

AROUND THE BLOC

The CementBloc Agency
Backgrounder

PREPARED FOR THE
BMS AND PFIZER ELIQUIS TEAM

11.22.2010



the cementbloc



It takes a community to build a brand.



the cementbloc

Welcome to The Bloc

You've come to the right place. The CementBloc has the experience and approach to propel ELIQUIS to great heights—and beyond. We have extensive expertise in launching brands with multiple indications as well as brands that are supported by alliance partners. We also understand the rapidly evolving healthcare landscape and recognize that it takes a community of experts across disciplines and channels to successfully achieve your goals. Our converged, multidisciplinary approach helps you stay as flexible as you need to be—today and tomorrow. We can align our services to perfectly suit your needs, and have constructed a team that knows precisely how to get to the heart of your business.

Thank you for the opportunity to provide you with an Agency Backgrounder in preparation for the ELIQUIS pitch. We are pleased to share the information you requested regarding our qualifications and experience in advance of our presentation next week.

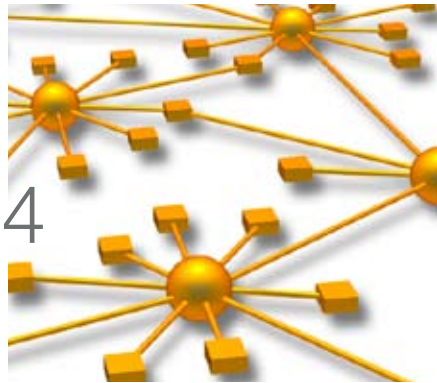
Please take a moment to journey around The Bloc. We believe you will appreciate not only our capabilities, but our community as well.

We look forward to seeing you on December 1.



Contents

Let us show you around The Bloc...



Our brand

Agency overview
Global coverage
Client list



Our experience

BMS
Pfizer
Joint ventures



Your team

Staffing philosophy
ELIQUIS team biographies



Case study

Cimzia
Creative showcase



Our brand

Agency overview

Global coverage

Client list

Great brands aren't born, they're built.

Agency overview

The CementBloc was launched over 10 years ago based on the concept that *great brands aren't born, they're built*. We have structured our agency to align with the evolving needs of the healthcare community. We believe it is important to construct a strong foundation for every brand, including our own, that allows for flexibility and forward thinking. The result: a track record of impressive growth and industry recognition.

The CementBloc is the second-largest independent healthcare creative agency in the United States. We provide professional and consumer promotion, patient education, payer strategy, and multichannel services all under one roof. The agency is 100% owned by its founding partners, Susan Miller Viray and Rico Viray.

The CementBloc has been certified as a Women's Business Enterprise by the Women's Business Enterprise National Council. While located in the Flatiron district in the heart of New York City, we are a founding member of the Indigenus global network of independent healthcare creative agencies, and currently have partners or affiliates in 13 markets around the world.



2010
Manny Awards:
Finalist: Best Self-Promotion Campaign (April 2010)



MM&M Awards:
Finalist: Best Agency Self-Promotion—Blocism Ad



Rx Club Awards:
Silver Award: Collateral
8 Awards of Excellence in various creative categories



2009
Manny Awards:
Winner: Best Self-Promotion Campaign
Finalist: Agency of the Year Category II
Finalist: Heart Award
Finalist: Vision Award



Davey Awards:
6 Silver Awards for Vistakon/Acuvue and Genzyme/Mozobil



Global Awards:
Finalist: Cimzia Patient Profiles Sales Aid

Rx Club Awards:
18 Awards of Excellence in various creative categories

A unique convergent approach

What we believe:

1 It's a segmented, fragmented world

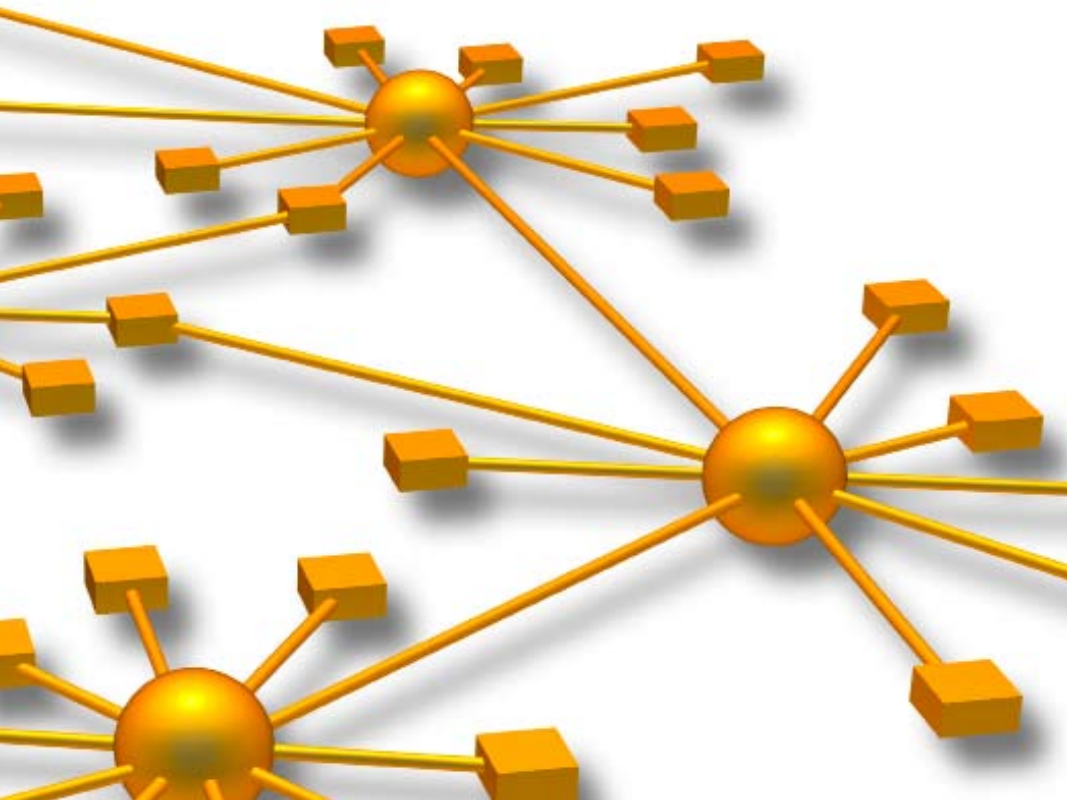
Healthcare brands today face a complex landscape that has transitioned from highly structured, rep-centric communications to a vast array of information sources, opinion shapers, and channel touchpoints. The physician-patient dynamic has changed. Customer segments and the pathways to them have never been more fragmented. As a result, driving brand integration has never been more important.

2 Our solution: Convergent Branding

Many agencies talk about integration but can't truly deliver on the promise. Why? Because they typically have siloed groups, processes, and P&Ls. We have a proven model predicated on the belief that a converged approach is required to reach a fragmented marketplace. This converged approach optimizes messages across touchpoints and customer segments over time, building strong, dynamic platforms for brand engagement. Convergent Branding unifies, simplifies, and creates purpose for your brand to build a strong and sustainable bond with its community.

3 How do we achieve Convergent Branding?

The CementBloc builds a strong community for your brand comprised of multidisciplinary experts in each customer segment, including payers, healthcare professionals, consumers, and patients. These creative leaders, channel strategists, and market analysts are under 1 roof and 1 P&L, constantly evaluating, addressing, and evolving the needs of your brand. Our approach enables us to develop brands that can successfully grow among the complexities of today's changing marketplace, and frees our clients from the confines of traditional agencies.





Global coverage

Recognizing the growing importance of providing global capabilities for our client partners, The CementBloc founded Indigenus, a unique global network of independent healthcare creative agencies. Indigenus connotes “native, belonging naturally,” and we believe that our “multilocal” approach provides far more

powerful results than the traditional multinational approach. Indigenus allows utilization of the network’s extensive therapeutic-area experience, local market insights, and relationships with local experts, while providing you with synergistic buy-in from the very beginning.

Our goal is to provide a compelling alternative to the traditional “dots on a map” global healthcare network model built through acquisitions. Importantly, Indigenus agencies recognize the rapidly evolving promotional model and are developing multichannel engagement strategies for

our global client partners. Indigenus is nimble enough to evolve and adapt to the fast-changing global healthcare environment and continue its mission of being the most creative network in the way it thinks and works. Indigenus ideas need no translation—we erase geographical borders and allow your brand to speak with one unified voice.

Creative is our universal language





A "multilocal" approach provides more powerful results than the traditional multinational approach.

The Indigenus network currently covers **90%** of the global pharmaceutical market and consists of the following top-tier, independent, healthcare-focused agencies:



Pan Communications

Eton House, 18-24 Paradise Road
Richmond upon Thames
Surrey TW9 1SE, United Kingdom
Contact: Ben Davies, CEO
E-mail: ben.davies@pancomms.com



Strategik + Numerik

60 Rue de la Chaussee d'Antin
75009 Paris, France
Contact: André Darmon, Directeur Général
E-mail: adarmon@stratnum.com



Serviceplan VITAL

Haus der Kommunikation
Brienner Str. 45 a-d
80333 Munich, Germany
Contact: Florian Bernsdorf, Managing Director
E-mail: f.bernsdorf@serviceplan.de



Umbilical

Pl. Francesc Macià, 8-9, Pral 3ª
08029 Barcelona, Spain
Contact: Xavi Sanchez, Founding Partner
E-mail: xaviersanchez@umbilicalminds.com



The New Way

Corso Sempione, 44
20154 Milan, Italy
Contact: Gian Marco Cantelli, Partner
E-mail: gianmarco.cantelli@thenewway.it



Lindh & Partners

Hertziahuset, Packhusplatsen 2
SE-411 13 Gothenburg, Sweden
Contact: Hans Lindh, Partner
E-mail: hans@lopgbg.se



PharMa International Inc.

9F Hamacho Center Building
2-31-1 Nihonbashi Hamacho, Chuo-Ku
Tokyo, Japan 103-0007
Contact: Gavin Buffett, Assistant Manager
E-mail: buffett@pharma.co.jp



Graphinn

Meriç Caddesi Kamelya Çarsı No:14 34750
Atasehir, Istanbul, Turkey
Contact: Seniz Kartal
E-mail: seniz.kartal@graph-inn.com



Marketing Latino

Cantil 136 – Colonia Jardines del Pedregal
Delegación Álvaro Obregón
C.P. 01900, México D.F., Mexico
Contact: Mauricio de Mendieta, CEO
E-mail: mdemendieta@marketinglatino.com.mx



Ursa Communications

111a Union Street,
McMahons Point NSW
Australia 2060
Contact: Richard Wylie, Partner
E-mail: rwylie@ursa.com.au



me&lewis ideas, inc.

2554 Vine Street
Vancouver, BC Canada
V6K 3L1
Contact: Joe O'Neill
E-mail: joe@meehanlewis.com



Sorento Healthcare Communications Pvt Ltd

12, Garodia Estate,
3A Udyog Nagar, S.V. Road, Goregaon West
Mumbai 400 062, India
Contact: Susan Josi, Managing Partner
E-mail: sjosi@sorentohealth.com



F3 Agência

Rua Groenlândia, 390
Jd. Europa – São Paulo/SP – 01434-000 Brazil
Contact: Andrew Pieries, Business Manager
E-mail: andrew.pieries@f3agencia.com.br

Client list

Won't you be our neighbor?

We are fortunate enough to work with a wide range of client partners in the United States and around the world—from global pharmaceutical “blockbusters” to specialty biotech innovations and medical devices. The common thread

for our clients: each has discovered that our Convergent Branding model is flexible enough to meet their evolving needs in a rapidly changing marketplace.

The CementBloc has provided strategic thinking and solid executions for multiple customer segments, including HCPs, caregivers, consumers, patients, and payers. Our diverse mix of clients includes:

company	brand	category	scope of assignment			global	domestic	client since
			professional	consumer	digital			
Actavis	FeverAll	Pediatric	■	■			■	2003
Astellas/Zogenix	Sumavel DosePro	Migraine	■	■			■	2009
Basilea	Toctino	Eczema	■	■	■	■		2009
Baxter	Advate	Hemophilia	■			■		2008
Bayer	Contour, Breeze	Diabetes	■		■		■	2007
Biovitrum	Kepivance	Oncology	■				■	2009
Boehringer Ingelheim/ Pfizer	Spiriva	COPD	■		■	■		2001
Celgene	Abraxane	Oncology	■	■	■		■	2010
Depomed	Serada, Gralise	Women's Health, Pain	■	■	■		■	2010
Genzyme	Mozobil, Clolar	Transplant, Oncology	■			■	■	2008
Medicis	Restylane, Dysport	Aesthetics		■	■		■	2008
Novartis MS Franchise	Extavia, Gilenya	MS	■		■		■	2007
Novartis Oncology	Afinitor	Oncology		■	■		■	2010
Novartis Vaccines	Menveo, Ixiaro, Fluvirin, RabAvert	Vaccines		■	■		■	2009
Pfizer	Neratinib	Oncology	■			■	■	2009
Salix	Apriso, Giazio, MoviPrep, OsmoPrep	GI	■				■	2007
Sanofi-aventis	Xyzal	Allergy	■	■	■		■	2006
UCB	Cimzia	CD/RA	■	■	■	■	■	2005
Vanda	Melatonin Agonist	Sleep Disorder	■				■	2010

Joint venture

Multiple indications



Our experience

BMS

Pfizer

Joint ventures

Relevant staff experience

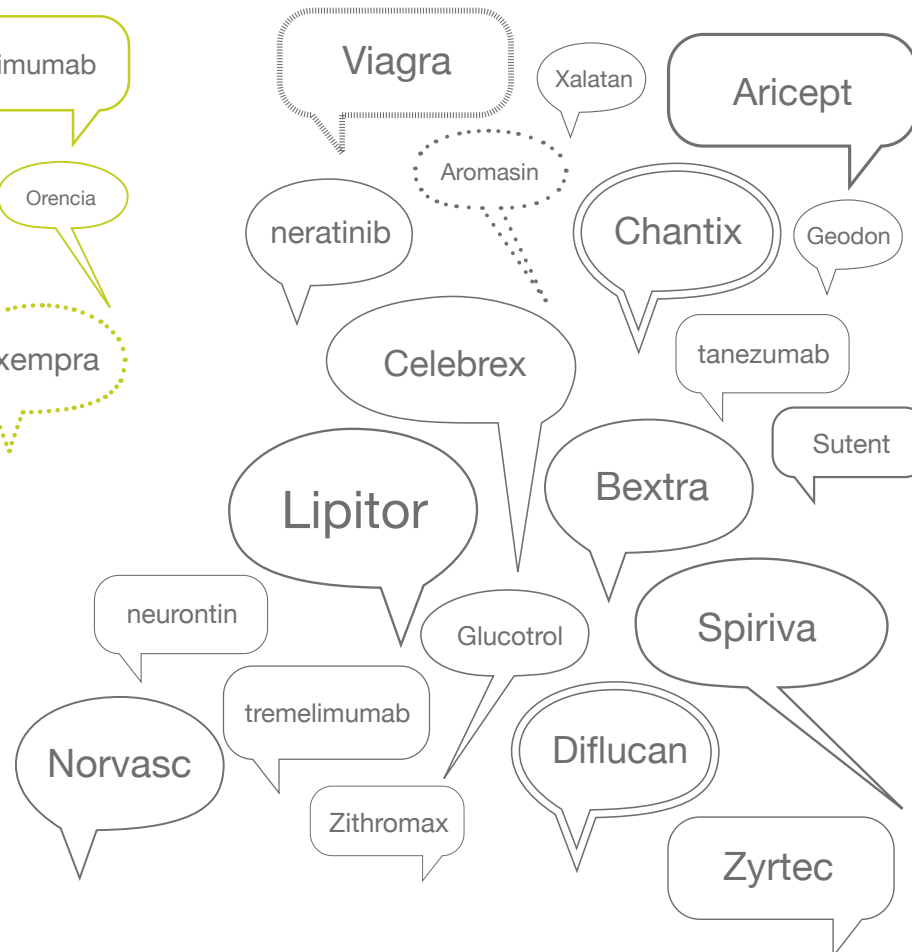
We've been around The Bloc.

The CementBloc brings a wealth of relevant experience to ELIQUIS. Our understanding of the cardiovascular category comes from within the agency, as well as from individual members of our core ELIQUIS team. Specifically, you asked to understand our relevant experience with Pfizer, BMS, and joint ventures. From our client list, you can see that we are currently partnering with Pfizer on 2 products, Spiriva and neratinib.

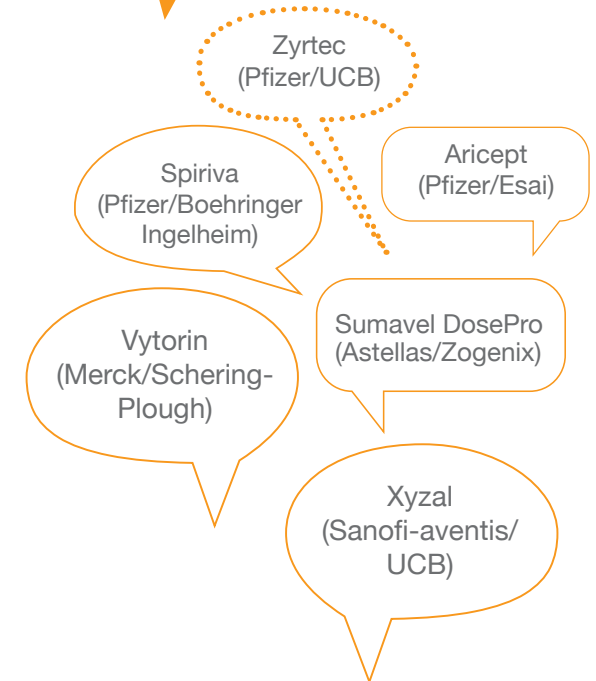
Bristol-Myers Squibb



Pfizer



Joint ventures



Joint ventures

With respect to joint ventures, The CementBloc feels right at home with multiple brand partners. We recognize the value of efficient and clear communication when it comes to jointly making important strategic decisions that have enduring results. We believe there is a science to co-promotion and to the integration of clients in multiple companies with multiple ideas and opinions, and we thoroughly comprehend the nuances and changing nature of this discipline. Our methodology is effective and branches out from having 1 shared leader: the brand.



Boehringer Ingelheim/Pfizer

We have been the global agency of record for Spiriva, a co-promote between Pfizer and Boehringer Ingelheim, since being awarded the business in 2001. Our work on Spiriva began during the prefilling phase and now—8 years postlaunch—Spiriva is recognized as the number-1 treatment for COPD worldwide.

The blockbuster success of Spiriva in the global marketplace can be attributed to the strength of the alliance partnership in which we have employed and enriched our joint-venture best practices over time. Our collaborative and agile approach from prelaunch and launch now extends through

various lifecycle management initiatives and has resulted in a paradigm shift in the global COPD marketplace. We are eager to put this approach in motion for ELIQUIS, and are looking forward to sharing more with you about Spiriva on December 1.



Sanofi-aventis/UCB

In 2006, we were named the US agency of record for Xyzal, a multidisciplinary launch assignment and joint venture between sanofi-aventis and UCB. While the alliance partnership is no longer in place, we helped Xyzal achieve its status in the market as the

number-1-prescribed allergy medication among the specialist community. The breadth of work for Xyzal includes everything The CementBloc has to offer, from strategic positioning, branding, and campaign development to innovative and dynamic

customer relationship marketing initiatives for specialty and primary care physicians, payers, and patients alike. All of this was achieved through our converged branding and multidisciplinary team approach.



Zogenix/Astellas

In 2008, after a competitive pitch, Zogenix named The CementBloc as the US agency of record for Sumavel DosePro, the first subcutaneous needle-free system for the treatment of migraine. Just months prior to launch, Zogenix formed a partnership with Astellas to build and expand awareness of Sumavel DosePro beyond the neurology

community to PCPs. Astellas and Zogenix relied heavily on The CementBloc to guide them on how to jump-start from a new co-promote to a brand-building and operational success. We developed specific strategic and operational pathways that quickly helped to build consensus between multidisciplinary team members—marketing, medical/legal/

regulatory, procurement, and sales—in order to implement the important activities necessary for launch readiness. Today, we continue to work seamlessly and successfully with the Astellas/Zogenix alliance partners as we market the Sumavel DosePro brand to neurologists, PCPs, and patients alike.



Your team

Staffing philosophy
ELIQUIS team biographies

Communities are built by personalities.

Staffing philosophy

Our staffing philosophy is based on what sets us apart from other agencies—**Convergence** and **Community**. We construct a multidisciplinary team that leverages expertise from individuals around The Bloc. We are committed to maintaining an environment that attracts the best talent in the industry while looking for common traits in the people we hire—creativity, autonomy, tenacity, and resilience, to name a few.

When it comes to creating the perfect mix of talent to service our brands, we look at 2 fundamental aspects in proposing a team to our clients:

1 Product challenges and lifecycle stage to align experience, expertise, and skill sets in order to maximize brand opportunity

2 The perfect chemistry of personalities to make the partnership productive and enjoyable for the brand team

We handpicked the members of the ELIQUIS core team because they fit these criteria.

Susan Miller

Founding Partner



The CementBloc represents the culmination of a lifelong dream for Susan. She spent 12 years as a leader in the management team at Cline Davis & Mann (CDM), where she had the privilege of and responsibility for launching 6 multibillion-dollar brands for Pfizer: Lipitor, Norvasc, Zithromax, Viagra, Neurontin, and Diflucan. She helped CDM expand beyond Pfizer by bringing the first Bristol-Myers Squibb (BMS) assignments into CDM (the global Agency of Record for Videx and Zerit) and supervising the global and US launches for Aggrastat for Merck.

In 1999, Susan joined Lowe McAdams Healthcare as Managing Director and was promoted to President by year's end. Lowe provided the opportunity to work with new clients such as Roche, GlaxoSmithKline, and Schering-Plough in entirely new categories. She also brought BMS into Lowe, winning the assignment to reinvigorate Glucophage XR in its final years of patent life. At Lowe, Susan met her future partner (and now husband), Rico Viray. Together, they founded The CementWorks in July 2000 and began building the Indigenus global network of like-minded entrepreneurial agencies in 2005.

The global launch of Spiriva in December 2001 and the success that followed helped springboard The CementBloc to become the second-largest independent full-service healthcare creative agency in the United States today. Susan remains committed to brand building and is continually pushing

The CementBloc, its teams, and its Indigenus partners to redefine what it means to build a global brand in a very challenging and rapidly evolving industry. As exciting as her past career has been, she firmly believes that the best is yet to come.



Not to be missed:

Susan completed her first triathlon in 2010

Ed Cowen

Partner, Strategy

Ed has over 20 years' experience in healthcare and communications. He was the first employee of The CementBloc and an integral part of the agency's impressive performance and growth. Ed has an MA in health education and a commitment to encouraging creative thinking from his account staff.

Ed has worked on the launches or relaunches of many brands, big and small, including Prezista and Intelence for HIV, Spiriva for COPD (our first billion-dollar brand), Kadian for chronic pain, and Climara Pro estrogen replacement therapy. He led the launches of the New Contour and Breeze2 blood glucose meters, and is overseeing the launch of the Novartis MS franchise.

At previous agencies, Ed worked on the launches of Combivir and Ziagen for HIV and Glucophage XR for diabetes.

Prior to working in marketing communications, Ed spent 10 years in HIV clinical research, including stints for the ACTG, CPCRA, and amfAR. His unique blend of clinical expertise and creative vision has been a major factor in his success at launching brands in highly complex, competitive markets.

Not to be missed:
Ed raises
egg-laying chickens

Deborah Bernstein

MD, Medical Director

A New Yorker from birth, Deborah moved south to attend Princeton University, graduating with a degree in biology. Thereafter, she attended George Washington University School of Medicine and moved west to UCLA after graduation for training in internal medicine, in which she is board certified. After internship, residency, and a chief residency year at UCLA VA Wadsworth, she entered clinical practice.

Deborah's years in clinical practice were spent in LA, San Francisco, Phoenix, and New Jersey with an emphasis on prevention and women's health. During this time, she also taught medical students and was an Assistant Clinical Professor at UCLA and UCSF.

In 2003, Deborah became VP Medical Director at Impact Communications, a New York City medical education company. There she worked with AstraZeneca, Pfizer, Amgen, Astellas, and sanofi-aventis on Exanta, Bextra, Celebrex, Lyrica, Macugen, Genotropin, denosumab, Neulasta, Aranesp, Sensipar, Vaprisol, and Lovenox, and was involved in the global launch of Chantix and Exubera. In 2008, Deborah entered the agency world, working both full time and as a consultant with Heartbeat Digital, Digitas, Draftfcb, GlaxoSmithKline, and, now, The CementBloc. The products she has contributed to include Abilify, Erbitux, Sprycel, Ixempra (Bristol-Myers Squibb); denosumab oncology and PMO (Amgen); Samsca (Otsuka); and Cimzia for rheumatoid arthritis and Crohn's disease (UCB).

Not to be missed:

Deborah is a "Gossip Girl" addict, as her son lived the NYC private school social scene that it depicts

Kathy Coogan

SVP, Group Account Director

Kathy is a proven industry leader with over 25 years of integrated healthcare experience across global and US brands, including many franchise-level initiatives.

Kathy joined The CementBloc from Euro RSCG Life MetaMax, where she led the US and global launch activities for asenapine (Saphris and Sycrest), the atypical antipsychotic from Merck, and the branded and unbranded relaunch of Zemplar for chronic kidney disease. Prior to that, she was part of the historic relaunch of Tysabri, a novel multiple sclerosis therapy.

Her MetaMax experience also includes the Novartis Neuroscience launches of Stalevo for Parkinson's disease as well as Ritalin LA and Focalin, both for attention deficit hyperactivity disorder; prelaunch activities on Pfizer's blockbuster Lyrica; and the strategic management and cross-channel promotion of the sanofi-aventis diabetes portfolio.

← PART OF YOUR PITCH TEAM



Not to be missed:

Kathy was featured in the opening credits of a television show

Wendy Levine

SVP, Group Account Director

Wendy's experience in healthcare marketing spans across the pharmaceutical, medical device, and vaccine sectors. In her current role, Wendy is responsible for the Novartis Vaccines business, supporting a portfolio of products with consumer, patient, professional, and digital strategies and initiatives.

Before joining The CementBloc, Wendy spent most of her career at Johnson & Johnson (J&J), primarily in marketing. As Group Product Director on Concerta, she was the lead on all prelaunch co-promote efforts with Cephalon (Sparlon), and also served as the US liaison for global markets (pediatric CNS) within J&J.

Her areas of focus within the pharmaceutical sector were CNS (pediatric and adult), gastroenterology, pain, and antifungals. Within the medical device sector, she supported the entire product portfolio at DePuy Spine, creating and implementing nontraditional device marketing initiatives.

Most recently, Wendy worked at Novartis Vaccines as the Senior Director of Marketing, responsible for the influenza and rabies franchises. She led a team that developed award-winning marketing programs to further establish Novartis' value proposition within the vaccine space.

PART OF YOUR PITCH TEAM



Not to be missed:

Wendy was an elementary school teacher for the second and third grades

Stephanie Berman

Partner, Creative

With more than 20 years in the advertising industry, Stephanie has worked with multiple customers, across multiple countries and multiple channels.

After early stints in relationship marketing at Brann and Navigator Responsive Advertising in the UK, she began several years of successful copywriting in London, San Francisco, and New York. She delivered big ideas and an eye for small details to clients including Microsoft, Adobe, Fleet Bank, Weight Watchers, and Guinness. It was in New York, as a freelancer at Lowe McAdams, that she discovered an aptitude for building healthcare brands.

Since then she has helmed creative teams through big launches and long lifecycles, across a broad range of categories, including MS, HIV, Crohn's disease, allergy, diabetes, schizophrenia, infectious disease, obesity, and women's health.

Stephanie has been with The CementBloc for 8 years. She leads the creative teams on the Abraxane business and the Novartis MS franchise, and is part of the management team leading the Indigenus network.

← PART OF YOUR PITCH TEAM



Not to be missed:
Stephanie has
3 marathons under
her belt

Brit Till

SVP, Creative Director, Art

Brit graduated with honors from NYU's film school. After digging into freelance design gigs, Brit put his newfound passion and visual flair to work for the blockbuster brand Viagra at Cline Davis & Mann.

The CementBloc has been his professional home for 6 years, and he has brought home numerous industry awards. His diverse launch experience includes Xyzal (antihistamine, sanofi-aventis), Tocrino (novel oral treatment for severe chronic hand eczema, Basilea Pharmaceutica), and Apriso (granulated mesalamine for ulcerative colitis, Salix).

In addition to relaunching the Novartis ophthalmics portfolio, Brit also oversees creative for the Salix purgative care portfolio, Sumavel DosePro (needle-free injection for migraine, Zogenix), and neratinib (experimental compound for HER2+ breast cancer, Pfizer Oncology).

← PART OF YOUR PITCH TEAM



Not to be missed:
Brit is a big fan of
bluegrass and opera

Lori O'Neill

SVP, Director of Access

Lori has over 20 years' experience in healthcare, including managed care organizations and pharmacy benefit management, clinical research, clinical database management, and medical advertising. She brings extensive payer experience to The CementBloc, including medical and pharmacy management, population health, case and disease management, utilization review, and medical device review.

Lori also has extensive experience across several therapeutic areas, including diabetes, respiratory diseases, inflammatory diseases, central nervous system disorders, and infectious diseases. Lori has been a certified diabetes educator for 20 years, earning her MS in nutrition from Columbia University and her BS in nutrition from Marywood University.

PART OF YOUR PITCH TEAM



Not to be missed:

Lori can write with either hand

Prodeep Bose

SVP, Multichannel Strategy

Prodeep has over 15 years of experience in technology and communications. He previously held VP- and SVP-level positions at Digitas and OgilvyInteractive, with a financial services and healthcare focus, leading strategic segmentation and multichannel marketing programs for American Express, Pfizer, and Dove (Unilever).

Prodeep is an expert in developing customer relationship marketing programs for consumers and professionals that are contextually targeted across partner channels. He has recently lectured on multichannel engagement strategy for the sanofi-aventis Digital Day, Oracle's annual CRM for Healthcare summit, and Wyeth's (Pfizer) annual brand-planning summit.

Prodeep earned an MS in interactive telecommunications from New York University, an MA in mass communication from AJK Mass Communication Research Centre, New Delhi, and a BA in English literature (honors) from the University of Delhi, New Delhi.

Not to be missed:
Prodeep trained as a boy soprano at Christ Church College in Oxford

Rico Viray

Founding Partner

Rico's strength comes from the diversity of his experience and the extent of his curiosity. Trained as a physiologist, he conducted basic science research in shock, dialysis, and artificial blood substitutes at Loyola University Medical Center and Baxter. In the late 80s, as HIV/AIDS emerged as the leading public health challenge, he joined Adria as Associate Medical Director for oncology and anti-infectives.

Recognition of his work in the HIV community led to 2 years as Director of the Community-Based Clinical Trials Network (CBCTN) for amFAR. He continued working in HIV for FCB Healthcare and led the team that launched the GlaxoSmithKline HIV portfolio: Epivir, Combivir, Agenerase, and Ziagen.

It was at Lowe McAdams that he met his partner and wife Susan Miller. Shortly thereafter, they launched The CementWorks (now known as The CementBloc).

Not to be missed:
Rico is the chairman of
the Indigenus network

Jennifer Matthews

Managing Partner

A respected marketing leader, Jennifer has more than 20 years of agency experience across various business sectors and disciplines leading successful integrated efforts that drive sales and build brand equity. In 2007, she left the large multinational agency environment to launch the consumer and digital arm of The CementBloc. Working with Johnson & Johnson/Vistakon, UCB, Novartis Vaccines, Medicis, Abraxis, Celgene, and Astellas, Jennifer has led the development of the agency's relationship marketing practice for both consumer and professional targets.

Prior to joining The CementBloc, Jennifer was responsible for the consumer healthcare group at Wunderman, leading a team that created award-winning integrated marketing programs for AstraZeneca (oncology), Pfizer (smoking cessation, allergy, diabetes, cardiovascular diseases, depression), Shire (attention deficit hyperactivity disorder), and Weight Watchers. This experience proved to Jennifer that some of the most challenging and affecting work is taking place in the healthcare sector, and she is excited to continue innovating in this category.

Not to be missed:

When she was younger, Jennifer was a competitive Irish step dancer

Jim Lolis

Partner, Creative

Jim has over 20 years of professional marketing experience spanning specialty and primary care markets, US and global initiatives, and prelaunch through late life-cycle products.

His experience encompasses a wide range of therapeutic areas including eye care, hyperlipidemia, hemophilia, anti-infectives, pediatrics, vaccines, neuroscience, and women's health. He has supported a wide range of brands, including Acuvue, Advate, Augmentin, Augmentin ES, Avonex, Celebrex, Celexa, Cialis, the Ethicon sutures franchise, Flumadine, Imitrex, Lexapro, Mozobil, Noroxin, Premarin, Prempro, ReFacto, RotaTeq, Timentin, Trisenox, and Vaqta. In addition to being responsible for creating the Cialis logo and global branding, Jim has overseen the global branding for Avonex and Xeomin.

Jim received his degree from Parsons School of Design, and previously held leadership roles at Grey Healthcare Group and GSW Worldwide.



Not to be missed:
Jim knows where to find the best Greek food in New York City

Barbara Patchefsky

Partner, Account Services

Barbara brings more than 12 years of agency experience to The CementBloc, having led successful US and global launches and campaigns for a variety of leading brands. She has a proven track record of driving professional and integrated efforts that sparks brand growth and builds enduring brands. In 2008, Barbara left a global agency conglomerate to join The CementBloc, where she has been charged with leading the account group, as well as heading the global business for Spiriva in COPD (Boehringer-Ingelheim/Pfizer) and the US business for Xyzal in allergy/respiratory (sanofi-aventis/UCB).

Prior to joining The CementBloc, Barbara was responsible for leading a team through the global and US launches of Champix/Chantix for Pfizer (smoking cessation), the global brand development for tremelimumab, a Pfizer oncology product, and developing global and US integrated campaigns for the Wyeth Vaccines Business Unit.

Barbara's experience in healthcare marketing also includes respiratory and cardiovascular brands for AstraZeneca, as well as many other therapeutic areas. Leading multidisciplinary teams to build compelling brands and campaigns for clients has proven to be her passion.

Not to be missed:

Barbara was in the movie *Rocky II*, running behind Sylvester Stallone





Tanya Weschke

VP, Group Account Director

Tanya has more than 10 years of pharmaceutical marketing experience, demonstrating true collaboration with internal and external partners to maximize brand impact. Her current role at The Bloc is brand champion responsible for strategic collaboration with clients and across different agency partners (professional, consumer, digital, data and analytics, public relations, sales training, market research, and CRM) to ensure that tactics are aligned with brand strategy and implementation is integrated.

Tanya is adept at translating the “big picture” into strategic opportunities and actionable plans while collaborating with internal and external partners to achieve optimal impact. She has collaboratively led the development and process for strategic marketing plans (brand and franchise) outlining market dynamics, identifying key market opportunities, and aligning tactics to meet marketing objectives.

She has experience working on co-promotes with large and small pharmaceutical companies for prelaunch market development (Vesicare, Remicade, Nexavar, Ritalin/focalin franchise, neratinib); brand launches (Elidel, Nexavar, Remicade, Xyzal); new indication and formulation launches (Cozaar/Hyzaar, Fosamax, Lamictal); and franchise launch (led the integration of 2 brands to form the sanofi-aventis allergy franchise utilizing the LINX platform).

Tanya earned a Masters in business, with a major in marketing and a minor in advertising, from Fairleigh Dickinson University.

Not to be missed:

Tanya was an ATV champion for the southern region when she was 17

A portrait of Martha Harper, a woman with blonde hair, wearing a dark blue coat over a purple turtleneck. She is standing outdoors with trees in the background.

Martha Harper

VP, Account Director

Martha Harper has 11 years of experience in the digital marketing industry, joining The CementBloc in January 2010. While at The Bloc, she has worked on the Novartis Vaccines franchise and for the Pfizer portfolio team's evolution and rollout of customer segmentation and closed-loop marketing.

Before joining The CementBloc, Martha was an Account Director at IMC² Health & Wellness where she was responsible for leading the consumer digital marketing for the Pfizer and Bayer accounts, which included Lipitor, Xalatan, Celebrex, and Mirena.

Additional experience includes management of the consumer RM and Web site launch for Spiriva, a co-promote between Pfizer and Boehringer Ingelheim.

Launch materials included unbranded DRTV, a branded and unbranded direct mail support program for patients and caregivers, the development of supporting IVR, branded Web site, e-mail program, and on- and offline promotional materials.

Prior to focusing on the health vertical, Martha also worked for other various clients, including TIAA-CREF, Fidelity, OppenheimerFunds, Mercer Oliver Wyman, AOL, and Intel.

Martha began her career at JetBlue Airways assisting in the development of their Web site in advance of the airline launch. She graduated from Fordham University with a BS in psychology.

Not to be missed:

Martha is an avid motorcycle rider

Ashby Steed

Account Director

Ashby moved to New York City from North Carolina 10 years ago to pursue a career in advertising and a life in a small apartment in a big city. He began his career at Cline Davis & Mann working on Lipitor, Vfend, Diflucan, Prexige, and the launch for the pediatric indication for Neurontin. Over the course of his career, Ashby has worked on global and US accounts, coordinated too many POAs to count, assisted brand teams with conventions and launch meetings around the world, positioned products in foreign and domestic markets, and helped create both print and digital campaigns.

Ashby's product experience includes HIV, congestive heart failure, antifungal, neuropathic pain, smoking cessation, multiple sclerosis, and an allergy co-promote.

Not to be missed:

Ashby still drives his very first car, a 1980 MGB



Michael Austin

SVP, Creative Director, Copy

Michael began his advertising career working on the professional campaign for Viagra (Pfizer) at Cline Davis & Mann. Bitten by the direct-to-physician bug, he has spent his entire career relating and communicating to healthcare professionals. His category expertise runs the full gamut of the industry, from oncology to veneers, from anti-HIV to anti-TNFs, from neuroscience to medical devices. Be it lifestyle therapies or lifesaving ones, Michael knows that telling the right story is of paramount importance.

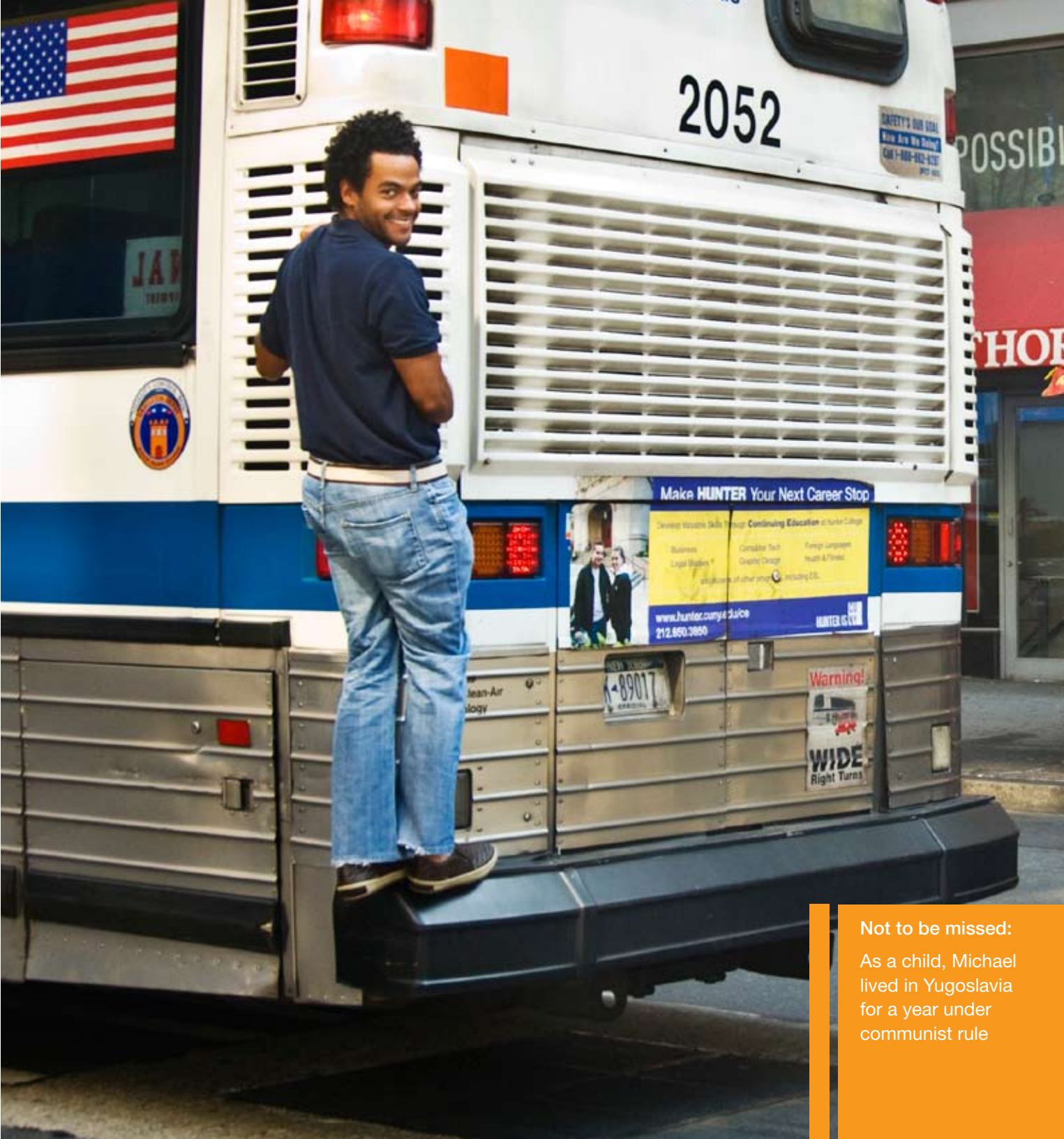
Michael's strength lies in his ability to distill unique brand positions from clinical data and then find memorable, creative expressions of those positions. He's helped build and maintain billion-dollar brands in the global marketplace, having worked with the global market leaders in multiple sclerosis (Avonex) and hemophilia (Advate).

Prior to joining The CementBloc, Michael worked at Draftfcb Healthcare's dedicated digital division. There he immersed himself in the intricacies of nonpersonal marketing, learning how to reach healthcare professionals via Web destinations, customer relationship marketing, and digital sales-force tools.

His most recent launch experience is Nuvigil, a wake-enhancing agent from Cephalon—a true multichannel launch across multiple audiences. Michael can attest to how different today's launch needs to be from those of yesteryear.

Not to be missed:

As a child, Michael lived in Yugoslavia for a year under communist rule





Marcela Perez

SVP, Associate Creative
Director, Art

Marcela brings over 18 years of marketing and design experience to pharmaceutical advertising. She began her career with Hoffmann-La Roche where she promoted brands including Cytovene, Hivid, Invirase, Rocephin, Roferon-A, Toradol, Zenapax, and CellCept. In 1997, Marcela moved to Florida and joined Warner Bros Publications, where she designed collateral for music industry giants such as Madonna and Enya.

After a year in the sunshine state, Marcela missed the “hustle and bustle” of New York and moved home. Over the past decade, she has “hustled” and “bustled” for Integrated Communication, PVD & Partners, Sudler & Hennessey, Grey Advertising, and Drafftcb. She has led creative teams for multiple brands including ReFacto (hemophilia A) and BeneFix (hemophilia B), Amevive (psoriasis), Essure (permanent birth control), Johnson & Johnson (corporate), Lexapro (depression), Actonel (osteoporosis), Diprivan (anesthesia), Zomig (depression), and Spiriva (COPD). Marcela was responsible for creating the award-winning global “Shadow Campaign” for ReFacto.

Marcela joined The CementBloc in February 2008, and currently oversees the Novartis multiple sclerosis brands for US and global markets. She launched Extavia and has recently focused on launching Gilenya, the very first oral MS therapy to market.

Not to be missed:

Marcela is a dedicated hot-weather beach runner

Jeffrey Mullen

VP, Associate Creative
Director, Managed Markets,
Copy

Jeff provides leadership and creative direction on domestic and global managed markets for numerous CementBloc clients in diverse therapeutic categories. Prior to joining The Bloc, Jeff was responsible for managing the Merck cardiovascular franchise, including the brands Vytorin and Zetia, addressing quickly changing market conditions in a challenging environment.

In previous positions, Jeff led the creative team efforts for major sanofi-aventis brands in the oncology and CNS fields, including Eloxatin and Ambien CR. Jeff also managed the launch for Alvesco inhaled corticosteroid in global markets, and provided successful creative direction in widely divergent legal and regulatory environments.

Prior to these assignments, Jeff spent 2 years developing managed care initiatives for Pfizer's COX-2 franchise including brands Celebrex and Bextra. He has been a writer in the healthcare field for more than 10 years and brings experience and enthusiasm to every marketing challenge.

Not to be missed:

Jeff is an 8-time winner of the David Letterman Online Top Ten Contest

Keith Matland

VP, Associate Creative Director, Digital

Keith is a leading expert in interactive design focusing on consumer and professional advertising campaigns, as well as brand experiences. Since arriving at The CementBloc, his ideas for clients such as Novartis Vaccines, sanofi-aventis, UCB, Bayer, Baxter, Boehringer Ingelheim, Pfizer, and Mediscis have been brought to life through Web sites, e-details, touch screens, banners, and smartphone apps.

Before joining The Bloc, Keith was an interactive creative lead at Wunderman, with clients including AstraZeneca, Novartis, Nationwide, and Land Rover. Previous to that, he worked at agencies such as TBWA\Chiat\Day and McCann Erickson. Over the past 10 years, he has focused on crafting the “Big Idea,” understanding how users engage with a brand and how that experience translates to the interactive space.



Not to be missed:

Keith raced up 66 flights in Rockefeller Center for the 2010 MS Climb to the Top

Craig Kabrhel

Director, Multimedia

Craig has spent the last 4 years building the multimedia department at The CementBloc, which has recently added cutting-edge interactive development and 3-D modeling/texturing/animation to its already long list of capabilities. While specializing in music production/sound design, Craig has excelled in the video, interactive, and graphic animation fields while producing work for clients such as Bayer, Johnson & Johnson, Novartis, Pfizer, Salix, sanofi-aventis, and Boehringer Ingelheim. His recent accomplishments include directing and editing product tutorial videos for Novartis US and global.

Not to be missed:

Craig rocks the mike with his hip-hop group, Bubble Geese

Lubna Patrawala

PhD, Senior Medical
Writer

Lubna received her undergraduate degree in biology from the University of Texas at Austin, and her PhD in oncology at the University of Texas MD Anderson Cancer Center. During her graduate and postgraduate training, Lubna made significant contributions to the elucidation of molecular pathways driving cancer stem cells in prostate and lung cancer. Her work has been published in internationally renowned journals such as *Cancer Research* and *Oncogene*, and has been cited extensively. She also contributed a chapter on the therapeutic targeting of cancer stem cells to the textbook *Progress in Gene Therapy*. Additionally,

Lubna helped develop microRNA technology to intervene with cellular growth pathways, and is a co-inventor on 3 patents that are pending approval.

More recently, Lubna worked at United BioSource Corporation, a healthcare consulting firm, as a member of the medical communications and market research teams. She served as the in-house oncology expert, providing strategic direction for the clinical development and marketing of oncology-based therapeutics. At The CementBloc, Lubna is involved in medical communications, brand strategy, and positioning of oncology drugs. She is currently involved in the lung cancer launch for Abraxane.



Not to be missed:

Lubna has aspirations
to be a backup
Bollywood dancer

Hope Kyle

Director, Analytics and Operations

Hope has 20 years of experience in sales operations and information technology in the pharmaceutical and consumer goods industries. Some of her specialties include sales dashboards, sales force automation, closed loop promotion, technology strategy, and roadmap development. She has a reputation for driving sales force effectiveness through strategic process improvement, tools, and systems.

Hope was formerly with Novartis Pharmaceuticals, where she was frequently sought for start-up initiatives and innovation projects. She led operational teams that supported several brand launches for the cardiovascular and metabolic franchise, such as Valturna, Exforge, Tekturna, and promotional initiatives such as the BP Success Zone. She also worked on several sales force expansions, including sales forces for co-promoted products, and is well versed in sales force alignment and targeting operations.

Prior to Novartis, Hope was a business applications manager at Unilever Cosmetics International.

Not to be missed:

Hope can recite every US state in alphabetical order in less than 90 seconds



Ira Haimowitz

SVP, Group Director,
Analytics and Operations

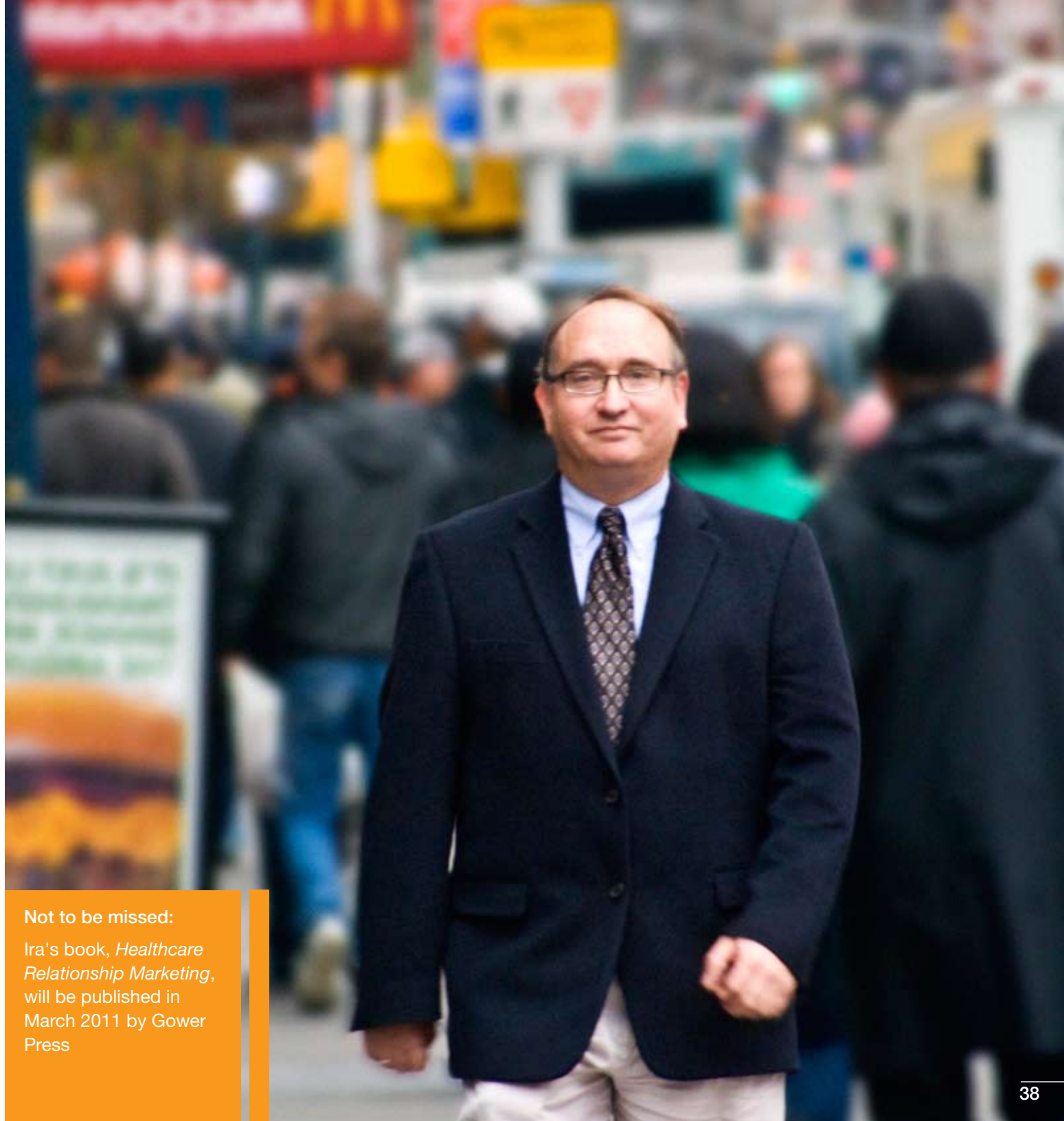
Throughout his career, Ira has led teams that provided healthcare clients with innovative solutions for database and operational strategy and implementation, segmentation, targeting, measurement, and optimization. He has also enabled clients to evaluate the return on investment of their multichannel professional and consumer advertising campaigns. At The CementBloc, Ira has led the development and implementation of analytics and operations solutions for Bayer, Medicis, UCB, and Novartis Vaccines. Before joining The CementBloc in 2009, Ira led the Insights and Optimization practice at Wunderman, supporting infrastructure deployment and metrics for AstraZeneca, Novartis, and Abbott Labs, among others.

Ira spent 9 years on the manufacturer side as a Director/Team Leader for pharmaceutical companies Pfizer and Organon. At Pfizer, he developed the digital analytics practice for evaluating all digital promotion and Web sites. Ira also spearheaded intelligent sales force targeting tools, including dashboards of medical group practices and integrated delivery systems. At Organon, he led the worldwide initiatives on sales force effectiveness, forecasting, and competitive intelligence.

Ira received his PhD from the Massachusetts Institute of Technology in computer science, clinical decision making group, in 1994. Ira served as President of the Pharmaceutical Management Science Association in 2006.

Not to be missed:

Ira's book, *Healthcare Relationship Marketing*, will be published in March 2011 by Gower Press



Vitaly Leokumovich

Director, Development

Vitaly was a well-known technologist whose achievements are recognized worldwide and are backed by the most prestigious awards in the industry. He is the founder of Create Interact Group, an interactive boutique based in New York.

Vitaly received his BBA in computer information systems from Baruch College in New York City in 1997. While in college he became closely involved with the early phenomena of the Internet. Upon graduation, Vitaly joined world-renowned interactive agency Egomedia and was one of the top developers responsible for its success.

Vitaly's outside-the-box thinking and passion for new technological advances made him a pioneer who was ahead of his time in the way he perceived the future of the Internet. Throughout more than a decade of involvement with the World Wide Web, Vitaly gained a deep expertise in interactive technology and became a contributor and active member of some of the leading resources for interactive development.

In 2001 he received a Golden Lion in Cannes for the Egomedia website. In addition to receiving this top honor, Vitaly has been honored for his work by the Webbies, Clio, FWA, and Flash Forward. He has provided his expertise to prominent clients such as Ogilvy, Euro RSCG, Reuters, the United Nations, Sony, Xerox, CBS, and many more.



Not to be missed:

Vitaly is a celebrity in the Flash development community

Kate DiCesare-Varner

Senior Interactive Designer

Kate is a user-experience designer and information architect with over 8 years of experience working on digital projects across multiple industries.

Prior to joining The CementBloc, Kate served as the senior designer on the experience design team at Katzenbach Partners where she executed experience design strategies and implementation for T-Mobile's retail experience, NYU's Bobst Library, Pfizer, and Novartis.

Since joining the The Bloc, Kate has led teams creating the user experience and architecture on an array of digital deliverables. Her achievements include a multichannel PRM campaign for Bayer Diabetes that consisted of both a Web site and an electronic detail aid for HCPs, branded and unbranded Web sites for the Novartis meningitis vaccine Menveo, and an educational portal for doctors for sanofi-aventis. In addition, she serves as an agency expert on digital user experience and was a main contributor to the creation of The Bloc's digital development process.

Kate holds a BA in graphic design from the Maryland Institute College of Art.

Not to be missed:

Kate collects science fiction memorabilia and robots



John McGarry

VP, Director of Creative Services

Prior to joining the CementBloc in March 2010, John spearheaded development and collaboration of digital and print teams for integrated online/offline initiatives at Sudler and Hennessey, including state-of-the-art 3-D MOA videos, 2-D and 3-D animations, interactive games, sales training tools, 3-D virtual preceptorships, animated e-mail blasts, convention activities, and mobile and micro Web sites.

His past accounts, including AstraZeneca, Johnson & Johnson, Bristol-Myers Squibb, FEMA, Jergens, Merck, Pfizer, Procter & Gamble, Novartis, Pfizer, Roche, and Wrigley all benefited from John's creativity and innovation.

John is a results-oriented and innovative director who fosters creativity while ensuring quality and timely delivery of materials. He enjoys managing diverse and challenging projects, utilizing a hands-on approach to problem solving.



Not to be missed:

John is a dedicated wildlife rescuer

Penny Chumley

VP, Digital Delivery

Penny has been a driving force in the digital communications industry for over 15 years. From her days writing code at Proscape, a leader in software solutions for tablet PCs, to her passion for developing and optimizing cross-discipline production teams, Penny has played a major role in shaping the way digital assets are developed and delivered. She has held VP positions at health-focused digital communication agencies in Philadelphia, San Francisco, and New York, including Heartbeat Digital and Publicis Modem, and has led cross-functional, multidisciplinary teams on complex projects including major eCommerce initiatives, PRM and CRM programs, and global, multichannel integrated marketing campaigns.

At Temple University, Penny created her own major in art education, focusing on computer graphics and educational technology, and worked with the School District of Philadelphia to deploy emerging technology centers across the city. Penny received her Project Management Professional certification in 2007 and has gone on to specialize in deconstructing and building production processes in order to create the most efficient, cost-effective, and high-quality teams in the business.

Not to be missed:
Penny used to be a private investigator



Samantha Smith-Mullin

Director, Project Management

Sam began her pharmaceutical advertising career learning the craft of creating mechanicals by hand, meticulously cutting up type and pasting it onto boards as well as creating 3-dimensional comps. Working with creative industry leaders who required precision, a technical eye, timeliness, and creative problem solving laid the foundation for what would eventually be Sam's career in project management.

Sam next moved into the hustle and bustle of traffic, where she was baptized by fire on the prelaunch and launch of Celebrex. Traffic was a springboard into Account Management, where she quickly immersed herself in brand categories ranging from pain management to allergy to cardiovascular, and the fiscal responsibility of managing multimillion-dollar budgets.

Ultimately, Sam realized that her passion lay with internal operations and project management. Her diverse experiences have given her keen insights and the ability to focus on efficiently managing all aspects of project execution, ensuring projects are on time and within budget while maintaining the highest quality.

Sam has spent the past 5 years at The CementBloc and has been instrumental in developing and evolving agency process to meet evolving business needs and challenges. She currently leads the team of integrated project managers, as well as actively handling day-to-day client work and onboarding of new clients.

Not to be missed:

Sam spent a summer excavating a 5-km-long Mayan cave in Belize



Case study

Cimzia

We believe that creativity is a mindset, not a skill set. This philosophy is evident in everything we do—from strategies to pull-through.

CIMZIA[®]

The background

Cimzia is an anti-TNF that UCB describes as a “pipeline in a product.” The CementBloc has been the agency of record since May 2005 and has been working closely with UCB to maximize the commercial opportunities as multiple indications roll out globally and in the United States.

Cimzia was approved for Crohn’s disease in the United States in April 2008. One year later, it was approved in both the United States and Europe for the larger rheumatoid arthritis (RA) market. In the RA market, Cimzia competes against 13 branded products including 3 of the top-10 selling brands in the United States: Humira/Abbott, Remicade/Johnson & Johnson, and Enbrel/Amgen and Pfizer. Additionally, Bristol-Myers Squibb recently launched Orencia, further complicating the dynamics in this relatively mature market.

The RA challenge

No one was asking for a new anti-TNF

- Entering as the fourth biologic to market left little room for clinical differentiation
- Heavily entrenched brands with up to 10 years of clinical experience and prescribing habits formed a high barrier to entry
- Competitors were well ensconced with large payer groups through aggressive contracting and rebate programs
- The recent introduction and withdrawal of Tysabri due to safety issues raised concerns about any new entrant
- New classes provided physicians with alternative approaches, reducing the opportunity for switching within the anti-TNF class



CIMZIA RA Sales Aid

In addition to competitive barriers, today's healthcare environment creates high hurdles for new entrants

- The growing number of “no-see” physicians and practices makes it difficult to personally deliver a strong product message for new entrants, stymieing innovation and further entrenching established brands
- Recent promotional and CME restrictions limit the ability to create awareness and name recognition, let alone establish differentiation and value
- Inability to achieve a good strong formulary position relegates new entrants to the brand-of-last-resort position, which makes it difficult to demonstrate true clinical value in a broader patient population

Clinical differentiation

Early positioning research made clear that it wasn't going to be easy. So we mined our clinical database to identify potential points of differentiation that we could own and leverage. In preclinical work, our molecule appeared to accumulate in inflamed tissue better than competitors—but what did that translate to in the clinic? Cimzia also demonstrated clinical improvement by 12 weeks, where competitor trials focused on 26 weeks. In fact, competitors encouraged physicians to treat for 6 months and “give it time” to see the full response before considering a therapeutic switch. So while intellectually intriguing to many physicians, our rapidity of response did not intuitively resonate with customers who had been conditioned to view RA as a long-term, chronic disease. Even if we could establish clinical relevance for our rapid benefit, it could prove difficult to “own” if competitors began to feel threatened and opted to turn our benefit into a class effect.

Honing our message

Further data mining revealed that early response to Cimzia, ie, within days or a few weeks, is in fact highly predictive of a patient's long-term response at 52 weeks. Because RA is a degenerative disease, the sooner and more robust the early response, the better the patient outcome. This allows physicians to exert tighter control over RA than they have ever had, which is a real paradigm shift. The old “give it time” approach was fine when clinicians had few available options and did not want to give up too soon—and it was certainly a financial windfall for competitors. But, today, Cimzia is able to demonstrate the value of early predictability. Isn't it more rewarding for physicians to be able to tell 12-week Cimzia responders that their disease is in remission and they will feel as good after a year or more as they do today? Why continue to expose a patient to significant side effects if they are not showing an adequate response? Why continue to tax the healthcare system with suboptimal therapy? Clearly, it's better for the patient to know that their treatment is working, or to move on to something else before additional deterioration of their joints is allowed to take place.

The campaign

We launched the RA indication with our “Fast Forward” campaign. With Cimzia, physicians and patients could essentially see into the future. The overarching brand essence of “without boundaries” was visually portrayed by the patient who is moving off the page, literally unconstrained by print borders. As data solidified further, we evolved to our “Move or Move On” campaign, which provocatively poses a clinical challenge to physicians: If your patients don’t adequately respond to Cimzia by week 12, it’s time to change their therapy. With this campaign, Cimzia and UCB took the high road in RA therapy. By encouraging physicians and patients to make more timely clinical decisions, UCB put patient outcomes ahead of their corporate financial interests.

Physicians and payers took notice and applauded the initiative. This initiative is supported programmatically as well so that physicians who stood on the sidelines at launch can see the differences for themselves. Also, the campaign is well-aligned to KOLs who are preaching tighter control in RA. Finally, payers have begun to realize that, despite the significant rebates they might forgo by discontinuing their formulary status quo, the clinical and ethical implications of the Cimzia data cannot be ignored.



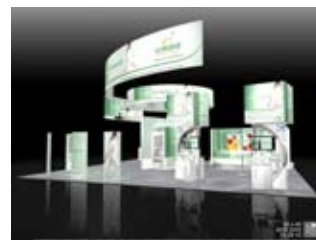
CIMZIA Journal Ad



CIMZIA Tactics



CIMZIA Interactive Convention Panel



CIMZIA Booth Layout



CIMZIA CImplicity Ad

The results

Best New Medicine of 2009

Cimzia was one of 85 products approved by the FDA in 2008, and it was one of the few that garnered \$100 million in sales in its first year on the market. In 2009, Med Ad News named Cimzia Best New Medicine of 2009.

We have been the AOR for Cimzia for 5 years. Our multidisciplinary teams provide strategic and tactical support for both indications, as well as shared services. This includes support for their professional sales team, medical sales liaisons, nurse sales force, national accounts, and specialty pharmacy services. In addition, we serve as brand champion to help coordinate vendor projects to ensure brand consistency.



Results:

Med Ad News names CIMZIA Best New Medicine (2009)

US and global sales exceed expectations

Creative showcase



Xeomin: Leveraging emotional physician insights to change behavior

Xeomin, a botulinum toxin indicated for the treatment of neurological movement disorders, acknowledges that the physician's skill and experience, combined with the advanced designed of Xeomin, create the conditions for every treatment to be a masterwork.



Mozobil: Capturing the emotional benefit of the compound

Mozobil, a hematopoietic stem cell mobilizer for patients with non-Hodgkin's lymphoma and multiple myeloma, offers one thing other mobilization regimens don't: predictability.



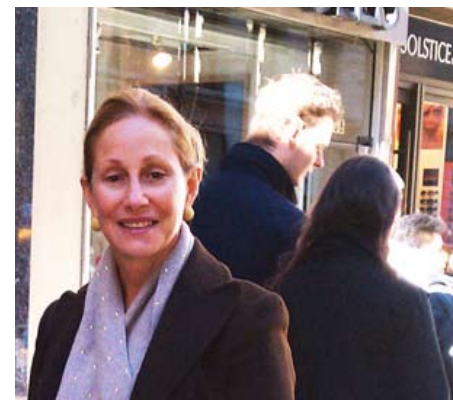
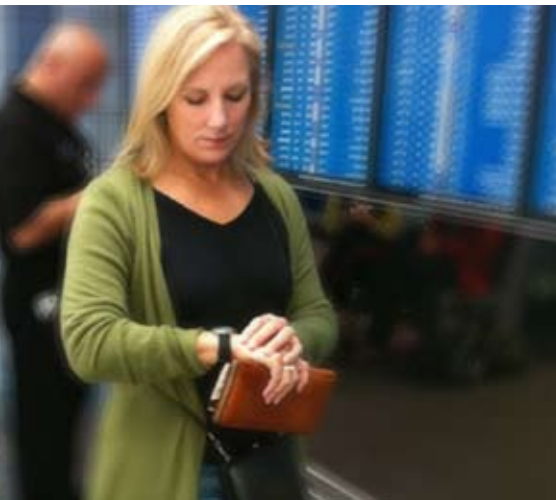
GenTeal: Visualizing a preservative-free ocular environment

GenTeal, a range of preservative-free eyedrops for dry eye, gently protects the cornea with a proprietary moisturizing formula that eliminates the risk of preservative-induced damage.



EXTAVIA: Capturing the emotional benefit of the compound

Extavia, an interferon that is identical to Betaseron, had no clinical differentiator, so its positioning was based on the attitude of Novartis, a newcomer to the field of MS.



We look forward to seeing you on December 1.