It can feel intimidating to understand complex treatments and plan for rare conditions related to gene therapy, all while trying to balance cost and care holistically.

New innovation comes with new challenges.

There are currently 13 FDA-approved gene therapies on the market¹ and more new therapies coming by the end of 2024.2

1,500+

Over 1,500 ongoing clinical trials for cell and gene therapies are currently registered.3

\$20.4B

Annual spending on gene therapies in the U.S. is estimated to reach an average of \$20.4B by 2035.4

UP \$4.25M

The cost of gene therapy can range from \$850K-4.25M per treatment.⁵



Risk Protection

Patient Navigation

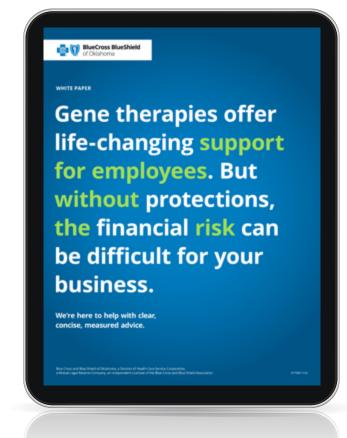
Patient Outcomes

Gene therapies can save lives but employers need the right solutions.

See how we help you balance organizational investment with individual employee support and a multi-pronged approach including protection, patient navigation and patient outcomes.



Transformative solutions require innovative care. But prohibitive pricing is a real barrier. It's often hard to see how to bring a healthy future within reach.



We're here to help with clear, concise, measured advice.

Gene therapies are changing the health care landscape at a rapid pace. They offer hope for people with rare, hard-to-treat conditions today, and will be applicable to more common conditions as time goes on. Support your workforce and organization with the right strategies. Reach out to your representative or <u>read our latest white paper</u> to learn more about innovative gene therapy protections, designed to cut through the confusion and offer you flexibility and peace of mind.

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Blue Cross and Blue Shield of Oklahoma, a Division of Health Care Service Corporation,

2 Prime Therapeutics, Quarterly Drug Pipeline, July 25, 2024.

¹ U.S. Food & Drug Administration, "Approved Cellular and Gene Therapy Products," August 2, 2024.

³ Oxford Global Resources, "Cell and Gene Therapies Are Hot: See What's Steaming in the Pipeline," Jan. 20, 2024 4 Chi Heem Wong, et al., "The Estimated Annual Financial Impact of Gene Therapy in the United States," Gene Therapy, 30, 761–763, 2023. 5 Fierce Pharma, "Orchard sets new gene therapy price tag at \$4.25M — the steepest of any drug."