

Building Global Consensus in Cell and Gene Therapy

Moving the Field Forward

ISCT engages in unique collaboration between academia, regulatory bodies and industry partners in cell therapy translation with a growing reputation as **the** community where these diverse partners can come together under the common mission of advancing CGT to improve patients' lives. ISCT continues to build public trust and integrity for the field as a whole, as a powerful and visible voice for sector stakeholders.

Dialogue with Google

In 2019, Google released an updated advertising policy, prohibiting advertisements for unproven or experimental medical techniques such as most stem cell therapy, cellular (non-stem) therapy and gene therapy, meant to limit the reach of bad actors that offer unproven, unlicensed and potentially harmful cell and gene based interventions. This action was lauded by many in the field, including ISCT, as a stand against unproven and unethical treatments.

Spearheaded by the ISCT Presidential Task Force on the Use of Unproven and/or Unethical Cell and Gene Therapies (PTF), ISCT brought together over **20 stakeholder organizations** to consult with Google on unintended negative consequences on scientifically legitimate therapeutic uses of stem cells. These supporting organizations represent an important collaborative effort to ensure high standards and public trust in advancing the development of cell and gene therapies, as proven products and ongoing clinical research become more prominent and require more direct public outreach.

