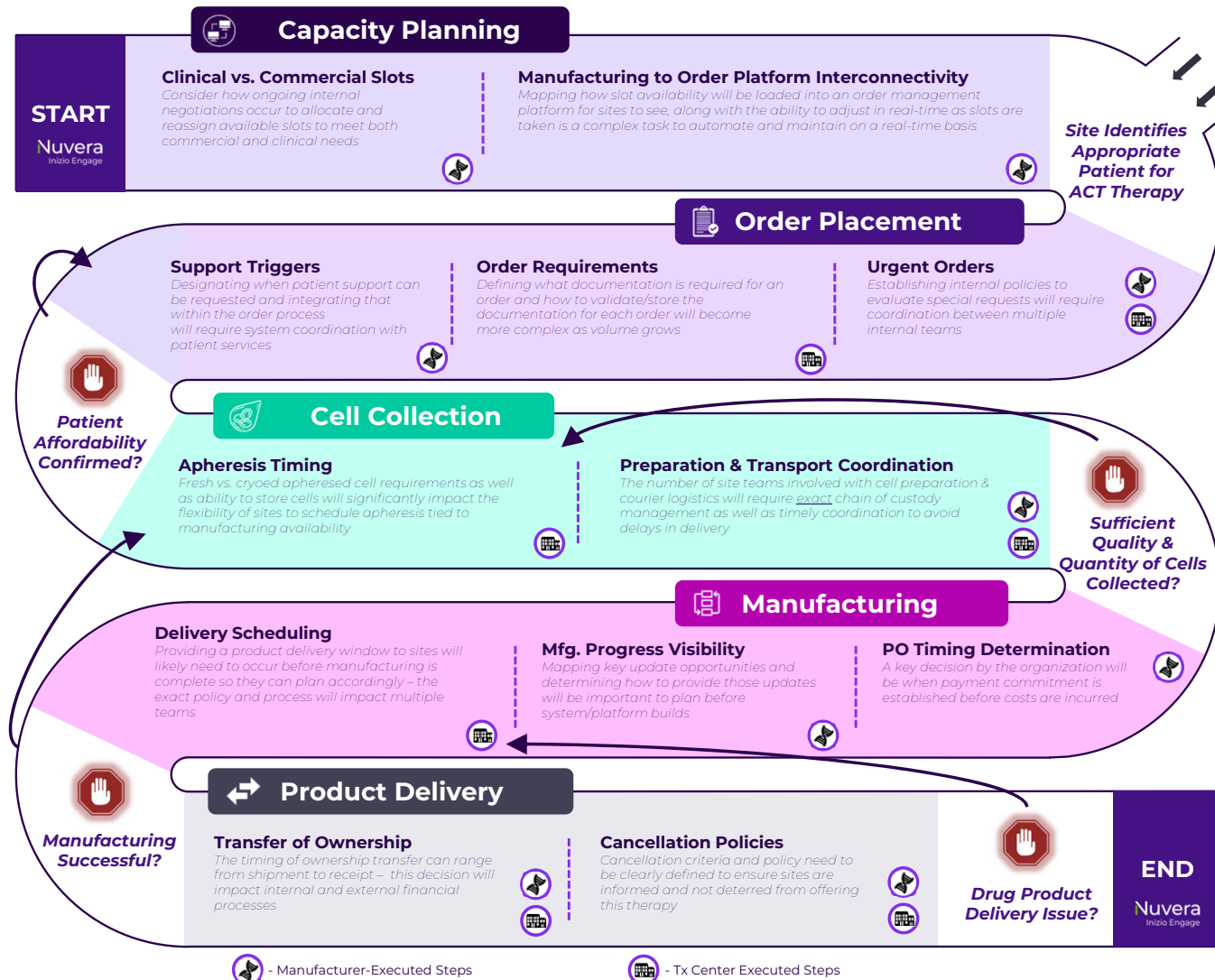


Shaping the Order Management Process for ACT Products

From Capacity Planning to Product Delivery, Autologous Cell Therapy (ACT) Manufacturers have Key Decisions to Make that can Greatly Affect their Partner Sites' Experience of Using Their Product



Nuvera
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Key Decisions Shaping The Order Management Process For Autologous Cell Therapies

Authorized treatment sites' experience of using Autologous Cell Therapies ultimately rests on how manufacturers usher a patient's order from its placement to drug product delivery. We refer to this process as Order Management.

Sites' Order Management experience hinges on how several key operational decisions are made – several of these decisions are shown on the pathway captured to the left.

Each of the decisions should be made with your specific product's strategy in mind, as deciding in favor of one advantage will often result in a tradeoff elsewhere.

Through Nuvera's engagements with ACT manufacturers, we've learned that across your Order Management operational decisions, it is critical to balance the following tensions:

- 1. Fitting In vs. Standing Out** - Existing ACTs have set precedents in the marketplace, especially with more experienced treatment sites; there must be a strong rationale if your process will deviate significantly from the established norm
- 2. Providing Visibility While Managing Expectations** - Helping sites understand where a patient's order is in the process is important so they can devise treatment plans accordingly; giving the right amount of information at the right time to inform, but not overwhelm, will be critical
- 3. Balancing Accommodation with Simplicity** - Sites appreciate it when manufacturers can provide some leeway on their requirements throughout the order process; however not all edge cases and exceptions can or should be allowed, lest unnecessary complication and internal confusion among manufacturing and operational teams could result

For more information:

contact@nuveraconsulting.com