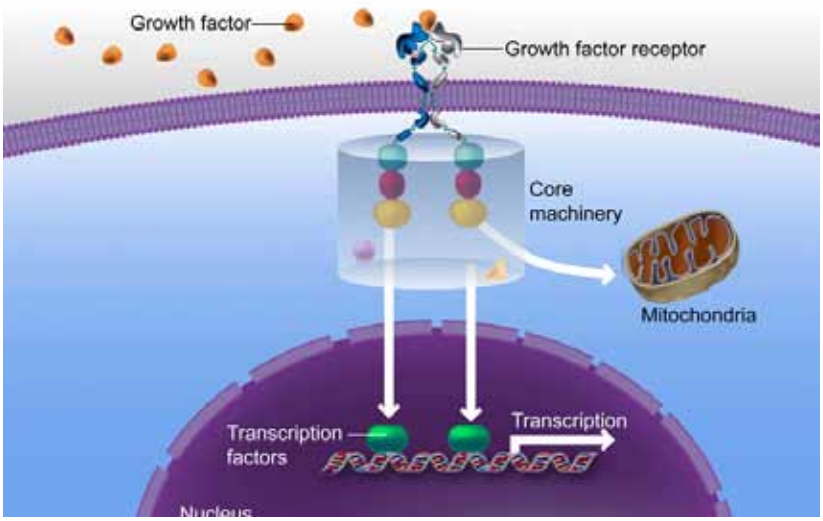
MOLECULAR BIOLOGY
Case Study

Aegis's deep understanding of molecular biology made a presentation "speak" to healthcare professionals holding different backgrounds of knowledge.

REQUEST FROM CLIENT: To improve patient care and acceptance of its therapeutics, our client requested that oncology physicians and nurses understand the high-level molecular biology of how their targeted therapeutics slow down tumor cell growth in several cancers. When physicians and nurses understand events at the molecular level, conversations between them and the client about their patients' treatment and reactions can occur more quickly.

SOLUTION: Aegis created a graphics-driven slide presentation that produced understanding in several audiences at the same time by having the scientific concepts sequentially reinforce one another and incorporating learning techniques appropriate for each audience.



How a growth factor receptor stimulates the signaling pathway for cell growth

MOLECULAR BIOLOGY

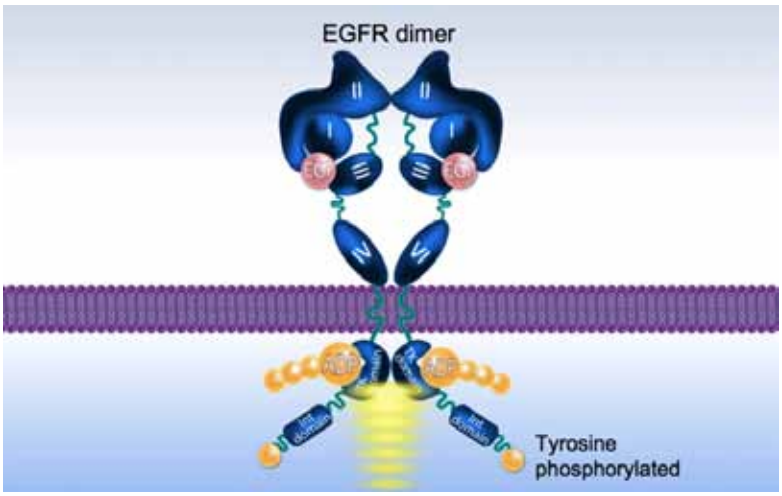
Case Study

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.

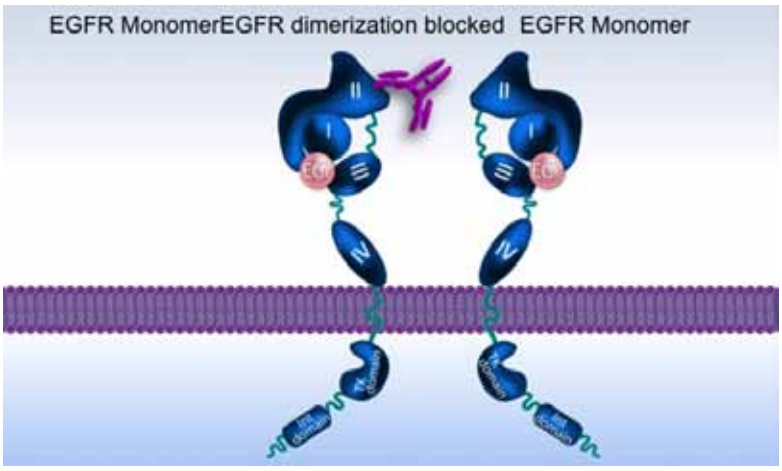
CHALLENGES FOR AEGIS DURING PROJECT:

We had to develop a multi-step process to translate complex molecular events into coherent understanding. First, we reviewed all the latest literature for the most important messages to tell the story. Then we integrated this highly fragmented leading-edge research into a cogent presentation that physicians and nurses could understand by using titles, narration, and slide animations, each designed for a different level of background knowledge.

RESULTS: Our client not only used the slide set for its original intentions, but also highlighted it during a sales meeting as a model for how to make information understandable to medical and healthcare professionals of varying expertise sitting in the same audience.



Only growth factor receptor dimers activate cell growth. Mutated ones accelerate tumor growth.



How a targeted therapeutic interferes with a mutated growth factor receptor