

Calling All Super Heroes

Be The Match Mexico (BTMM)

Challenges and Strategies to
Establishing International Operations

November 10, 2018



Welcome!

- Introductions
- Overview
- Panel Discussion to cover
 - The Need for Operations
 - Cultural Education
 - Establishing Operations in Mexico
 - Patient barriers to Transplant
 - Donor Journey
- Q&A



Disclosures

The following faculty and planning committee staff have no financial disclosures:

Name	Institution	Disclosure
Paulina Rius	Be The Match Mexico	None
Kenza Gravois	Be The Match Mexico	None
Sergio Medrano	Be The Match Mexico	None
Maria A. MacWilliams	Be The Match	None
John Miller, MD	Be The Match	None
Yvonne Ybarra	Be The Match Mexico	None
Pearl Wistl	Be The Match Mexico	None

Objectives:

At the conclusion of this session, attendees will be able to:

1. Recognize the need to develop NMDP Operations in Mexico
2. Provide insight into cultural education efforts to better educate the local community in Mexico
3. Identify challenges of establishing operations in Mexico
4. Review the lessons learned in the process of establishing NMDP operations in Mexico.
5. Develop a better understanding to identify and address patient barriers to transplant in Mexico.



Introductions & Roles

- **Meet your Be The Match México Panelists:**
 - **Dr. John Miller:** Medical Director, Be The Match
 - **Maria A. MacWilliams:** Sr. Patient Navigator, Patient Advocacy and Navigation, Be The Match
 - **Sergio Medrano:** Community Engagement Manager, Be The Match Mexico
 - **Kenza Gravois:** Marketing Manager, Be The Match Mexico
 - **Paulina Rius:** Foundation Manager, Be The Match Mexico
- **Nurse Planner:**
 - Naomi Cazeau: Nurse Planner, Memorial Sloan Kettering

HELLO
MY NAME IS

Co-Session Leaders:

- Yvonne Ybarra: Sr. Manager, Be The Match Mexico
- Pearl Wistl: Operations Lead, Be The Match Mexico



Grab your cape.



Project Overview

GOAL: Save more lives through cellular therapy by improving donor availability and removing barriers to transplant for patients of Hispanic/Latino descent

- Increase the donor pool in Mexico to benefit patients of this demographic worldwide
- Develop community education and marketing strategies to support donor education and recruitment
- Establish international donor center operations in Mexico
- Support transplant physicians and patients to increase the number of unrelated transplants in Mexico
- Establish a network of collection facilities (AC/CC) and TC operations



Grab your cape.



FY18 Totals

- In FY18, BTMM had a goal of adding 2,000 new members to the BTM registry; a total of 2,333 members were added for 117% of goal.
- In our first year in Mexico, 8 donors were identified as possible matches and 2 were confirmed to be the best match for patients.
 - Currently, 75% (n=8) of the donors contacted at the confirmatory testing stage have been available; in the U.S. 40% (n=3,524) of Latino donors are available at this stage.
- Mexico Patient Assistance Usage, 12 patient grants approved
 - Total approved: \$91,913; Paid to Date: \$46,219

FY18 Diversity Totals

FY2018 Mexico/US Running Recruit Totals						
FY18	Geno = 0	Geno 0-1	Geno 1-3	Geno 0-3	Geno > 3	Sum check
BTMM	913	165	127	1219	236	1,455
BTMM%	63%	11%	9%	84%	16%	100%
BTM-US HIS	26029	5968	3802	35799	8536	44,335
BTM-US HIS %	59%	13%	9%	81%	19%	100%
BTM-US Total	136,056	37,496	28,254	201,806	104,005	305,811
BTM-US Tot %	44%	12%	9%	66%	34%	100%



Geographical Structure

1. Mexico City
2. Guadalajara
3. Monterrey
4. Puebla
5. Chihuahua
6. Turreon
7. Other TBD





What's Next?

- Increase the number of related & unrelated donor collections
- Increase the number of registry members in Mexico to fill the HLA gaps worldwide
- Increase the number of unrelated transplants by establishing a lower cost model for Mexico donors

Let's Chat With Our Super Heroes!



NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®

Grab your cape.





What questions do you have for our panelists?

¡Gracias!



NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®