



347 306 8797

Irene
Cox

Copy

16 Maple Avenue, West Nyack, New York 10994-1810

irene.cox@gmail.com



KEY GOAL

Crystallize my creative and analytical communications skills by bringing a vision and practicality to bear on the complex, vital work we do in pharma. I thrive on a hands-on and collaborative approach to each stage of a brand's life cycle. Areas of particular interest include oncology, genetic testing, and autoimmune, chronic diseases.

ULTIMATE GOAL

Thrill the client.



Irene's professional responsibilities have included

- Writing promotional and educational print/digital/video materials for physicians, patients, managed-care payers, sales reps and account managers, nurses, pharmacists, employers, employees, and caregivers
- RX Club Award of Excellence, TYSABRI Journal Ads, *Neurology* and *Momentum*, 2009
- Contributor to information architecture and wire frames, and writer of all copy, for Valcyte.com HCP- and patient-facing sites, Soliris.net HCP-facing, TYSABRI.com patient-facing, and NJRetina.com
- Campaign concepting for drug therapies to prevent or treat such conditions or diseases as colorectal cancer (ELOXATIN), multiple sclerosis (AVONEX and TYSABRI), irritable bowel syndrome (AMITIZA), pneumococcal disease (PREVENAR), chronic pain (OPANA), stroke (PRADAXA), menopause (MIRENA), COPD (SPIRIVA), pregnancy protection (Teva's oxybutynin vaginal ring DR-3001), breast cancer (IXEMPRA), pancreatic cancer (AFINITOR and Amgen's ganitumab), and wrinkle reduction (DYSPORT)

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



Medicare Part D Overview of 2012 Standard Coverage Guidelines¹

The 4 Stages of Medicare Part D Coverage for 2012

■ Paid by patient ■ Paid by Medicare Part D ■ Paid by manufacturer

		Cumulative Drug Cost Expenses	Cumulative Out-of-Pocket Expenses
Catastrophic Coverage	5%	\$6,457.50 + additional drug cost	\$2,756.25 + 5% of additional drug cost
Coverage Gap* (Donut Hole)	50% \$1,803.75 No Coverage 50% \$1,803.75 No Coverage	\$6,457.50	\$2,756.25
Partial Coverage/Coinsurance	25% \$632.50 75% \$1,897.50	\$2,850.00	\$952.50
Deductible	100% \$320.00	\$320.00	\$320.00

¹Under the Patient Protection and Affordable Care Act of 2010, the coverage gap will be gradually eliminated, phasing out entirely by 2020.

Catastrophic coverage: Once cumulative drug cost expenses reach \$6,457.50, catastrophic coverage begins. In this stage, 95% of the drug prescription is paid by the insurer/Medicare, and 5% is paid by the patient for the remainder of the calendar year.

Coverage gap (or donut hole): Medicare Part D does not provide prescription coverage during the coverage gap stage. In this stage, a 50% manufacturer's discount is available for brand-name drugs. Patients are responsible for the remaining 50% of the prescription cost. Manufacturer and patient contributions are both applied toward the annual cumulative drug cost expenses up to \$6,457.50.

Partial coverage/coinsurance: Medicare drug plans have different levels or "tiers" of partial coverage/coinsurance. After the deductible is met and the patient enters this stage, 75% of the cost of a drug may be paid by insurer/Medicare and 25% paid by the patient. In 2012, the partial coverage/coinsurance stage ends when cumulative drug cost expenses reach \$2,850.

Deductible: Deductibles vary between Medicare drug plans, with some having no deductible. In the 2012 benefit, no Medicare drug plan can have a deductible greater than \$320.

- At MKG, worked on accounts including Precision Medicine at AstraZeneca, AJOVY and AUSTEDO from Teva, XCOPRI from SK Life Science, TAF MEK from Novartis, WAKIX from Harmony, and APOKYN from Supernus
- Group Copy Supervisor for DUAVEE (digital/print, HCP)
- Copy Supervisor for VALCYTE (digital/print, consumer/HCP), SOLIRIS (digital/print, consumer/HCP), SANDOSTATIN (print, consumer), AFINITOR (print, HCP), LUCENTIS and AVANDIA (digital/print, consumer/HCP), VIAGRA (print, HCP), JANUVIA/JANUMET/JUVISYNC (digital/print, Managed Markets), SPIRIVA (digital, Managed Markets), INCIVEK (print/Managed Markets), BYDUREON (digital/print, Managed Markets), and ENBREL (print, Managed Markets)
- Supervising the Junior Copywriter for AMBIEN CR and ELITEK, and 3 full time and 7 part-time freelancers for AVONEX and TYSABRI
- Brand planning and copywriting for the digital and print consumer, HCP, and Managed Markets AVONEX and TYSABRI accounts (Biogen Idec)
- Copy for the AMBIEN CR, ELITEK, MENACTRA, ENBREL, ELIGARD, FLUZONE, and RILUTEK accounts at Saatchi & Saatchi
- For an agency wide competition at Saatchi Healthcare, creating a visual expression of an agency value that was one of 14 out of more than 300 selected for a permanent corporate branding logo and art installation
- Participating in market research from New York to Florida to Arizona, and video shoots from Georgia to Colorado
- Creating and presenting an editing course for copywriters at Anderson DDB Health, Toronto

Irene's agency experience

February 2020 – Present

Medical Knowledge Group (MKG)

Group Copy Supervisor

MKG was originally a medical education company, so the work of a copywriter is medically driven. Copywriters work with Medical Directors to create slide decks for presentations to HCPs, write long-form articles on disease state, interview KOLs, and work directly with them to create video scripts. At MKG, I have written long-form articles on tardive dyskinesia for Volumes 8 - 11 inclusive of *TD News and Views*, found at tdnewsandviews.com



TD NEWS+VIEWS

EXPERT COMMENTARY

Thought-Leader Commentary With
Rakesh Ranjan, MD



Rakesh Ranjan, MD

VOLUME 10 • AUGUST 2022

Screening and Assessment of TD With a Focus on the Virtual Visit

TD SCREENING AND ASSESSMENT

TD AND TELEPSYCHIATRY

TREATMENT

EXPERT COMMENTARY

TD SCREENING AND ASSESSMENT

Screening and Assessing Tardive Dyskinesia Is Critical

ARCHIVE

VOLUME 9 • MAY 2022

Recommendations for Assessing the Impact of Tardive Dyskinesia

Real Patients Describe the Impact of TD

Psychological/
Psychiatric



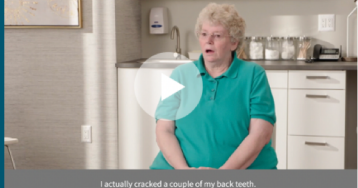
TD has made it

Social



When it gets really ramped up and the whole deal,

Physical



I actually cracked a couple of my back teeth.

Vocational/
Educational/
Recreational



I'm a psychotherapist and I sit for an hour at a time.



11

BACK

Patient images used with permission.

more recent work

ANIMATED BANNER AD 300 x 250

Indication and Important Safety Information
TAFINLAR® (dabrafenib) capsules, in combination
TAFINLAR Prescribing Info MEKINIST Prescribing Info

1
Descriptive copy:
Banner opens to buildup of background. Lungs and logo fade in.

Take action
Indication and Important Safety Information
TAFINLAR® (dabrafenib) capsules, in combination
TAFINLAR Prescribing Info MEKINIST Prescribing Info

2
Descriptive copy:
Graphic encasing logo expands. Lungs get slightly smaller and move to the left. Pulse graphic builds in. Copy reading "Take action" fades in.

With the first and only FDA-approved combination therapy for BRAF V600E in mNSCLC¹⁻⁴
Indication and Important Safety Information
TAFINLAR® (dabrafenib) capsules, in combination
TAFINLAR Prescribing Info MEKINIST Prescribing Info

3
Descriptive copy:
Previous copy fades out. Pulsing graphic fades out and fades in on bottom right of lung. New copy reading "With the first and only FDA-approved combination therapy for BRAF V600E in mNSCLC"¹⁻⁴ wipes in one word at a time.

Choose TAFINLAR + MEKINIST for BRAF V600E in mNSCLC
Discover more
Indication and Important Safety Information
TAFINLAR® (dabrafenib) capsules, in combination
TAFINLAR Prescribing Info MEKINIST Prescribing Info

4
Descriptive copy:
Previous copy fades out. Pulsing graphic fades out and fades in on bottom left of lung. New copy reading "Choose TAFINLAR + MEKINIST for BRAF V600E in mNSCLC" fades in with button reading "Discover more".

Unmet Needs in Morning Akinesia
Waking Up to Morning Akinesia: Prevalence, Impact, and Limits of Therapies

Nearly 2 out of every 3 patients with Parkinson's disease (PD) who are being treated with dopaminergic therapy experience morning akinesia—the most common, and often the first, motor complication of PD.

Morning akinesia = delayed or failed ON after the first daily dose of levodopa

- For patients with PD, morning akinesia is an emotionally and physically debilitating challenge that punctuates their disease journey
- Moreover, the wait for ON can be plagued with several impediments to daily living, with the time to ON often taking **twice as long** as the duration of wearing OFF

Austedo (deutetrabenazine) connectD

Request a Rep Prescribing Information AustedoHCP.com

HOME SCREENING & ASSESSMENT TD vs DIP EVENTS

ConnectD
Your Source for Tardive Dyskinesia Insights & Hands-On Learning

- Engage with expert-driven content
- Put your TD knowledge into practice
- Hear thought leaders discuss TD insights
- Explore AUSTEDO as a treatment option

NURSES VERSUS

0 POINTS 0 BONUS ROUND SPIN(S)

QUESTION 2 OF 5

When should PD-L1 expression drive treatment decisions?

SELECT AN ANSWER

- A When molecular test results for all guideline-recommended driver mutations are negative
- B When molecular test results for any guideline-recommended driver mutation are positive
- C When PD-L1 expression is <1%
- D When molecular testing turnaround time is > 30 minutes, in which case the tumor can be assumed free of mutations

AstraZeneca

March 2017–January 2020
Contract Copy Supervisor

CDM New York, DDB Health, McCann echo,
McCann Managed Markets,
Triple Threat Communications

March 2015–March 2017
Heartbeat Ideas, NYC

Copy Supervisor

Digital websites, emails and banners for immuno-oncology treatments OPDIVO and YERVOY (Bristol-Myers Squibb) • Booth design and both print and digital materials as AOR for ACTEMRA (Genentech) • Digital channels including Twitter feeds from the CHEST meeting, interactive quizzes, and virtual reality experiences for BROVANA, LONHALA, SEEBRI, ARCAPTA and UTIBRON (Sunovion/Novartis)

November 2014–February 2015
Havas H4B Chelsea, NYC

Contract Copy Supervisor

Professional materials for the launch of CV drug PRALUENT (sanofi-aventis)

September–October 2014
CDM New York

Contract VP, Copy Supervisor

Booth conceptualization and writer of Clinical Compendium, Objection Handler, and Dosing Guide for launch of anti-obesity medication SAXENDA (Novo Nordisk)

January–August 2014
Ogilvy Healthworld, NJ

Contract Group Copy Supervisor

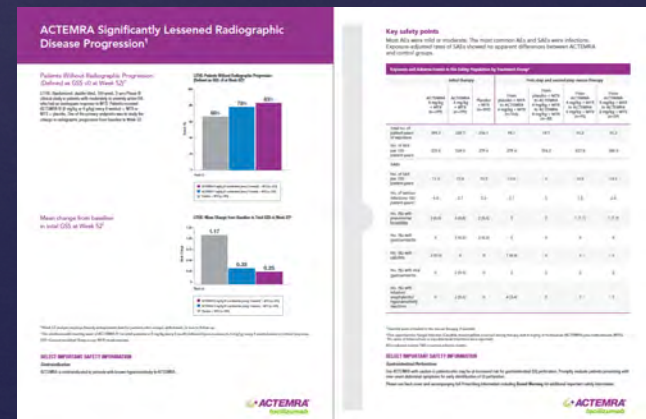
Working with the International Organization of MS Nurses to create unbranded resources • Writing iPad app for COSENTYX (Novartis) • Development/participation in COSENTYX Ad Board • Attending the ATS meeting in San Diego and the PHA international conference in Indianapolis and writing an unbranded reporter series on pulmonary hypertension (Bayer's ADEMPAS)

December 2013–January 2014
CDM New York

Contract Copy Supervisor

Reviewing global market research and writing a summary report for ENTYVIO (Takeda) launch

Irene's agency experience, continued



some work

IMPORTANT SAFETY INFORMATION PRESCRIBING INFORMATION MEDICATION GUIDE FOR U.S. HEALTHCARE PROFESSIONALS

SHARE: [Facebook](#) [Twitter](#) [Email](#)

ABOUT COPD WHY CONSIDER BROVANA HOW TO USE BROVANA FOR CAREGIVERS RESOURCES & SUPPORT

CATCH YOUR SECOND WIND

Nebulized BROVANA[®] (arformoterol tartrate) Inhalation Solution is a long-acting maintenance medication for COPD that may help control your symptoms for up to 12 hours.

[WHY CONSIDER BROVANA](#)



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For U.S. Healthcare Professionals | U.S. Full Prescribing Information [v](#) | Medication Guide [v](#) | Full Indications [v](#)

OPDIVO
(nivolumab)
INJECTION FOR INTRAVENOUS USE (single)

Please choose from the conditions below:

[Go to Healthcare Professional Site](#)



For Previously Treated Patients with Advanced
Non-Small Cell Lung Cancer



For Patients with
Metastatic Melanoma

Choose your treatment [v](#)



For Previously Treated Patients with Advanced
Renal Cell Carcinoma



For Patients with
Squamous Cell Carcinoma of the Head and Neck (SCCHN)
that has returned or spread after previous treatment



For Patients with
classical Hodgkin Lymphoma
whose cancer has come back or spread after an autologous stem cell transplant followed by Adcetris[®] (brentuximab vedotin)



For Previously Treated Patients with Advanced
Bladder Cancer (Urothelial Carcinoma)

COPD together [SIGN UP](#)

[HOME](#) [ABOUT COPD](#) [GIVING CARE](#) [COPD STORIES](#) [RESOURCE CENTER](#)

IT TAKES A TEAM

Managing COPD is often a joint effort. Hear about real experiences from patients and their caregivers.

[WATCH COPD STORIES](#)



COPD affects more than 24 million people and their families throughout the U.S. Sign up with COPD Together to get more information about COPD, caregiving and treatment.

[SIGN UP](#)

Brovana Profile [REGISTER](#) [LOG IN](#) [SIGN UP](#)

COPD IS A STRUGGLE. GIVE HIS TREATMENT A SECOND WIND.

Learn more about BROVANA as maintenance therapy for COPD:



FEV₁ improvement within minutes¹



Consistent bronchodilation^{1,2}



Increase in patient-reported symptom-free nights³

DELIVERY COUNTS

When it comes to choosing COPD treatment options for your patients,

DELIVERY COUNTS

For your patients with moderate to very severe COPD, long-acting bronchodilator (LABD) therapy may be an appropriate option. In fact, the Global Initiative for Chronic Obstructive Lung Disease (GOLD) recommends LABDs as a standard of care for COPD maintenance.¹

But improper administration could impact your patients' COPD treatment goals.^{2,3}

Patient Adherence

Know the prevalence of incorrect administration and noncompliance



Medication Delivery

Learn how choice of device may impact your patients



Device Options

See the attributes of the different Inhaled delivery devices



Patient Considerations

Find out what factors may contribute to improper device use in some patients



Irene's experience (continued)

August–October 2013

Publicis Life Brands Medicus, NYC

Contract Group Copy Supervisor

Responsibilities included • Writer of press release, iRep, and emails for Medscape, Pfizer, and e-Alerts for the launch of DUAVEE (Pfizer) for treatment of hot flashes in menopausal women

January–August 2013

IOMEDIA, New York

Digital Copy Supervisor

Responsibilities included • lead writer at AOR for Valcyte digital and print materials • rewrote and expanded both the patient and HCP sides of Valcyte.com • rewrote and expanded the iPad Visual Aid app for reps to detail from with HCPs

November 2012–January 2013

The CementBloc, New York

Freelance copywriter

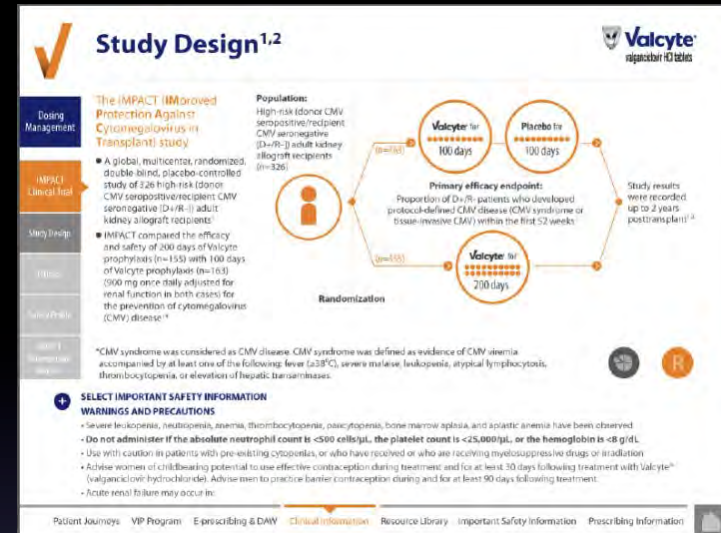
Responsibilities included • full-time hours onsite writing launch meeting video script for ELIQUIS (BMS/Pfizer)

May–October 2012

Palio Communications, Saratoga Springs, NY

Freelance copywriter

Responsibilities included • full-time hours onsite in managed markets division • writer of Play Book, Road Map, flashcards, emails, letters, and slide decks for payers, pharmacists, Account Managers, physicians, and patients for BYDUREON and BYETTA (Amylin/BMS), INCIVEK (Vertex), and ENBREL (Amgen)



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The Wall Street Journal news department was not involved in the creation of this content.

PRESS RELEASE | October 3, 2013, 4:48 pm EDT

Pfizer Inc. Announces FDA Approval of DUAVEE(TM) (conjugated estrogens/ bazedoxifene) for the Treatment of Moderate-to-Severe Vasomotor Symptoms (Hot Flashes) Associated with Menopause and the Prevention of Postmenopausal Osteoporosis [1]

Should you be sitting in cash right now?
If you have a \$500,000 portfolio, download the latest report by Forbes columnist Ken Fisher's firm. It tells you where we think the market is headed and why. This must-read report includes research and analysis you won't find anywhere else. Don't miss it! [Click Here to Download Your Report!](#) **FORBES INVESTMENTS**

DUAVEE is the first and only therapy to pair conjugated estrogens with an estrogen agonist/antagonist, also known as a selective estrogen receptor modulator (SERM) [2]

NEW YORK—(BUSINESS WIRE)—October 03, 2013—Pfizer Inc. (NYSE:PFE), a leader in the development of treatments for menopausal symptoms, is pleased to announce that the United States Food and Drug Administration (FDA) has approved DUAVEE(TM) (conjugated estrogens/bazedoxifene) 0.45mg / 20mg tablets, a novel therapy for women with a uterus, for the treatment of moderate-to-severe vasomotor symptoms associated with menopause and the prevention of postmenopausal osteoporosis [1]. When prescribing solely for the prevention of postmenopausal osteoporosis, therapy should only be considered for women at significant risk and non-estrogen medication should be carefully considered [1]. DUAVEE is a once daily tablet taken orally. It is recommended that all menopausal hormone therapies, including DUAVEE, be used for the shortest duration consistent with treatment goals and risks for the individual woman [1]. Pfizer anticipates that DUAVEE will be available in the U.S. in the first quarter of 2014. This is the first approval of DUAVEE in any country worldwide.

DraftFCB, Mosaic Managed Markets, NYC

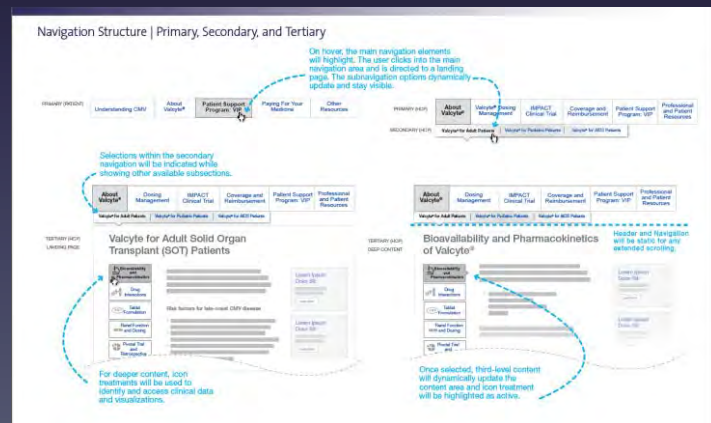
Responsibilities included • full-time hours onsite in managed markets division / writer of slide decks, website copy, flashcards, and emails to employers, employees, payers, and pharmacists for JUNUVIA/ JANUMET/ JUVISYNC, MerckEngage.com (Merck), and SPIRIVA (Pfizer)

CDMiConnect, NYC

Responsibilities included • full-time hours onsite as digital/ print writer for both consumer and professional promotional materials, including patient brochures, website copy, and emails, for LUCENTIS (Genentech) and AVANDIA (GlaxoSmithKline)

McCann / Regan Campbell Ward, NYC

Responsibilities included • digital/ print writer for both consumer and professional promotional materials for SOLIRIS (Alexion) and SANDOSTATIN (Novartis) • wrote the relaunch of the SOLIRIS HCP Website • gained invaluable oncology experience in my work with Novartis Oncology: SANDOSTATIN (both consumer- and HCP-facing), and the PNET and Sega indications for AFINITOR • co-created the winning concept presented at the global PRADAXA repitch, and co-created one of 3 winning concepts for the IXEMPRA campaign evolution



June 2008–December 2010

Euro RSCG Life x2 and MetaMax Agencies, NYC

Senior Copywriter

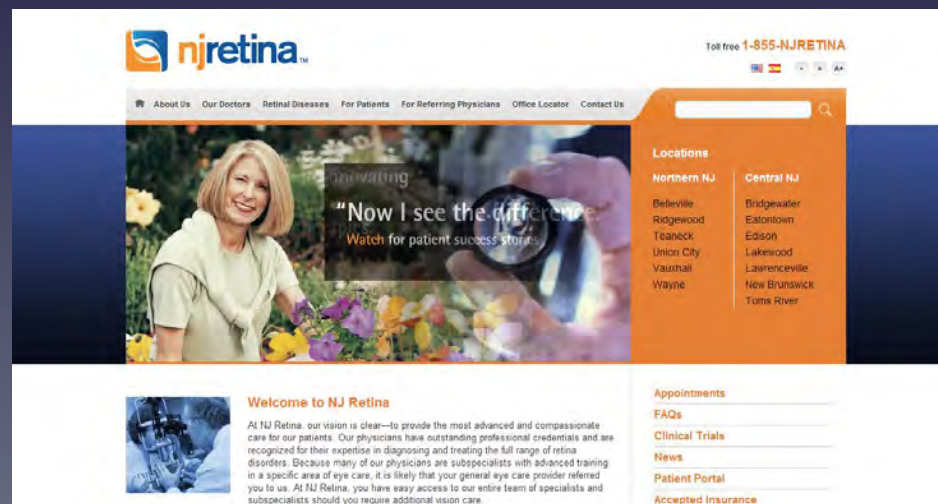
Responsibilities included ● writer for consumer and HCP promotional material for DYSPORT and LIPOSONIX (Medicis) ● writer for consumer, HCP, and Managed Markets for TYSABRI and AVONEX ● core member of the brand planning team for AVONEX, TYSABRI, and Biogen Idec unbranded franchise resources, including the relaunch of MSActiveSource.com ● helping strategize information architecture for the TYSABRI.com relaunch ● helping strategize, create, and edit 20 videos for TYSABRI.com ● writing all copy for the TYSABRI.com relaunch in June 2009 ● strategic planning and writing 32 emails for AVONEX and TYSABRI, and with ACD-Art developed and storyboarded flash components for 17 emails ● developing messages for patient market research, attending research across the country, and participating in research analysis as part of the TYSABRI campaign refresh ● selecting and interviewing MS patient advocates to present their patient stories on a website, in emails, and in other patient materials, such as brochures, letters, and event invitations ● supervising an in-house staff of 3 full-time and 7 part-time freelancers

September 2007–June 2008

Saatchi & Saatchi Healthcare Advertising and Saatchi Wellness, New York

Copywriter

Responsibilities included ● writing and supervising the creation of brand-appropriate pieces across a campaign (including sales aids, direct mail, online quizzes) for healthcare professionals ● supervising the work flow, copy, and overall performance of the Junior Copywriter, providing clear direction when required and an oral and written assessment every 6 months ● revising materials by integrating new indications and clinical data ● concepting in partnership with an art director and a wider creative team ● researching current trends in the appropriate therapeutic areas ● contributing strategically to the long-term vision of the brand, helping to refine content strategies ● attending market research ● participating in the identification of opportunities to generate work with clients beyond already-contracted activity



December 2006–September 2007

GSW Worldwide, New York

Editor

Responsibilities included ● working with the account team to review and help shape material for pharmaceutical clients during every stage of concept and tactic development, execution, and post-release production ● evaluating material in light of FDA requirements, including DDMAC and fair balance ● identifying and locating references and evaluating them for relevancy

July 2005–December 2006

CMPMedica, Darien, CT

Associate Editor

The Journal of Respiratory Diseases and *Abstracts in Hematology and Oncology*; contributor to *Consultant Magazine* and www.consultantlive.com

Responsibilities included ● working with doctor-authors to identify topics and develop articles ● editing review articles ● writing abstracts and citations on primary research articles, using the AMA Manual of Style ● fact-checking technical data, including dosages/schedules ● researching specialized areas, such as HIV infection ● verifying data in such areas as FDA compliance ● working with art directors to develop and commission medical illustrations

December 2001–December 2004, August 1999–March 2000, and September 1987–April 1990

Nelson Thomson Learning (Imprint: Gage Learning Corporation), Toronto, Canada

Anthologist, Project Manager, Developmental Editor

Responsibilities included ● writing national anthologies for "reluctant readers" in Grades 4 and 6
● disseminating and monitoring publishing budgets up to \$140,000
● interviewing, hiring, supervising, and evaluating up to 22 on-site consultants and editors

March 2000–January 2002 and June 1998–August 1999

Pearson Education Canada (Imprint: Prentice Hall), Toronto, Canada

Anthologist, Developmental Editor

Responsibilities included ● identifying and selecting appropriate pre-published literature for national literature anthologies for Grades 8, 10, 11, and 12
● locating and selecting visuals for texts or commissioning the appropriate artwork for them

September 2000–July 2005

Ryerson University, Toronto, Canada

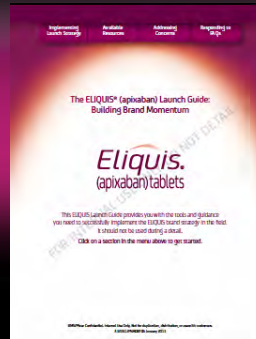
Regular guest instructor for the Substantive Editing and Copyediting courses in the Book Publishing Program

May 1991–December 1996

George Brown College, Toronto, Canada

Co-founder, the Editing Certificate Program; part-time faculty member and instructor of Editing: An Introduction, The Editing Workshop, Content Editing, Advanced Business Communication, The Writing Workshop, and English Grammar in Practice





Other professional tasks have included

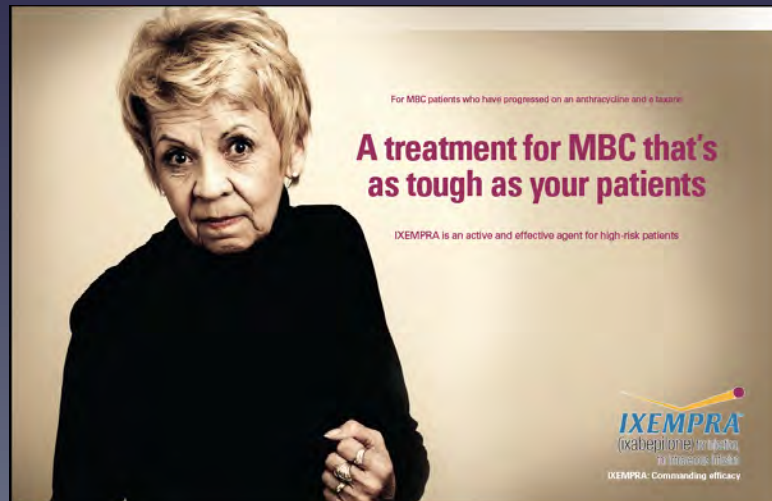
- Creating and presenting multimedia seminars for audiences of up to 350 people at such venues as the Editors' Association of Canada national convention, the Ontario Institute for Studies in Education, and Penguin Books Canada
- Ghostwriting the book *Communication at Work*, Harcourt Publishers, Toronto
- Writing promotional material for trade and textbooks and children's magazines OWL and CHICKADEE
- Participating in the writing, editing, and production of a CD-ROM encyclopedia

Annual and shorter-term contracts have included

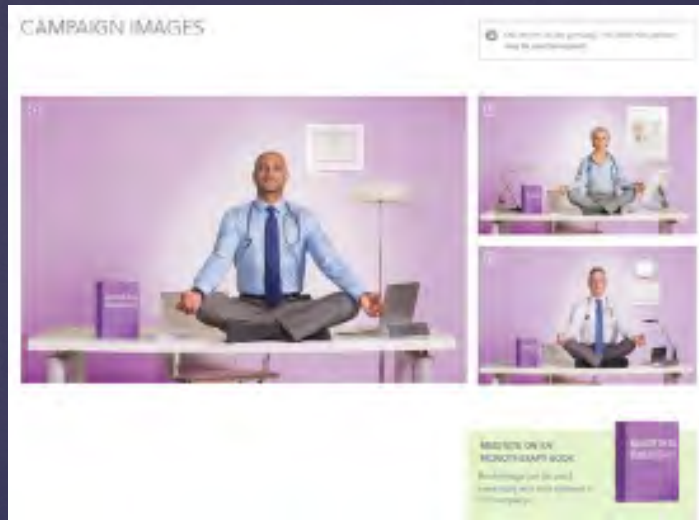
- The Ontario College of Pharmacists
- The Royal Commission on New Reproductive Technologies
- Centre for Applied Social Research at the University of Toronto
- MacroChem Pharmaceutical Corporation
- Ontario Cancer Treatment and Research Foundation
- Lipha Pharmaceuticals
- Vitarine Pharmaceutical Manufacturers

Education

- English Literature, Queen's University, Kingston, Ontario
- Advanced French, Alliance Francaise, and Intermediate Spanish, The Toronto Language School
- Graduate of Scarsdale High School, New York; Cited in *Who's Who of American High School Students*



Irene's approach to pharma



After more than a decade and a half in pharmaceutical advertising, I try to approach our work (dare I admit) 'organically.' Having intentionally delved into an array of pharma communication streams — patient, caregiver, HCP, nurse, pharmacist, hospital medical director, insurer, employer — I believe these categories are far less 'siloed' than we might like to think.

So yeah, doctors are people (and patients), too. Patients can be sophisticated clinicians — nurses may make critical treatment decisions — insurers continue to evolve their understanding of the employee—organizational health link. In the same way that digital is no longer a 'thing,' I believe that respecting the interplay among patient materials, HCP resources, and access, for example, helps a brand flourish.



For intravenous infusion only
See package insert for complete prescribing information
© 2015 Bristol-Myers Squibb

Opdivo[®]
nivolumab
injection

100 mg/10 mL
(10 mg/mL)

For intravenous infusion only
See package insert for complete prescribing information
© 2015 Bristol-Myers Squibb

Opdivo[®]
nivolumab
injection

400 mg/40 mL
(10 mg/mL)

For intravenous infusion only
See package insert for complete prescribing information
© 2015 Bristol-Myers Squibb



In our industry, I don't subscribe to some of the standard stereotypes about departments. That's because I find that client services can be very creative in their work, designers can be highly practical, and pharma writers can be poetic. As a manager, I believe that contented, challenged staff are far more likely to succeed... and stay. I don't think that a culture of fear is very effective, but in our field, accuracy and precision are critical and are simply required. There are reasonable ways to get there, and I try to encourage that approach in the teams I work with.



Sunovion

@Sunovion

TWEETS

819

FOLLOWING

167

FOLLOWERS

15.9K

LIKES

314

Follow



←

↻

♥ 3

Sunovion

Sunovion · 21 Oct 2016

The year is 2016, the booth is 2017. At #SUNOVION, we keep our eyes on the future. See you at SUNOVION Booth No. 2017 at #CHEST2016 in LA!



← 1

↻

♥ 5

Sunovion

Sunovion · 21 Oct 2016