

# PRECISEU Best Practice Recognition

Second Edition 2026

## Winner in the Category **CULTURE**

### **FLUENTCELLS**

**Joaquim Vives (Banc de Sang i Teixits)**

**FLUENTCELLS combats cell therapy information-gap by establishing a bio-ethical framework to empower patients, guide policy and ensure transparent communication across European health ecosystem.**

Advanced cell therapy medicinal products (ATMP) represent a paradigm shift in modern medicine, offering transformative potential for previously incurable diseases. However, this progress is shadowed by the rise of unregulated "stem cell clinics", misleading medical tourism, and premature commercialization. This creates a "misinformation gap" where patients, clinicians, and policymakers struggle to distinguish evidence-based innovation from high-risk or fraudulent practices. FLUENTCELLS addresses this urgent challenge within the European context through a first phase in Spain and Andorra funded by Fundació Víctor Grífols i Lucas with the support of Red Española de Terapias Avanzadas TERA<sup>V</sup>, before expanding across Europe in a second phase collaborating with the COST Action BTCs4ATMP.

**FLUENTCELLS** is introducing a comprehensive Bioethical Communication and Regulatory Alignment Toolkit designed to bridge the gap between scientific innovation and social trust. This "knowledge product" includes a specialized educational toolbox featuring visual guides, webinars, and structured scripts for clinicians to facilitate informed consent. Complementing this is a Strategic Policy Report tailored for regulatory agencies and health ministries, providing a data-driven roadmap.

The project aims to reduce healthcare costs associated with ineffective treatments and harmonize ethical criteria across Europe. Ultimately, FLUENTCELLS will contribute to create a safer, more transparent environment for legitimate innovation in the ATMP field.

**By bridging the "information gap" through ethical innovation and patient co-creation, FLUENTCELLS establishes a scalable benchmark that protects vulnerable citizens, ensures regulatory integrity and transforms trust into the cornerstone of ATMP success.**