

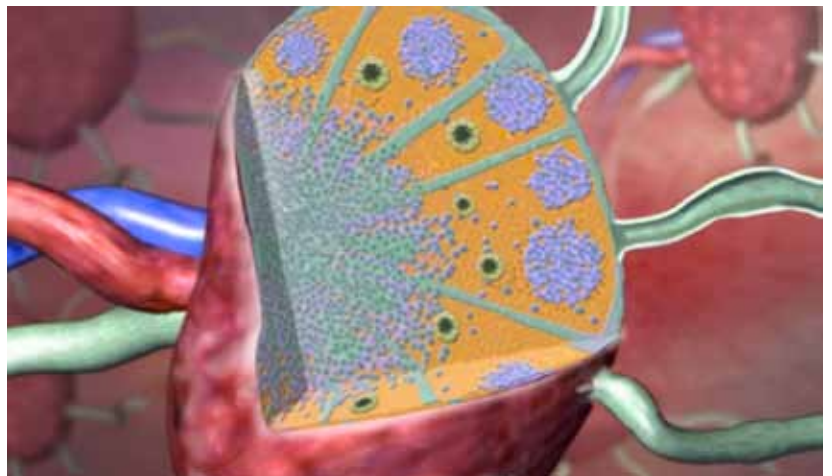


IMMUNOLOGY Case Study

Aegis changed how experts and practitioners think about the pathogenesis of the autoimmune disease lupus.

REQUEST FROM CLIENT: To show its commitment for developing therapeutics for autoimmune diseases, position itself as a company on the cutting edge of knowledge, and prepare the market for a potential new lupus therapy, our client required a strategy to explain the complexity of lupus as a disease state with multiple organ manifestations.

SOLUTION: We recommended that our client bring together Key Opinion Leaders (KOLs) with diverse clinical and research expertise in lupus to explain and discuss each organ manifestation to provide the scientific basis and rationale for the client's therapeutic treatment. We incorporated KOL knowledge to ultimately produce, over a multi-year period, seven modules designed specifically to synthesize the understanding of each organ system manifestation.



Lymph nodes facilitate immune cell interactions



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.

IMMUOLOGY

Case Study

CHALLENGES FOR AEGIS DURING PROJECT: No one had tried to create such a curriculum before because the concepts were highly complex and often very new. We had to collect all the up-to-date and late-breaking information, select from the latest research literature, assure our materials were scientifically and clinically accurate, non-promotional, and helpful in understanding the complexities of a difficult disease state, and coordinate acceptance of our explanations and animations among all the KOL advisors.

RESULTS: Our client reported that our design, strategy, and implementation over a multi-year period resulted in a cohesive conceptual educational program, from which other experts and practicing clinicians could learn and which changed how they think about disease pathogenesis. The KOLs told us that the lupus tool raised the market standard for education, especially that provided by industry. In fact, they used the tool in their own talks and for teaching clinical staff, fellows, residents, and medical students.

“The Aegis animations are the best example of this immunology education I’ve ever seen. They are the gold-standard and how it ‘should’ be done.”

–Key Opinion Leader, Immunology