



## Betaferon and Ventavis partner for Lead Nurse meeting

Each year, the Betaferon team hosts lead nurses from several markets for training and sharing best practices. This year, *Soraya Mekelleche*, Betaferon Global Lead Nurse, coordinated with the Betaferon and Ventavis global brand teams to plan the first joint Lead Nurse meeting in Munich on 8-9 June.

*“We understand that often nurses work on multiple brands. By partnering, we can make these meetings more efficient and economical for the markets”*

**Soraya Mekelleche**  
Betaferon Global Lead Nurse



### *Leveraging BETACONNECT’s experience*

The 2-day meeting began with Betaferon nurses from around the world sharing learnings from the BETACONNECT system launch as well as their own patients’ experiences with the autoinjector. The 2nd day included presentations by Australian and US nurses followed by informative workshops centered on new initiatives. After lunch, the nurses were then introduced to Breelib, the new Ventavis nebulizer for pulmonary arterial hypertension. Attendees learned about the nebulizer, remote monitoring project, training materials and the App, which patients can use to track their adherence. The nurses were then able to interact with the different materials and provide feedback to the Ventavis team. After experiencing Breelib, all agreed that the new nebulizer would be a significant improvement for their patients.



*“This was a unique opportunity to meet with the nurses across different markets. They are our internal expert panel and I was very happy to have a chance to utilize this expertise to optimize our training and marketing materials ahead of launch “*

**Wolf-Dieter Rakutt**  
Global Brand Director, Ventavis

The meeting was considered a win-win for all— not only for sharing best practices and uncovering new insights, but also in saving time and travel costs. Both teams look forward to combining resources again next year.

Thank you to Soraya Mekelleche for organizing and coordinating this very successful and informative event.