



**your** treatment  
**your** journey  
**your** support



If you're considering a bluebird bio gene therapy as a treatment option, know that we're here to help. Designed with you in mind, we created **my bluebird support** to offer you an array of services, as personalized as our treatments, to assist you with each step of your journey.

my   
bluebird  
support™



## our commitment starts with you

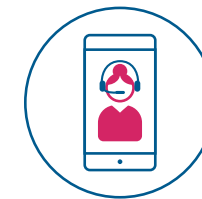
We believe in the benefits of gene therapy and how a one-time gene treatment from bluebird bio can potentially change the lives of those with genetic diseases.

That's why all of us at **my bluebird support** are committed to helping you and your loved ones learn what is involved in a bluebird bio gene therapy—and to help you plan and prepare for what comes next along your treatment journey.

## welcome to my bluebird support

We're ready to offer you personalized services and guidance through programs that cover education, insurance questions, and treatment support. All these programs will be led by your Patient Navigator—your main point of contact within **my bluebird support**—who will provide you with educational resources to help inform your decision-making process with your doctor.

**Learn more about the services offered by my bluebird support.**



**meet your patient navigator**



**navigating education**



**navigating insurance**



**navigating treatment**

**begin your treatment journey with my bluebird support**

Call **1-833-888-NEST (6378)**

**Monday–Friday, 8 AM–8 PM ET**  
(Interpreters for other languages are available)

Visit **[mybluebirdsupport.com](https://mybluebirdsupport.com)**



## meet your patient navigator

As you or your loved one explore the bluebird bio gene therapy treatment journey, there's a lot to think about. That's why we provide you with your own Patient Navigator—someone who is knowledgeable about the bluebird bio gene therapy process and a designated support specialist who can help you make use of the services offered by **my bluebird support**.

Your Patient Navigator will be your primary point of contact at **my bluebird support** as they guide you through your treatment journey.



### navigating education

Want to learn more about treatment with a bluebird gene therapy or get information about your disease? Your Patient Navigator has the educational materials to help you, so you can feel more informed when you speak to your care team.



### navigating insurance

Need answers to insurance questions? Your Patient Navigator will stand by you and collaborate directly with reimbursement specialists to help you uncover the most from your insurance coverage.



### navigating treatment journey

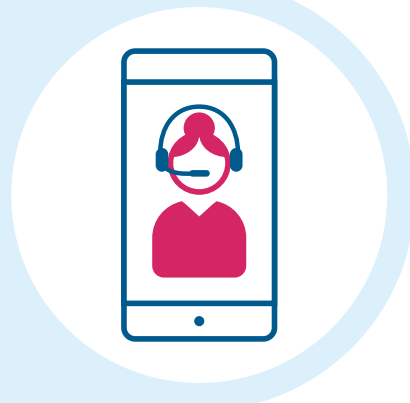
Unsure of what the treatment journey ahead looks like? Your Patient Navigator has specific information to help you learn about each step of your bluebird bio gene therapy journey.

### learn how your patient navigator can support you

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## get started with your patient navigator

Your Patient Navigator and **my bluebird support** are standing by, ready to help. Once you've contacted your Patient Navigator, feel free to engage with them as much as you need to as you work through your treatment journey. Your Patient Navigator will always reach out to you if they require any information.

For patients and caregivers who need non-English-speaking support, your Patient Navigator can facilitate communication using an expert interpreter for your specific language.

### notes

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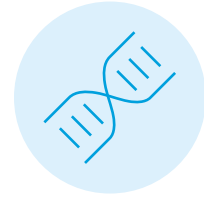
## navigating education

We understand that you're motivated to learn as much as you can about bluebird bio's gene therapies designed to treat genetic diseases. And we're here to provide valuable information so you can talk with your healthcare provider and team to make informed decisions.

Your Patient Navigator is committed to sharing their expertise and knowledge with you by providing:



Resources related to your genetic disease



Information about the bluebird bio treatment process



Locations of Qualified Treatment Centers (hospitals where bluebird bio gene therapy is administered)



Answers to your questions you may have, including concerns about healthcare insurance or treatment planning

**your patient navigator is here for you**

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## connect with a patient advocacy organization

Sometimes it can be an incredibly valuable experience to engage with people who are going through a similar disease experience. From sharing stories to providing educational resources and support, there's a lot that patient advocacy organizations can help with.

Your Patient Navigator will stand by you and provide you with a list of patient advocacy organizations related to your genetic disease.

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## navigating insurance

While this is something you may have had to tackle on your own in the past, **my bluebird support** is ready to work with you.

From how health insurance works to important benefits information, your Patient Navigator can guide you through this process and even work with insurance companies on your behalf. There is a wide range of insurance-related topics your Patient Navigator can help with, including:



Supporting you through a benefits investigation and exploring your full range of coverage



Determining which Qualified Treatment Center is in-network with your insurance provider



Offering guidance to you and your care team through the insurance process (including help with claims and appeals information)



Helping with potential sources of support for eligible and underinsured patients

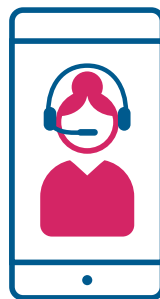
**They may also be able to work to provide information related to treatment cost and the specific benefits available through your insurance if available.**

**your patient navigator is prepared to review insurance options with you**

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## need additional financial support? we may be able to help

Cost can be a significant barrier to accessing treatment. If your health insurance doesn't cover the full cost of gene therapy, bluebird bio may be able to help. Your Patient Navigator can review any financial assistance that may be available and determine if you qualify for any of these financial assistance programs.

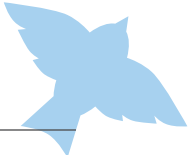
### notes

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# navigating treatment

There's a lot that goes into the bluebird bio gene therapy treatment process. Rest assured **my bluebird support** is here to help. Your Patient Navigator is ready to collaborate with your care team to prepare you for the treatment process, answering your questions along the journey.

Each person's treatment journey is different and unique to them. While we provide an overview of what the treatment process may look like—and how **my bluebird support** can help along each phase—it's essential to work with your care team at a Qualified Treatment Center to establish your own treatment journey.

There are 3 main phases to your treatment. With each phase, there are ways we can help.

## notes

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**your patient navigator is ready to answer any questions that may help guide you through your treatment journey**

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## pre-treatment

This phase begins after you and your doctor have decided a bluebird bio gene therapy may be the right treatment for you. After that, we can help connect you with a Qualified Treatment Center—a specialized hospital trained to administer bluebird bio gene therapy—that has the expertise, infrastructure, and care teams to support your treatment experience.

Prior to the treatment phase, your cells will be collected so that they can be sent to a lab to manufacture your gene therapy for you and you alone.

**my bluebird support** can help by:

- Providing detailed information on the treatment journey, so you know what to expect and can prepare for each step along the journey
- Locating a Qualified Treatment Center where you'll receive your gene therapy
- Offering support in addressing non-clinical barriers to treatment access



## treatment

At this phase, you will receive your gene therapy under the guidance of your doctor and care team at a Qualified Treatment Center.

**my bluebird support** can help by:

- Providing educational resources to help you feel supported and empowered throughout the treatment process



## post-treatment

After you have received gene therapy, you will need to stay in the Qualified Treatment Center for several weeks so that your healthcare team can monitor your recovery. Your doctor will determine when you have recovered and are well enough to return home.

**my bluebird support** can help by:

- Providing educational resources to serve as a starting point for discussions with your healthcare team

**no matter where you are  
in your treatment journey,  
we are here for you**



# we're here for your treatment journey

Learn more about **my bluebird support** and how our specialized Patient Navigators can help answer your questions and provide helpful resources related to:



**disease  
education**



**insurance  
support**



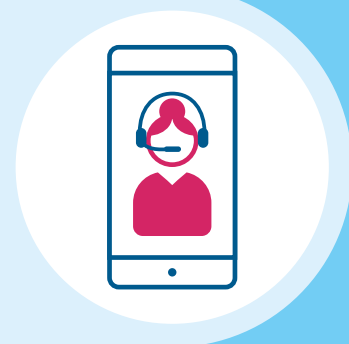
**treatment  
information**

**contact my bluebird support and meet your Patient Navigator**

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