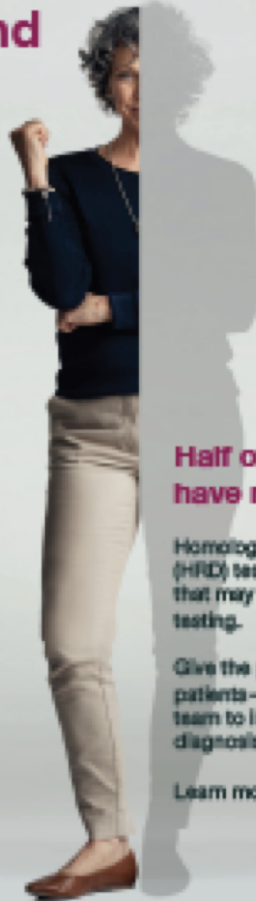


Irene Cox

Sample Work: conceptual 2

When testing to determine treatment eligibility for patients with advanced ovarian cancer,

If you're not looking beyond **BRCA1/2** mutations, you're not seeing the whole picture



Half of HRD-positive patients have no *BRCA1/2* mutation

Homologous recombination repair deficiency (HRD) testing evaluates tumor characteristics that may be missed with *BRCA1/2* mutation testing.

Give the power of precision medicine to more patients—work with your multidisciplinary team to implement tumor testing for HRD at diagnosis of advanced ovarian cancer.

Learn more at testforHRD.com

Genetic testing for mutations that identify the risk of breast cancer

**Are repeated steps in treatment shining
the wrong light on your patients?**



Patients with CSU often face many indignities—pain, embarrassment, and a confusing cycle of ineffectual treatments. What if we could shift our focus to a different way of taking on CSU?

Treating chronic spontaneous urticaria



Genetic testing

For HCP campaigns...

For symptomatic obstructive sleep apnea by difficulty with sleep onset and/or sleep maintenance

Someone didn't sleep through the night...



again.

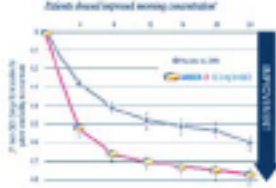


Keep her head in the game.



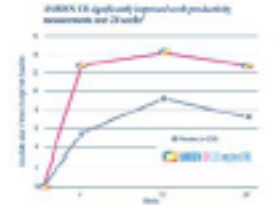

Better next-day functioning¹²

Patients showed improved evening concentration



In a long-term study, Patient Rating of Evening Concentration demonstrated an improved ability to concentrate in the morning vs. placebo (p < 0.01).

AMBIEN CR significantly improved work productivity measurements over 24 weeks



In an Output Scale measuring patient's ability to meet demands for quantity, quality, and timeliness of completed work, patients reported significant improvement vs. placebo over 24 weeks.



To Be Their Best

Make traction in metastatic breast cancer treatment

IXEMPRA is proven effective early in the treatment cycle



IXEMPRA
(ixabepilone) for injection,
for intravenous infusion
IXEMPRA monotherapy:
Compelling evidence

For MBC patients who have progressed on an anthracycline and a taxane

A combination therapy that has a kick to it.

IXEMPRA plus capecitabine in combination resulted in a significant improvement in progression-free survival vs capecitabine alone, demonstrated across all subgroups



IXEMPRA
(ixabepilone) for injection,
for intravenous infusion
IXEMPRA: Combining forces
against progression

*A chemotherapy for the
treatment of breast cancer,
dually indicated as a monotherapy
and combination therapy*

For MBC patients with taxane failure

IXEMPRA is hard hitting

In patients with progression on an anthracycline, a taxane, and capecitabine,
IXEMPRA demonstrated benefit in nearly two-thirds of patients

IXEMPRA
(xabepilone) for injection,
for intravenous infusion
IXEMPRA: Dominate
the disease

For metastatic breast cancer patients who are progressing

Don't hold back on the attack

IXEMPRA is an effective non-taxane option in
combination with capecitabine

With IXEMPRA, you can treat patients
with MBC early and often

IXEMPRA
(xabepilone) for injection,
for intravenous infusion
IXEMPRA: Making a mark in MBC

*Concepts that extrapolate
on the existing brand logo*



*One of 14 concepts selected
from a pool of over 300 by
Saatchi & Saatchi Healthcare Advertising
to become part of a permanent
mural installation at their
lower Manhattan headquarters*

