



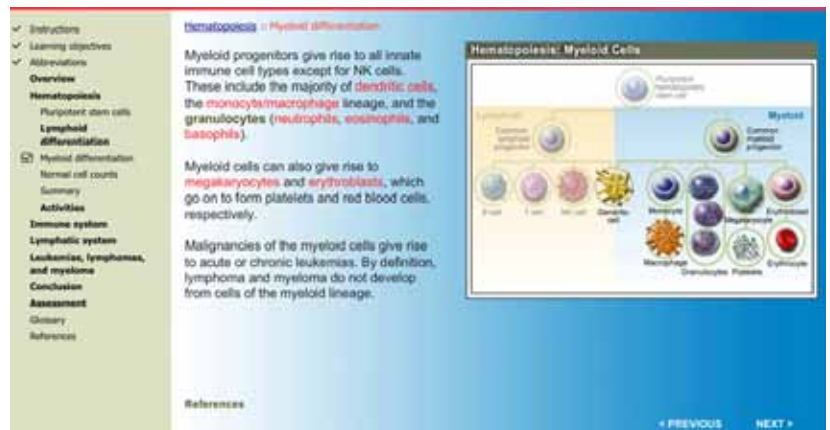
# HEMATOLOGY

## Case Study

Aegis built a set of eLearning tools from which in-house personnel could learn the MOA of a new therapeutic against hematologic malignancies.

**REQUEST FROM CLIENT:** Our client required learning materials to ensure in-house sales representatives and medical science liaisons (MSLs) could speak to healthcare professionals about how its new therapy—the first in a new class of cancer therapeutics—slowed tumor growth in non-Hodgkin’s lymphoma (NHL) and multiple myeloma.

**SOLUTION:** Because our client’s in-house personnel had little background in the biology of NHL and multiple myeloma, we proposed that the company teach its sales reps and MSLs in stages. We produced a set of 5 eLearning tools: cancer biology, hematologic malignancies, NHL, multiple myeloma, and the background and MOA of the new therapeutic. We also created an animation on the MOA of the new therapeutic in multiple myeloma.



Aegis uses interactive learning techniques throughout each eLearning module.



Aegis Creative delivers the most effective Advisory Board and Educational Services to innovative global biopharmaceutical companies, enabling a superior understanding of novel medical therapies at all stages of drug development, from research to market launch, through product maturation.

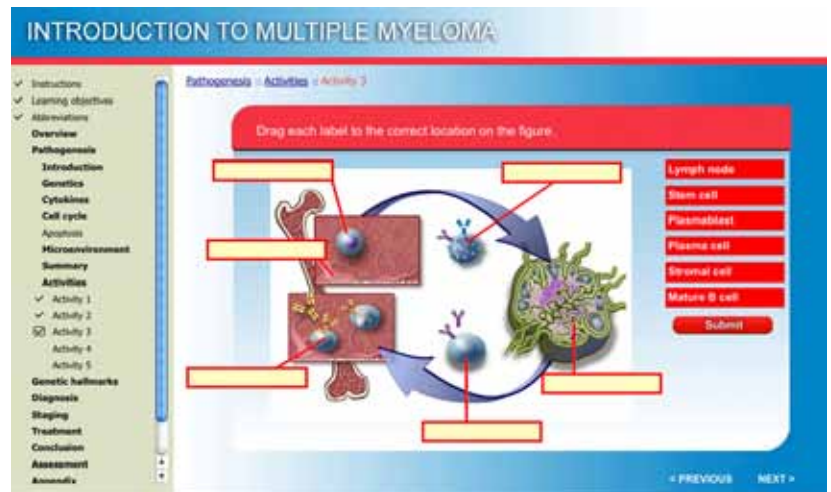
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#### CHALLENGES FOR AEGIS DURING PROJECT:

We had only a short amount of “seat time” for the length of each tool and yet had to cover a large amount of information to produce meaningful explanations of complicated cellular and molecular events. And we had to limit the explanations to those that would best set the stage for understanding the biology of NHL and multiple myeloma, and ultimately, the MOA of our client’s new therapeutic.

**RESULTS:** Our client showcased our animation of the MOA of the new therapeutic at its next conference because the company said it illustrated how such pieces could be scientifically accurate and engaging.



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