AHIS team	Campaign recap by April 30, 2027, plus a briefing with the AHIS team	Campaign recap by April 30, 2027	Campaign recap by April 30, 2027
COMMITMENT	Cash sponsorship; first option to renew. Offered only in this inaugural campaign.	Cash sponsorship; first option to renew for the next campaign year.	Cash sponsorship, or in-kind reach: patient portals, newsletters, media	Share the campaign at least once, using the campaign mark with your logo
SPONSORSHIP	**$75,000**	**$40,000**	**$15,000**	**Free**

Sponsorship covers the full campaign, from signing through March 31, 2027, with recognition through September 30, 2027. No level carries category or product exclusivity. Presenting is limited to two founding sponsors.

Sign by November 5

to be acknowledged at the November 19 webinar. Sponsors who join later are recognized from the next event on, at the same level and price.

Go further

Sponsors who want to do more can extend the campaign in their own communities, with in-kind reach through patient portals, newsletters and media. Ask us how to add it to your sponsorship.

HOW WE KEEP IT CREDIBLE

Built to pass your compliance review.

Test Before Treatment is a disease-awareness campaign. Its value to every sponsor depends on its independence, so independence is built in, not negotiated.

01

Non-promotional

Campaign content is about biomarker testing: who should ask, when and how to get it. AHIS does not endorse therapies, tests, products or providers.

02

Guidelines are the source

Recommendations follow current national clinical guidelines and public health sources, with every statistic cited.

03

AHIS selects all speakers and content

Sponsors do not review, edit or approve patient-facing materials, speakers or agendas. Featured clinicians and speakers disclose relevant relationships.

04

No exclusivity

Multiple sponsors at every level, including companies whose products or tests compete. No sponsor owns the campaign or the month.

05

Advisory only

Sponsors may share priorities through the Sponsor Advisory Council, a formal, non-binding channel with published summaries. They never direct content or conclusions.

06

Named publicly

All sponsors are listed by level. Participation by sponsors, members or partners does not imply AHIS endorsement or preferential treatment.

For your internal routing

This is a **disease-awareness sponsorship**with recognition benefits, typically funded from patient advocacy, public affairs, market access or disease-state budgets. It is not a charitable gift or an independent medical education grant.

INDEPENDENCE & STRATEGIC ALIGNMENT

Independent by design. Aligned on what matters.

01 Test Before Treatment is an independent campaign. AHIS sets every topic, speaker, and message. That independence is what gives your support its weight — this is a credible clinical campaign, not an advertisement, and your name carries that credibility with it.

02 Sponsors are invited to join the Sponsor Advisory Council. Through it, you share the strategic priorities that matter most to your organization. AHIS weighs that input alongside clinical guidelines, clinicians and patient advocates, and sets the program independently. Council input is advisory, and summaries are published.

03 The campaign also convenes health systems and clinical opinion leaders as participants in its programming, through the Implementation Hubs, webinars, and expert faculty. Your support makes that work possible. AHIS sets every agenda and invites every participant; sponsors do not receive contact lists or introductions.

04 Clinical faculty and expert contributors are compensated by AHIS at fair market value for their time and expertise, consistent with applicable compliance standards. AHIS engages and compensates all faculty independently; sponsors do not select, direct, or compensate individual clinicians.

05 AHIS retains sole editorial control of all content. No sponsor reviews, approves, or directs programming. This protects you as much as it protects the campaign — your participation never reads as promotion, and never carries that risk.

KEY TERMS

A two-page agreement. No surprises.

These are the principal terms of the Test Before Treatment sponsorship agreement. The full agreement is provided when you confirm your level.

Term
The Test Before Treatment campaign, from signature through March 31, 2027, with recognition through September 30, 2027. Presenting and Visionary sponsors hold first option to renew.

Fee and payment
Fixed fee by level, invoiced on signature, payable within 30 days. Purchase orders accepted. In-kind Growth commitments are documented in the agreement.

Recognition
AHIS displays the sponsor's name, logo and link according to its level on ahis.org/fast/test-before-treatment, on biomarkertestingawarenessmonth.org and in campaign materials, for the term.

Logo license
Each party grants the other a limited, non-exclusive, royalty-free license to use its name and logo solely to identify the sponsorship. The campaign mark may not be altered.

Editorial independence
AHIS selects all speakers and content and has sole control of campaign materials. The sponsor may not review, approve or direct patient-facing content. Content is non-promotional and names no product.

No exclusivity
AHIS may accept multiple sponsors at every level, including companies whose products or tests compete.

Sponsor communications
Sponsors may announce their participation using approved language and the campaign mark, and may not link the campaign to product promotion or claims.

Reporting
AHIS provides an aggregate campaign recap by April 30, 2027. Reports contain no personal information about individuals.

Termination
Either party may terminate for material breach not cured within 30 days. AHIS may remove recognition if a sponsor's use of the campaign conflicts with these terms.

Tax status
AHIS is a 501(c)(3) nonprofit. Because sponsors receive recognition benefits, consult your tax advisor on treatment; AHIS provides acknowledgment on request.

Governing law
Delaware law governs the agreement.

Service providers
AHIS discloses its service providers at ahis.org/independence.

A2A Forum participation
Sponsors take part under AHIS ground rules: AHIS sets the agenda and moderates, no product promotion, and no discussion of pricing or markets between companies.

NEXT STEPS

Three steps. Two minutes to sign up.

1

Choose your level

Presenting $75,000 (two founding sponsors), Visionary $40,000, Growth $15,000, or Impact at no cost. Not sure? We'll help you choose on a 20-minute call.

2

Sign up

Online: ahis.org/fast/test-before-treatment. Send an inquiry from the campaign page. Or on paper: complete the commitment form on the next page and email it to info@ahis.org.

3

We handle the rest

Within one business day we send the agreement, W-9, 501(c)(3) letter and invoice. Your logo goes live in our next weekly update.

For vendor setup

LEGAL NAME
Alliance for Health Implementation Science, Inc.

TAX STATUS
501(c)(3) nonprofit · Delaware corporation

EIN
99-0445068

MAILING ADDRESS
107 N Reino Rd #1019, Thousand Oaks, CA 91320

CONTACT
info@ahis.org

CAMPAIGN
ahis.org/fast/test-before-treatment

Put your name behind testing before treatment.

Every patient tested, matched to the right treatment, starting now.

info@ahis.org

CONVENED BY AHIS alliance for health implementation science

SPONSORSHIP COMMITMENT FORM

Count us in for Test Before Treatment.

Fill in this form on screen, sign, and email it to **info@ahis.org**, or inquire online at ahis.org/fast/test-before-treatment. This form confirms your intent; the sponsorship agreement governs.

1 · YOUR ORGANIZATION

Organization legal name

Website

2 · LEVEL AND AMOUNT

- ☐ **Presenting Sponsor** Founding sponsor · limited to two · $75,000 — $
- ☐ **Visionary** Leads the campaign · $40,000 — $
- ☐ **Growth** Extends the campaign's reach · $15,000, or in-kind reach — $
- ☐ **Impact** Delivers the campaign in communities · no cost — **Free**

Term

☐ 2026–27 campaign ☐ Multi-year

Growth in-kind reach (if applicable)

3 · CONTACTS AND BILLING

Primary contact name

Title

Email

Billing contact name

Billing email

PO number (if required)

Billing address

4 · AUTHORIZATION

Authorized signature (type or sign)

Printed name and title

Date

Send to **info@ahis.org**. Include your logo with this form (SVG or PNG, transparent background). We reply within one business day with the agreement, W-9, 501(c)(3) letter and invoice. Payment instructions are provided only with your invoice; please confirm them by phone before your first payment.