



NOVEMBER 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 your community ask for biomarker testing before treatment starts.

CONVENED BY  **AHIS** alliance for health  
implementation science

# 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%**

of patients with advanced lung cancer in community practices were tested for all recommended biomarkers<sup>1</sup>

**28%**

lacked results in time to guide their first treatment<sup>1</sup>

**25**

states have passed biomarker testing coverage laws<sup>2</sup>

**36%**

of eligible patients with advanced lung cancer receive the matched treatment<sup>3</sup>

## 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.

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.

# 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](http://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, November to March

### NOV 19

#### From Coverage to Care: A Tennessee Spotlight

Free webinar with Gregory Vidal, MD, PhD, of West Cancer Center, and other leaders in cancer care. Supported by MACC, the Memphis Area Cancer Consortium.

### WINTER

#### January 1 Isn't the Finish Line

Access and utilization gaps in genomic testing in Tennessee, after biomarker testing coverage took effect.

### WINTER

#### Media push

Clinician voices, patient perspectives and the data on the gap between covered and tested.

### MARCH

#### Biomarker Testing Awareness Month

The national capstone, with its own site at [biomarkertestingawarenessmonth.org](http://biomarkertestingawarenessmonth.org): plain-language pages for four audiences, materials and a partner wall.

# 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](https://biomarkertestingawarenessmonth.org) #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](https://biomarkertestingawarenessmonth.org/care-teams) #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](https://biomarkertestingawarenessmonth.org/policy) #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](https://biomarkertestingawarenessmonth.org/patients) #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](https://biomarkertestingawarenessmonth.org/health-systems) #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](https://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.

# 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](https://ahis.org/fast/test-before-treatment).

## Your campaign assets

### Audience pages (live now)

Plain-language pages for patients, care teams, health systems and policymakers.

[biomarkertestingawarenessmonth.org/#audiences](https://biomarkertestingawarenessmonth.org/#audiences)

### State coverage list (live now)

Which states require coverage of biomarker testing.

[biomarkertestingawarenessmonth.org/policy](https://biomarkertestingawarenessmonth.org/policy)

### Campaign home

Every chapter, from the November 19 webinar on.

[ahis.org/fast/test-before-treatment](https://ahis.org/fast/test-before-treatment)

### Questions to ask (live now)

Seven questions for patients to bring before treatment starts.

[biomarkertestingawarenessmonth.org/patients](https://biomarkertestingawarenessmonth.org/patients)

### 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](https://biomarkertestingawarenessmonth.org/downloads/btam27-logos.zip)

### Using the materials

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

# Two minutes. No cost. No contract.

**1**

## Go to the partner page

[biomarkertestingawarenessmonth.org/partner](https://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](mailto: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.**

[biomarkertestingawarenessmonth.org/partner](https://biomarkertestingawarenessmonth.org/partner)

Thank you for carrying Test Before Treatment into your community.