

Reviving Brand Collateral to Meet Women's Health Need

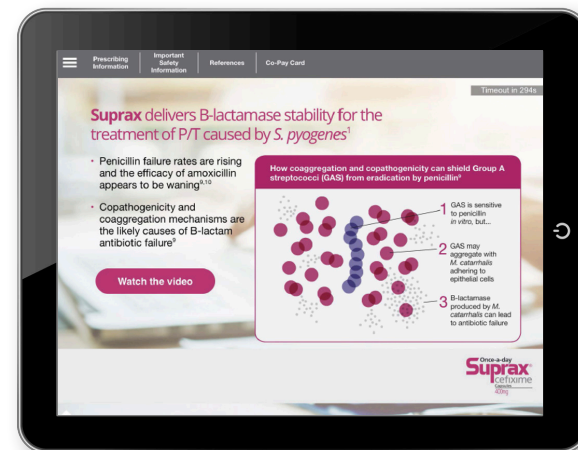
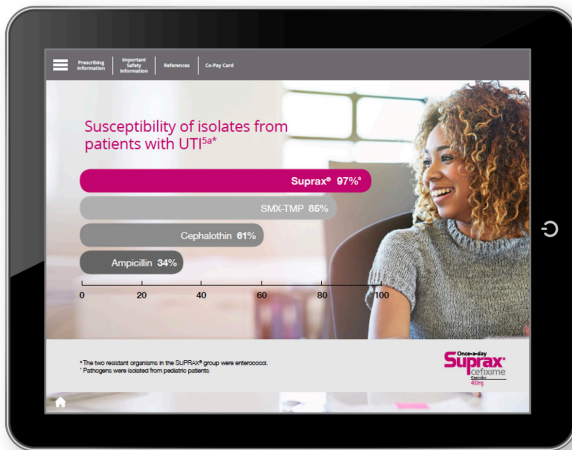
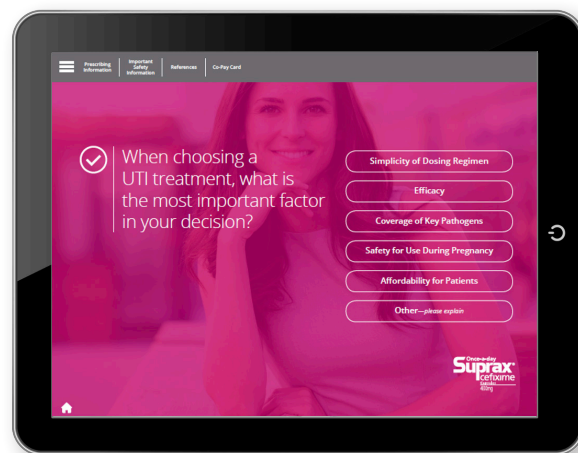
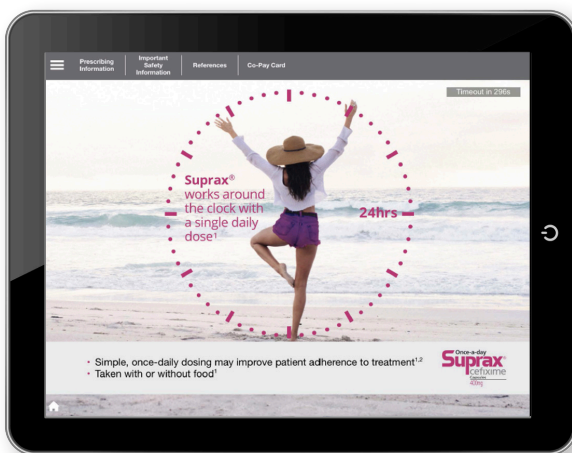


Bfw's expertise isn't limited to digital marketing. We've developed collateral for many life sciences brands. Here are some examples from our work on a women's health pharmaceutical brand.



Tablet-Based Interactive Visual Aid

We produced an interactive visual aid to assist conversations between sales representatives and HCPs. Sales representatives described the IVA as “the best they had ever used.”



IVA includes content for all indications, however UTI is the main focus.

- It was designed engage conversation between the HCP and sales rep
- T2 changes will include adding patient profiles, physician videos, and ped-focused content

Redesigning the Website to Please Both Users and Search Engines

bfw also developed the client's website, which needed to be updated with new creative and messaging to align with a new indication.



Website re-design featured new creative, messaging, and a similar look & feel to the IVA.

- User-friendly mobile site designed to be engaging and SEO-friendly.
- Organic Search traffic to client website experienced **22.62% increase YoY**
- Total site users increased by over **322% YoY**

Creating HCP Leave-Behinds that Don't End Up in the Trash Can

Bfw also produced collateral that sales reps could leave behind with HCPs following their discussions.

Consider Once-Daily Suprax® (cefixime) for Uncomplicated UTI!

\$35 Co-pay card program available for eligible patients

When choosing a treatment for uncomplicated UTI, check the math: Patient Adherence + Clinical Efficacy = Greater Probability of Treatment Success¹

- Simpler dosing regimen (ie, twice daily), which may support patient adherence²
- 96% of patients cured or improved after 3-7 days of treatment with Suprax³
- Low MIC against key uropathogens: 0.5 µg/mL for E. coli and 0.08 µg/mL for P. mirabilis⁴

To learn more visit www.supraxrx.com

INDICATIONS

• SUPRAX (cefixime) is a cephalosporin antibacterial drug indicated in the treatment of adults and pediatric patients six months of age or older with the following infections when caused by susceptible isolates of the designated bacteria: Uncomplicated Urinary Tract Infections, Otitis Media, Pharyngitis and Tonsillitis, Acute Exacerbations of Chronic Bronchitis, Uncomplicated Gonorrhea (urethritis).

IMPORTANT SAFETY INFORMATION

SUPRAX should only be used to treat infections that are proven or strongly suspected to be caused by bacteria.

CONTRAINDICATIONS

• SUPRAX (cefixime) is contraindicated in patients with known allergy to cefixime or other cephalosporins.

WARNINGS & PRECAUTIONS

- **Neurotoxicity/Seizures:** Anaphylactoid reactions (including shock and Mallory) have been reported with the use of cefixime. Data from a study with SUPRAX as a reference, could imply should be made to determine whether the patient had previously hypersensitivity reactions to cephalosporins, penicillins, or other drugs. Discontinue use if a reaction occurs.
- **Chondrolysis:** Associated with the use of SUPRAX in patients with renal impairment and those receiving concomitant penicillin therapy and chondrolysis.
- **Disability:** Clinical trials involving SUPRAX may be associated with a risk in professional activity. Patients should be advised to avoid driving or operating machinery if drowsiness or dizziness occurs.
- **Pharmacologic Effects:** SUPRAX (cefixime) contains acetaminophen, a source of paracetamol.

ADVERSE REACTIONS

• Most common adverse reactions are gastrointestinal such as diarrhea (10%), loose or frequent stools (5%), abdominal pain (5%), nausea (5%), dyspepsia (5%), and flatulence (5%).

• Adverse reactions during postmarketing experience occurred at rates of less than 2%. Some serious adverse reactions included: pruritic maculopapular rash, hypersensitivity reactions including anaphylaxis, Stevens-Johnson syndrome and severe skin reactions, acute renal failure, seizures, agranulocytosis, and toxic epidermal necrolysis.

Suprax® may be suitable for a wider range of patients

	Suprax® (cefixime)	Moxycap® (moxifloxacin)	Levoflox® (levofloxacin & streptomycin)	Cipro® (ciprofloxacin)
No black box warning	✓	✗	✓	✗
Once-daily dosing	✓	✗	✗	✗
Taken without regard to food	✓	✗	✗	✗
No evidence of harm to a developing fetus	✓ (Cat B)	✗ (Cat III)	✗ (Cat C)	✗ (Cat C)
If of known drug or drug-class interactions	2	2	13	13
Contraindicated for genetic patients at standard dose	✓	✗	✗	✗

Is it time to reconsider your approach to UTI treatment?

IMPORTANT SAFETY INFORMATION (CONTINUED)

DRUG INTERACTIONS

- Elevated ceruloplasmin levels have been reported in postmarketing experience when cefixime is administered concomitantly.
- Increased prothrombin time, with or without clinical bleeding, has been reported when cefixime is administered concomitantly with warfarin and anticoagulants.
- A false-positive reaction for ketone and glucose in urine may occur with certain test kits. A false-positive direct Coombs test has also been reported.

USE IN SPECIAL POPULATIONS

- Efficacy and safety in infants aged less than six months have not been established.
- Cefixime should be used during pregnancy only if clearly needed.
- Consideration should be given to discontinuing nursing temporarily during treatment with cefixime.

Please note this information is not comprehensive. Please see full Prescribing Information enclosed in pocket.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088, or contact LUPIN Pharmaceuticals, Inc. at 1-800-368-2000.

SUPRAX® Prescribing Information 2, Section 7 (Date of Revision: 09/2016). **Contraindications** are included in Section 4 (Date of Revision: 09/2016). **Warnings and Precautions** are included in Section 5 (Date of Revision: 09/2016). **Adverse Reactions** are included in Section 6 (Date of Revision: 09/2016). **Pharmacologic Effects** are included in Section 8 (Date of Revision: 09/2016). **Pharmacokinetics** are included in Section 9 (Date of Revision: 09/2016). **How Supplied** are included in Section 10 (Date of Revision: 09/2016). **How to Use** are included in Section 11 (Date of Revision: 09/2016). **How to Store** are included in Section 12 (Date of Revision: 09/2016). **How to Handle** are included in Section 13 (Date of Revision: 09/2016). **How to Dispose** are included in Section 14 (Date of Revision: 09/2016). **How to Prepare** are included in Section 15 (Date of Revision: 09/2016). **How to Administer** are included in Section 16 (Date of Revision: 09/2016). **How to Monitor** are included in Section 17 (Date of Revision: 09/2016). **How to Evaluate** are included in Section 18 (Date of Revision: 09/2016). **How to Report** are included in Section 19 (Date of Revision: 09/2016). **How to Contact** are included in Section 20 (Date of Revision: 09/2016).

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Once-a-Daily Suprax® (cefixime) 400mg

Indication¹

Recommended Dose Duration

- Uncomplicated urinary tract infection** (caused by *Escherichia coli* and *Proteus mirabilis*) **Up to 10 days^{2,3}**
- Pharyngitis and tonsillitis** (caused by *Streptococcus pyogenes*) **10 days⁴**
- Acute exacerbations of chronic bronchitis (AECB)** (caused by *Streptococcus pneumoniae* and *Haemophilus influenzae*) **14 days⁵**

Help your eligible patients save on prescriptions with the Suprax Co-Pay Savings Card program. Visit www.supraxrx.com for details.

INDICATIONS

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IMPORTANT SAFETY INFORMATION

SUPRAX should only be used to treat infections that are proven or strongly suspected to be caused by bacteria.

CONTRAINDICATIONS

- SUPRAX (cefixime) is contraindicated in patients with known allergy to cefixime or other cephalosporins.

Please see Important Safety Information continued on reverse side and full Prescribing Information enclosed in pocket.

Once-a-Daily Suprax® (cefixime) \$35 SUPRAX® Chewables & Capsules Co-Pay Savings Card Program

It's Easy! It Saves You Money!

For more information, visit www.supraxrx.com

BIN: 410020 GROUP: 99982177 MEMBER: XXXXXXXXXX

LUPIN **trial**

Once-a-Daily Suprax® (cefixime) \$35 SUPRAX® Chewables & Capsules Co-Pay Savings Card Program

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LUPIN **trial**

Leave-behind flash cards included

- Indication-focused piece for OBGYN audience
- FDA bulletin on fluoroquinolones positioning brand as being unaffected by warning
- Copay savings card mimicking website version

Journal Ads Jump off the Page & Provide Value to Prescribers

As base of creative platform, bfw created two ads to be placed in publications

Once-Daily Suprax® (cefixime) for Uncomplicated UTI*

Suprax works around the clock, with one dose per day†:

- Simple dosing may help ensure patient adherence to regimen^{1,2}
- 99% of adults with UTI cured or improved after 3-7 days of treatment³
- Low MICs (µg/mL) for key UTI causing pathogens—*E. coli* and *P. mirabilis*⁴
- Not a black box drug⁵
- Pregnancy Category B⁶

Co-pay card program available – eligible patients may pay as little as \$35 per prescription

Once-a-day Suprax cefixime 400mg

To learn more visit www.suprax.com

*Oral cefixime has limited efficacy against Enterobacteriaceae producing extended spectrum beta lactamase (ESBL). See Package insert for additional information about resistance.

INDICATIONS

- SUPRAX (cefixime) is a cephalosporin antibiotic drug, indicated in the treatment of adults and pediatric patients six months of age and older with the following infections when caused by susceptible strains of the designated bacteria: Uncomplicated urinary tract infections, Otitis Media, Pharyngitis and Tonsillitis, Acute Exacerbations of Chronic Bronchitis, Uncomplicated Gonorrhoea (see package insert).

ADVERSE REACTIONS

- Most common adverse reactions are gastrointestinal disturbances (10%), diarrhoea (9%), nausea (8%), rash (7%), dyspepsia (5%), and flatulence (4%).
- Adverse reactions during postmarketing experience occurred at rates of less than 2%.
- Some serious adverse reactions included: pseudotumor cerebri, hypersensitivity reactions including Stevens-Johnson syndrome and acute interstitial nephritis, leukopenia, agranulocytosis, and toxic epidermal necrolysis.

IMPORTANT SAFETY INFORMATION

SUPRAX should only be used to treat infections that are proven or strongly suspected to be caused by bacteria.

CONTRAINDICATIONS

- SUPRAX (cefixime) is contraindicated in patients with known allergic colitis or other colitidosis.

WARNINGS & PRECAUTIONS

- **Cardiotoxicity (QT/QTc):** Antiarrhythmic adverse reactions, including stroke and torsades de pointes, have been reported with the use of cefixime. Before therapy with SUPRAX is initiated, careful inquiry should be made to determine whether the patient has had previous hypersensitivity reactions to cephalosporins, penicillins, or other drugs. Discontinue SUPRAX if reactions occur.
- **Obstructive Pulmonary Disease (COPD):** Before therapy with SUPRAX is initiated, careful inquiry should be made to determine whether the patient has obstructive pulmonary disease.
- **Concomitant Use with Proton Pump Inhibitors (PPIs):** The use of SUPRAX should be adjusted in patients with renal impairment and those undergoing continuous ambulatory peritoneal dialysis and hemodialysis.
- **Drug-Drug Interactions:** Cefixime may be associated with a risk of decreased efficacy when administered with proton pump inhibitors (PPIs) or certain laxatives. See package insert for additional information.
- **Use in Special Populations:** Efficacy and safety in infants aged less than six months have not been established. Cefixime should be used during pregnancy only if clearly needed. Consideration should be given to discontinuing nursing temporarily during treatment with cefixime.

USE IN SPECIAL POPULATIONS

- **Efficacy and Safety in Infants Aged Less Than Six Months:** Efficacy and safety in infants aged less than six months have not been established.
- **Efficacy and Safety in Pregnancy:** Cefixime should be used during pregnancy only if clearly needed.
- **Efficacy and Safety in Lactation:** Consideration should be given to discontinuing nursing temporarily during treatment with cefixime.

Please note this information is not comprehensive. Please see Brief Summary of Prescribing Information on the following page.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088, or contact Lupin Pharmaceuticals, Inc. at 1-800-395-2551.

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Consider Once-Daily Suprax® (cefixime) for Uncomplicated UTI*

Suprax goes to work for patients with one dose per day†:

- 99% of adults with UTI cured or improved after 3-7 days of treatment³
- Delivers activity against *E. coli* and *P. mirabilis* with a low MIC₅₀ (µg/mL)⁴
- No boxed warning⁵
- Pregnancy Category B⁶

\$35 co-pay card program available for eligible patients

Once-a-day Suprax cefixime 400mg

For more information, visit www.suprax.com

*Oral cefixime has limited efficacy against Enterobacteriaceae producing extended spectrum beta lactamase (ESBL). See Package insert for additional information about resistance.

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bfw created and placed the ads in prominent HCP journals. Following the placement of these ads, we witnessed a surge in website traffic—and even witnessed a boost in search engine rankings.