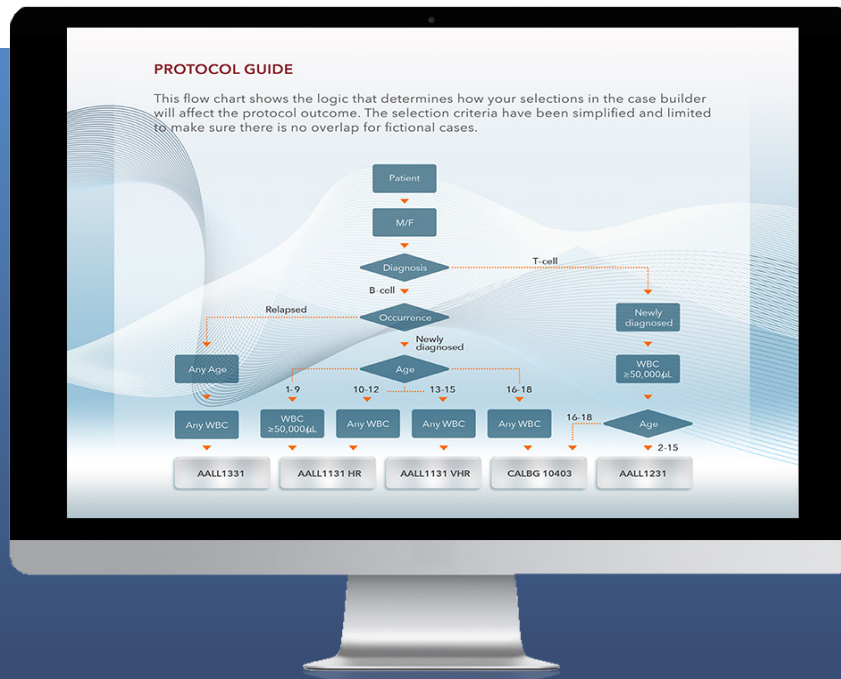


Interactive Patient Case Study Builder for Jazz Pharmaceuticals



Date: March 2016



CHALLENGE:

Erwinaze® (asparaginase *Erwinia chrysanthemi*) is part of a chemotherapy program to treat patients who have acute lymphoblastic leukemia (ALL), a type of blood cancer affecting the white blood cells that help fight infection. Erwinaze is used in patients who have had an allergic reaction to a different type of asparaginase treatment.¹

As with other leading oncology brands, peer-to-peer communication serves as a very important mechanism for Jazz Pharmaceuticals to help inform and educate oncology healthcare professionals (HCPs) about the use of Erwinaze in their practices. However, it is critical for the KOL promotional speakers facilitating these programs to find creative and dynamic ways to engage with their peers beyond a traditional slide deck presentation.

Jazz Pharmaceuticals challenged Viscira to develop an innovative and informative tool for their Erwinaze promotional speakers to use in a peer-to-peer setting with target oncology HCPs to engage the audience and help facilitate discussion. The client wanted the tool to allow speakers to interact with their audiences in a dynamic way to promote collaboration and idea exchange during the sessions.

SOLUTION:

Our cross-disciplinary team comprised of account and project managers, digital strategists, medical writers, interaction designers, visual designers, motion graphic artists, and software developers collaborated to envision and build the Erwinaze Patient Case Study Builder. This laptop-based application goes above and beyond traditional speaker programs by creating an opportunity for the HCP audience to build relevant patient case profiles for the product by selecting a variety of diagnostic parameters with the promotional speaker acting as a facilitator.

The program combines dynamic content with educational slides, effectively striking a perfect balance between interactive elements and teaching points. This helps to reduce the audience fatigue experienced during more traditional speaker programs. Overall, the program effectively creates an engaging learning experience for the audience that is both active and passive. This innovative tool offers the following key features and benefits:

- Incorporates program logic that allows the user to build custom patient case study presentations by specifying a number of relevant diagnostic variables, such as gender, age, immunophenotype, white blood cell count, etc.
- Enables the speaker to act as a guide to build a patient case study to enhance the educational experience for the audience (i.e. no pre-built case studies are available for the user).
- Includes a high level of interactivity with immersive deep dives, allowing the user to access supporting presentation information on Erwinaze while building the case study.
- Uses dynamic, yet intuitive navigation, allowing users to move between content areas in a non-linear fashion.
- Allows for the seamless integration of the client's existing 3D assets.
- Incorporates speaker notes and help features to assist the speaker in effectively using the tool with little need for extra training.
- Uses existing data and clinical evidence for the product (i.e., no need to modify the actual content available for the product).

RESULTS:

The Erwinaze Patient Case Study Builder was first deployed in October 2015 and was very positively received by the client and the KOL promotional speakers. To date, it remains the most requested program topic in speaker presentations.

Shortly after the deployment, the client requested that Viscira plan to build a new "Version 2.0" of the program for speakers for 2016. Viscira was also asked to develop a streamlined, sales rep version of the program for initial deployment at Jazz Pharmaceuticals' National Sales Meeting in February 2016.

Based on the success of the Patient Case Study Builder program with Erwinaze, Viscira is now working to create similar programs for other key brands at Jazz.

¹Asparaginase is used with other chemotherapy drugs to treat a certain type of acute lymphocytic leukemia. Asparaginase is an enzyme that interferes with natural substances necessary for cancer cell growth.