



NOVEMBER 2026 – MARCH 2027 · FAST INITIATIVE

TEST

BEFORE TREATMENT.

Sponsor Toolkit

How your organization can help make sure every patient with cancer gets the right biomarker test, with results back in time to guide treatment.

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

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%

of patients with advanced lung cancer in community practices were tested for all recommended biomarkers¹

28%

lacked results in time to guide their first treatment¹

25

states have passed biomarker testing coverage laws²

36%

of eligible patients with advanced lung cancer receive the matched treatment³

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 after treatment has started. Test Before Treatment brings clinicians, health systems, employers and advocates together around what it takes to close those gaps.

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.

Five months. Four chapters. One message: test before treatment.

Test Before Treatment is a clinician-led campaign of the Alliance for Health Implementation Science (AHIS), under its FAST Initiative. It opens November 19 and builds to Biomarker Testing Awareness Month in March. Sponsors support the whole campaign, not a single event.

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 : plain-language pages for four audiences, materials and a partner wall.

Four audiences, one gap

 Patients & Families	 Oncology Care Teams	 Health Systems & Labs	 Payers & Policymakers
Campaign home ahis.org/fast/test-before-treatment : every chapter, 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

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.

	Visionary	Growth	Impact
	Leads the campaign	Extends the campaign's reach	Delivers it in communities
RECOGNITION	• Top placement on the partner wall at biomarkertestingawarenessmonth.org and on the campaign page • Named in campaign announcements and the campaign recap • Acknowledged as a campaign sponsor at each chapter	• 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) • 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 briefing with the AHIS team	Campaign recap by April 30, 2027	Campaign recap by April 30, 2027
COMMITMENT	Cash sponsorship; first option to renew for the next campaign year. Limited to four seats.	Cash sponsorship, or in-kind reach: patient portals, newsletters, media	Share the campaign at least once, using the campaign mark with your logo
SPONSORSHIP	From \$25,000	From \$5,000	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. Multi-campaign packages are available on request.

Sign by November 5

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

Add a chapter

Visionary and Growth sponsors can fund an added chapter, such as a regional webinar or a translated guide. Added chapters become part of Test Before Treatment and are credited to the campaign's sponsors. AHIS selects all speakers and content.

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 or disease-awareness budgets. It is not a charitable contribution without benefits, and not an independent medical education grant.

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. Visionary sponsors hold a first option to renew for the next campaign year.

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.

NEXT STEPS

Three steps. Two minutes to sign up.

1

Choose your level

Visionary from \$25,000, Growth from \$5,000, or Impact at no cost. Not sure? We'll help you choose on a 20-minute call.

2

Sign up

Online: biomarkertestingawarenessmonth.org/partner. Pick your level and upload your logo. 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.

EIN

99-0445068

CONTACT

info@ahis.org

TAX STATUS

501(c)(3) nonprofit · Delaware corporation

MAILING ADDRESS

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

CAMPAIGN

ahis.org/fast/test-before-treatment

Put your name behind testing before treatment.

Every patient tested, with results in time, starting this November.

info@ahis.org

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

Count us in for Test Before Treatment.

Fill in this form on screen, sign, and email it to info@ahis.org, or sign up online at biomarkertestingawarenessmonth.org/partner. This form confirms your intent; the sponsorship agreement governs.

1 • YOUR ORGANIZATION

Organization legal name

Website

2 • LEVEL AND AMOUNT

☐ **Visionary** Leads the campaign · from \$25,000 · limited to four seats \$

☐ **Growth** Extends the campaign's reach · from \$5,000, 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. Upload your logo at biomarkertestingawarenessmonth.org/partner (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.