

Product Sheet Simbiva® (Bevacizumab)

1. Characteristics:

- Recombinant monoclonal antibody
- Anti-angiogenic drug
- Biotechnological medicine
- Biological medicine

2. Mode of Use:

- Inhibits neovascularization
- More effective when combined with chemotherapies or radiotherapies
- Increases tumor cell susceptibility to treatment

3. Materials:

- Low immunogenicity, resulting in better therapeutic outcomes
- Specifically designed to prevent the formation of new blood vessels, thereby inhibiting new tumor cell growth
- Targeted therapy

Client Profile:

- **Name:** Dr. Javier Martínez
- **Age:** 45 years
- **Specialty:** Oncology
- **Reason for Prescription:** Dr. Martínez treats patients with metastatic colorectal cancer and has found Bevacizumab effective in reducing tumor growth and improving patient survival. He prescribes Bevacizumab as part of a comprehensive treatment regimen for patients with metastatic colorectal cancer.

Questions to Understand the Client's Needs:

1. What is your previous experience with treatments that include Bevacizumab for patients with the same indication?
2. What factors do you consider most important when selecting a treatment for your patients with the specific indication for which Bevacizumab is prescribed?
3. What type of information or scientific evidence would you like to receive to support your decision to prescribe Bevacizumab?
4. What are the main concerns or challenges you face when treating patients with this indication, and how do you think Bevacizumab could address them?

5. What are your preferences in terms of communication and ongoing support from medical representatives when considering new treatments for your patients?

Possible Competitor:

- **Competitor:** Avastin® (Bevacizumab)

Value Dialogue: Of course, Dr. Ortega, I understand that you want to explore more treatment options. However, I would like to highlight that Simbiva is an excellent treatment for cancer. Its biotechnological design and ability to inhibit neovascularization make it highly effective in metastatic colorectal cancer. Additionally, its low immunogenicity profile ensures superior therapeutic outcomes. I am confident that Simbiva® will provide your patients with the best treatment option.