

# Novartis Medical Booth in a Box Toolkit

## About This Toolkit

Demonstrating Novartis’ commitment to rheumatology is vital in ensuring that the medical community sees us as trusted partners. This ‘Medical Booth in a Box’ has been developed by the Global Medical Affairs Team as a guide to help you develop an engaging medical booth in your local country that meets this objective. Building upon the hugely successful Novartis medical booth showcased at EULAR 2017, this toolkit provides an overview of the key aims of the booth, guidance for interactions with healthcare professionals, and a repository of the suggested content in an editable format that can be adapted to your country’s needs.

## Guidance for Interactions with Healthcare Professionals

When engaging with healthcare professionals who visit the booth, please try to probe and direct the discussion toward our 3 key topics:

- Enthesitis
- Structure
- Sustainability

When relevant, please try to collect and share feedback on these topics.

As is standard for medical booths, all general medical information requests should also be gathered and recorded.

## Compliance

You are responsible for ensuring that your medical booth complies with all Novartis policies and all applicable laws and regulations in your country.

You must ensure local NP4/GMCC approval and compliance with all applicable laws and regulations prior to the use or implementation of any materials from this toolkit in your country. Contact your local compliance team with any questions.

## Copyright

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## Medical Booth Objectives

The overarching aim of the medical booth is to highlight Novartis’ commitment to rheumatology. In order to do this, several aspects should be emphasized:

- Novartis is committed to researching IL-17A science further
  - Pioneering research in the field of IL-17A
  - Elucidating the mechanisms of IL-17A-driven enthesitis in SpA
- Novartis is committed to long-term clinical research in rheumatology
  - Underlined by our rheumatology pipeline
  - Key ongoing secukinumab clinical trials, including EXCEED (the first head-to-head superiority trial of two biologic therapies in PsA), ULTIMATE, and PREVENT
- Novartis is committed to partnering in rheumatology
  - Introducing the SpARK initiative: Novartis aiming for remission in SpA