

I r e n e C o x

Sample Work: d i g i t a l

BYDUREON: the first and only GLP-1 receptor agonist for type 2 diabetes that provides continuous glycemic control in a single weekly dose

BYDUREON
BYDUREON
BYDUREON

Dear Pharmacist,

BYDUREON is the first and only once-weekly GLP-1 receptor agonist, and 1 other powerful A1C reduction of up to 1.6% and straightforward dosing—just connect, shake, and inject.

BYDUREON utilizes patented Microsphere technology to provide a continuous release of exenatide, allowing for continuous glycemic control in a single weekly dose.

In patients with type 2 diabetes, continuous exposure to GLP-1 has been shown to improve glycemic control.

BYDUREON Indication

BYDUREON is indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes mellitus in multiple clinical settings.

BOXED WARNING:

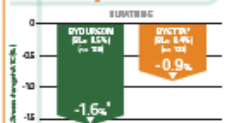
RISK OF THYROID C-CELL TUMORS

Considerable evidence indicates an increased incidence in thyroid C-cell tumors at clinically relevant exposures in rats compared to controls. It is unknown whether BYDUREON causes thyroid C-cell tumors, including medullary thyroid carcinoma (MTC). In humans, as there is no evidence of increased incidence of thyroid C-cell tumors, the relevance of the findings in rats to humans is not known.

BYDUREON is contraindicated in patients with a personal or family history of MTC and in patients with Multiple Endocrine Neoplasia syndrome type 2 (MEN 2). Routine serum calcitonin or thyroid ultrasound monitoring is of uncertain value in patients treated with BYDUREON. Patients should be counseled regarding the risk and symptoms of thyroid tumors.

Please see additional Important Safety Information and the full text of the **Prescribing Information** and **Indication Guide**.

In patients uncontrolled on metformin or metformin plus a sulfonylurea or thiazolidinedione (TZD), BYDUREON delivered powerful A1C reductions.



BYDUREON (n=144) vs. Placebo (n=144) in patients uncontrolled on metformin or metformin plus a sulfonylurea or thiazolidinedione (TZD). BYDUREON delivered powerful A1C reductions.

In a separate study in sitagliptin, BYDUREON delivered powerful improvements in A1C reduction.



BYDUREON (n=144) vs. Placebo (n=144) in patients uncontrolled on sitagliptin. BYDUREON delivered powerful improvements in A1C reduction.

Consistent results were obtained in a separate 26-week, 4-arm, 0-comparator study of BYDUREON vs. sitagliptin, metformin, or pioglitazone in patients uncontrolled on diet and exercise alone.

• Patients receiving BYDUREON achieved a mean reduction in A1C of 1.5% (SE = 0.4%) vs. 1.2% (SE = 0.4%) for sitagliptin.

• BYDUREON is not recommended as first-line therapy for patients uncontrolled on diet and exercise.

When exenatide therapy isn't enough, consider adding BYDUREON for continuous glycemic control in a single weekly dose.

• Biodegradable microspheres deliver a continuous presence of exenatide.

• Powerful A1C reductions of up to 1.6%.

• Straightforward dosing: just connect, shake, and inject.

Comprehensive resources from BYDUREON Steady Support™ designed to help patients succeed.

BYDUREON Steady Support™ is a comprehensive patient support program that offers helpful resources such as step-by-step administration instructions and text message reminders. Program information for patients is available at www.BYDUREON.com.

Customer savings
When eligible patients present the BYDUREON Steady Savings Card, they can save up to \$50 each month on their prescriptions.

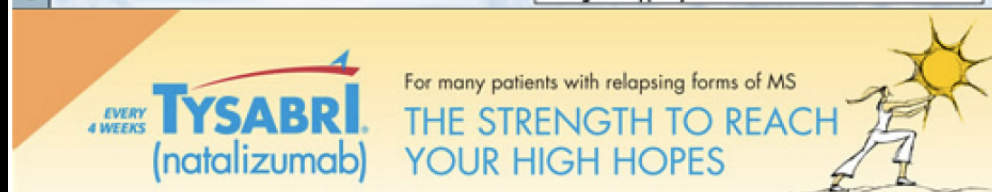
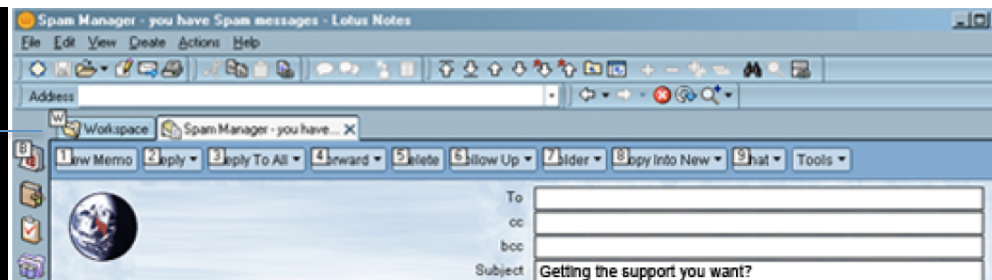
For more information about BYDUREON
• Visit www.BYDUREON.com

• Contact the BYDUREON Customer Support Center at 1-877-333-1385 with questions and requests for more information.

Email Blasts

...to pharmacists about Bydureon therapy for type 2 diabetes

...to patients about Tysabri treatment for MS



Call an MS Support Specialist: 1-800-456-2255

PERSONALIZED MS SUPPORT—
JUST A PHONE CALL OR [CLICK AWAY](#)

Dear [Name],

Biogen Idec is dedicated to providing you with quality support services to help make your experience with TYSABRI a positive one. In addition to the TOUCH™ Prescribing Program, a restricted distribution program with a focus on safety, you also have access to an **MS Support Specialist**, who will answer questions and provide valuable information about TYSABRI, the infusion process, as well as:

- [Living well with MS](#)
- [MS teleconferences and live programs](#)
- [Insurance & financial assistance](#)

And you can learn about other people's experience with TYSABRI by tuning in to [TYSABRI TV](#) at www.TYSABRI.com.

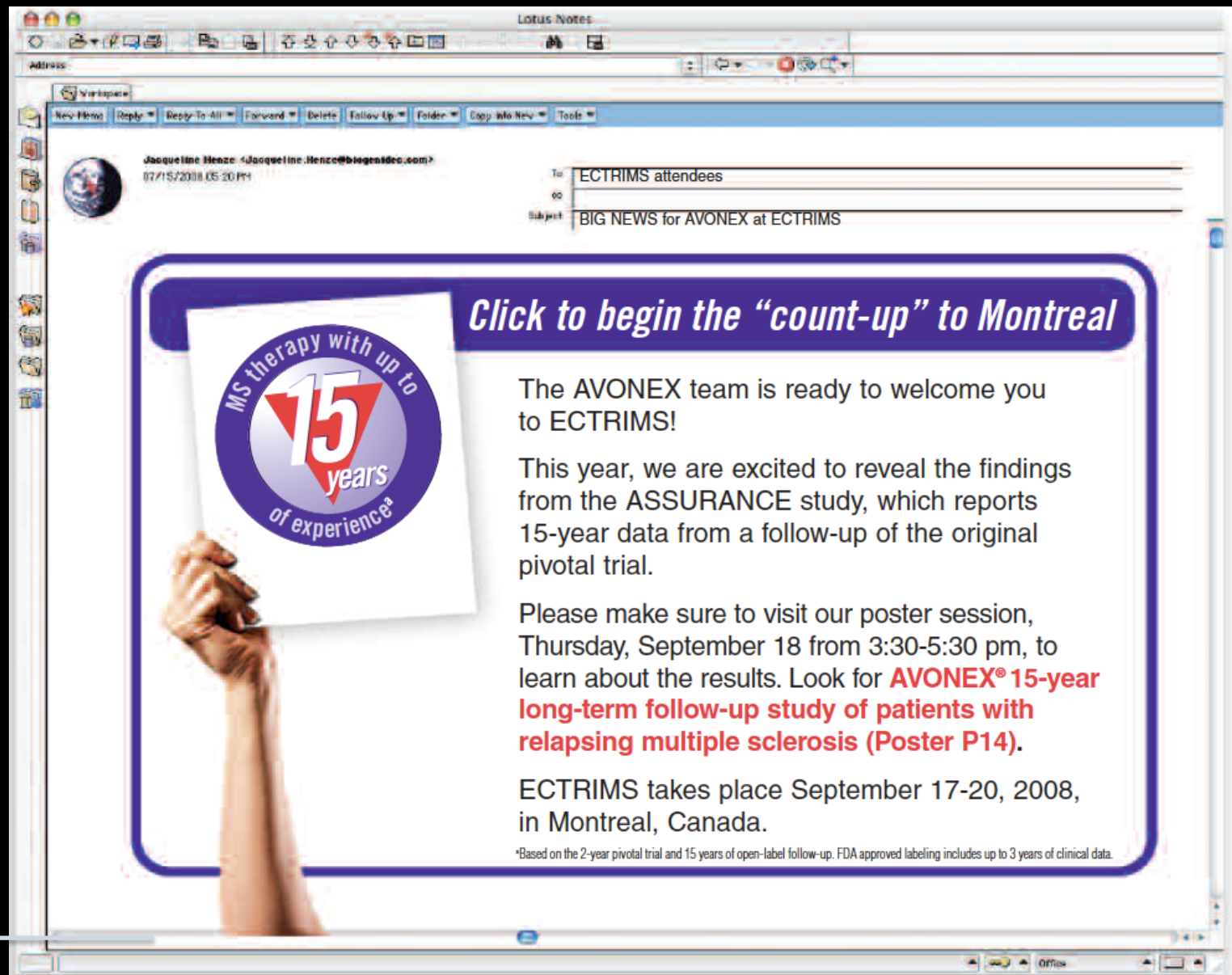
We encourage you to reach out for support — we're here to help.
Call a Biogen Idec MS Support Specialist at 1-800-456-2255, Monday to Friday, 8:30 AM to 8:00 PM (ET).



"TYSABRI has made a real difference for me. It's helped me feel

Email Blasts

...to
sales reps
about
upcoming
scientific
meetings



...including
using Flash to
catch the user's
attention and
generate interest

AUDIO:

Exciting music that builds and creates anticipation of something NEW.

Music starts out soft and slow (like a drum roll).

Music builds in tempo...

continues to build...

and build.



VISUAL:

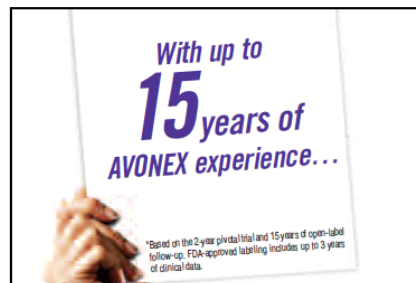
Image with copy fades in.

Zoom-in begins...

...as copy zooms out of white.



Background image continues to pull back and emerge, while a very quick count-up begins from 1 to 15.



The number 15 decreases in size and moves into place while completing the headline statement.

Background image emerges more completely.

- Helped strategize information architecture and wrote all copy for HCP-facing Soliris.net



The screenshot displays the Soliris (eculizumab) website for healthcare professionals. The header features the Soliris logo, navigation links (Log In, Register, aHUS for HCPs, Patients), and a search bar. A prominent warning box states: "Prescribing Information | Important Safety Information or fatal if not recognized and treated early. • Comply with the most current Advisory Committee on Immunization Practices (ACIP) recommendations for meningococcal vaccination in...". The main navigation bar includes Home, About PNH, About Soliris, Starting Soliris, Access for Soliris, and HCP Resource Center.

The main content area is titled "Appropriate Testing for PNH" and includes a large image of hands holding a red blood cell. The text reads: "Testing for PNH is easy, inexpensive, and requires only a peripheral blood sample to improve the time to diagnosing PNH. The diagnosis of PNH can be delayed from one to more than 10 years.⁴ Find out which tests help quickly and definitively identify PNH and shorten the time to diagnosis." A button labeled "Diagnosing PNH →" is positioned below the text.

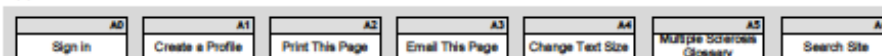
On the left side, there are three blue buttons: "PNH Patient Identification", "Appropriate Testing for PNH", and "Initiating Therapy for PNH".

At the bottom, there are two light blue boxes. The first, "Your Alexion Support Team", features an icon of two people and states: "Diagnosing a rare disease like PNH can be a challenge. Getting advice and support doesn't have to be. **Contact us** for the expertise you need." The second, "Your HCP Resource Center", features a document icon with a plus sign and states: "From a voluntary PNH patient registry and HCP Starter Kit to our Education Center, **discover** the many tools and publications available to you for diagnosing and treating PNH."

The footer contains the text "IMPORTANT SAFETY INFORMATION".

...as well as the IA and all copy for patient-facing Tysabri.com

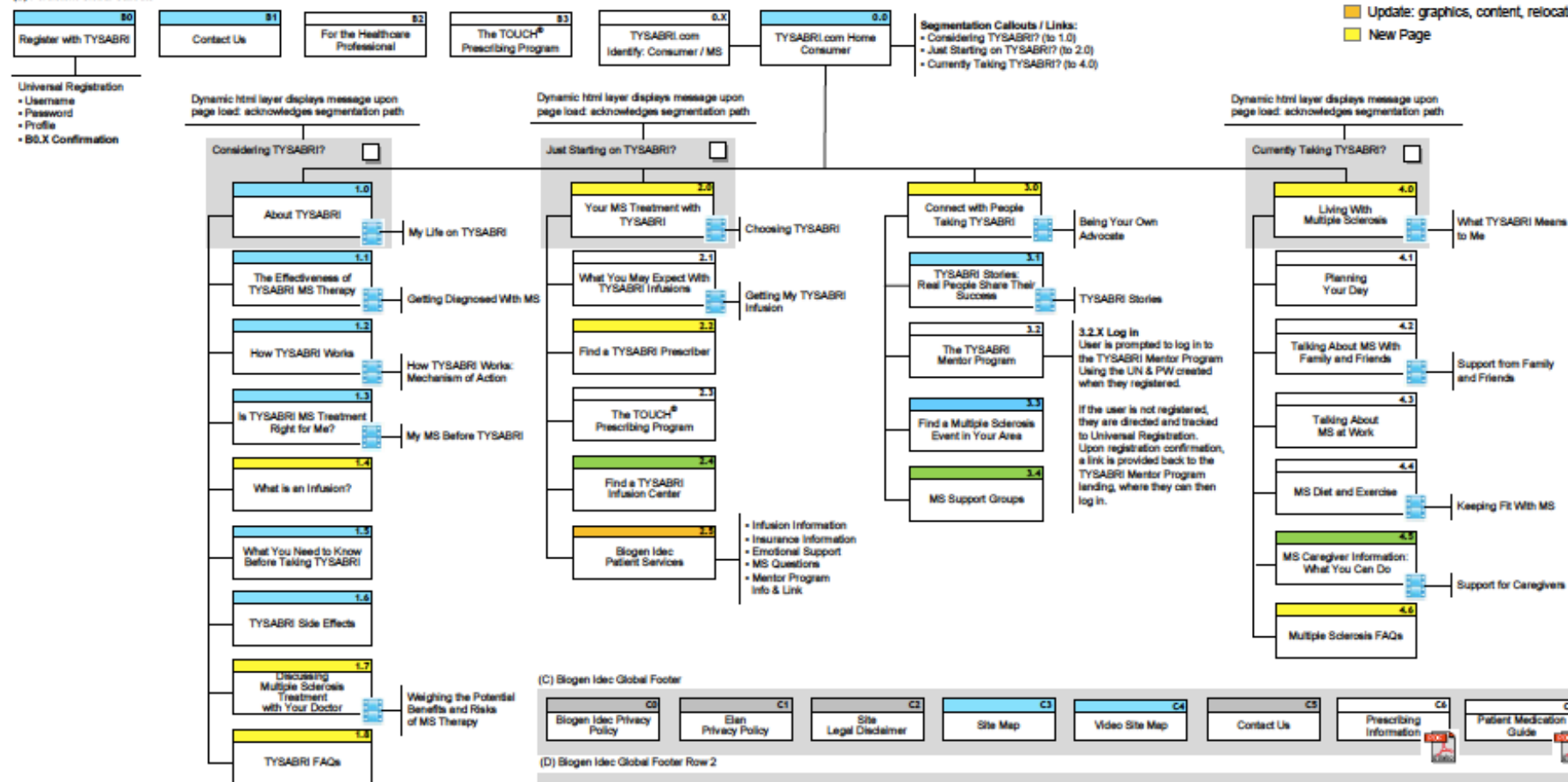
(A) TYSABRI.com Consumer Global Header



TYSABRI.com Consumer Sitemap

- Update: graphics
- Update: graphics, content
- Update: graphics, relocate
- Update: graphics, content, relocate
- New Page

(B) Persistent Global Callouts



...as seen here



[Sign In](#) | [Register](#) | [Multiple Sclerosis Glossary](#) | [Healthcare Professionals](#)

Search ▶

[Email](#) | [Print](#) | Text Size [A](#) [A](#) [A](#)

Home

About MS

TYSABRI Basics

Treating MS with
TYSABRI

Living with MS

Community & Support

Important Safety
Information



Contact Us

800.456.2255

Monday to Friday
8:30 AM to 8:00 PM (ET)



Patient Medication
Guide – English



Prescriber
Information

"I feel completely comfortable with my decision to take **TYSABRI**, and I encourage people to talk with their doctor about their treatment."

– Heidi, **TYSABRI** patient

Learn why people have chosen **TYSABRI** for their relapsing MS treatment.



[Find a mentor ▶](#)

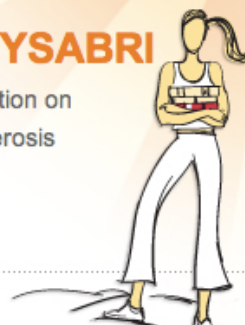


For adults with relapsing forms of multiple sclerosis (MS) to slow worsening disability and reduce number of flare-ups. Since **TYSABRI** increases the risk of PML, a rare brain infection that usually causes death or severe disability, it's generally recommended for patients unable to tolerate or respond well to another therapy. See [TYSABRI Risk Information](#).

Know More About **TYSABRI**

Sign up to receive the latest information on **TYSABRI** and relapsing multiple sclerosis treatments.

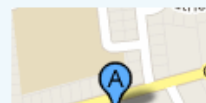
[Register now ▶](#) or [Sign in](#)



Attend a Free MS Event

Learn about [online and live events](#) in your area.

Next event:



[Understanding the Benefits and Risks of Therapy/Treatment](#)

- Wrote some copy for patient-facing Lucentis.com

CHANGE WORD SIZE **Aa** PRINT PAGE 

FOR DIABETIC MACULAR EDEMA ▶

FOR RETINAL VEIN OCCLUSION ▶

Important Safety Information > Prescribing Information > For Healthcare Professionals >

Search for... **GO**

LUCENTIS
RANIBIZUMAB INJECTION

FOR WET AGE-RELATED MACULAR DEGENERATION

SAFETY FIRST: Read about the safety information of LUCENTIS. ▶

Home

About Wet AMD

About LUCENTIS

LUCENTIS PATIENT SUPPORT PROGRAM

Join the Program

Patient Stories

Low-Vision Tips

For Caregivers

LUCENTIS PATIENT SUPPORT PROGRAM



“The support that I get from the **LUCENTIS PATIENT SUPPORT PROGRAM** is just one more reason I am thankful for LUCENTIS.”

—John K., diagnosed with wet AMD in 2006



Join now

Our free support program can provide additional information for you—and your loved one—as you continue to manage your wet AMD with LUCENTIS. These are just some of the great resources you will get over the coming months if you sign up.






Call
1-866-LUCENTIS
(1-866-582-3684)
Mon-Fri
9 AM-8 PM ET

“Trained nurses can provide information

...and for an unbranded MS website sponsored by Biogen Idec

New here? [Register](#) | Already registered? [Sign in](#)

Search MS ActiveSource



MSActiveSource
Live Well. Stay Active.

- ▶ What is MS?
- ▶ Multiple Sclerosis Treatment
- ▶ Managing MS Symptoms
- ▶ MS Diet & Exercise
- ▶ MS & Emotional Health
- ▶ MS Support & Community

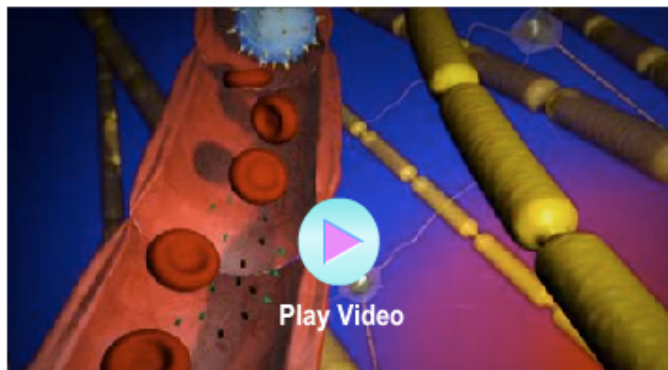
Live Well. Stay Active.

Diet and exercise tips to help you eat well and get moving.

[LEARN MORE](#)

1 2 3 4

Understanding MS



Fighting MS starts with information:

- [What is MS?](#)
- [Symptoms of MS](#)
- [What Causes MS?](#)
- [Dealing with an MS Diagnosis](#)

Join MS ActiveSource.

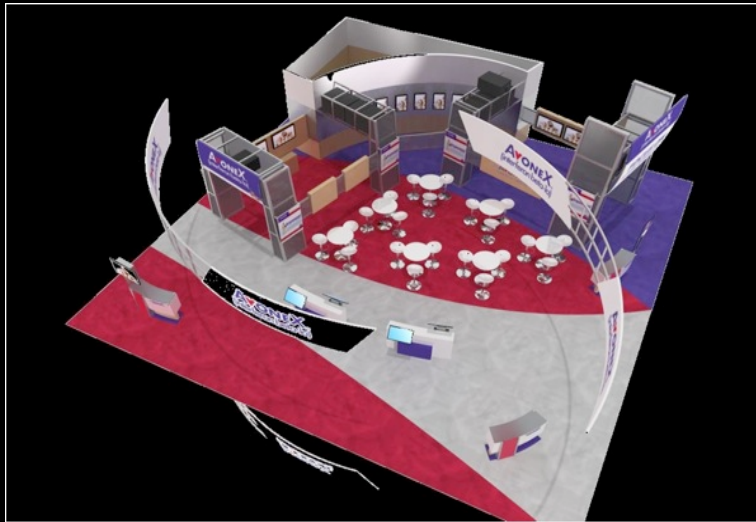


Register for benefits, including:

- Free MS exercise DVDs
- One-on-one peer mentors
- Your own personal logbook
- Monthly e-newsletter

REGISTER

or [Sign In](#)



A diagnosis of **multiple sclerosis** can hit **hard**...

ONCE-A-WEEK **AVONEX**
(interferon beta-1a)
IN INJECTION

but you have **OPTIONS**
that may **HELP** soften the landing.

ONCE-A-WEEK **AVONEX**
(interferon beta-1a)
IN INJECTION

For your **MS** therapy, get an early start with AVONEX.

Once-a-week AVONEX:

✓ Reduces flare-ups ✓ Slows physical disability ✓ Is effective after the first attack

ONCE-A-WEEK **AVONEX**
(interferon beta-1a)
IN INJECTION

Call **1-800-456-2255** to speak to an **MS Support Specialist**
or simply log on to **www.AVONEX.com** today!

Find out more

Prescribing Information | Important Safety Information
AVONEX, the AVONEX logo and the BIOGEN IDEC logo are registered trademarks of Biogen Idec.

ONCE-A-WEEK **AVONEX**
(interferon beta-1a)
IN INJECTION

- Other digital work includes helping write SmartPhone Apps, banner ads, and interactive quizzes for meeting booths

DIABETES LIFE HARMONIZEDSM

What It Is and How It Can Be Used

A comprehensive smartphone application that helps people manage their diabetes quickly and easily

Allows people with type 2 diabetes to track their health status (eg, goals set for A1C, blood pressure, cholesterol)

Provides useful tips and information on the "ABCDEFs" of diabetes – from blood lipids and diet to exercise and foot care

Programmed for the Apple iPhone and Blackberry 9000+

How It Can Be Used



- > Personalized welcome page
- > Health appointment reminders
- > Prescription refill reminder
- > Health plan information
- > Optimized for other Smartphones (eg, DROID) and Apple iPad
- > Branded look and feel (eg, logo, color scheme)