

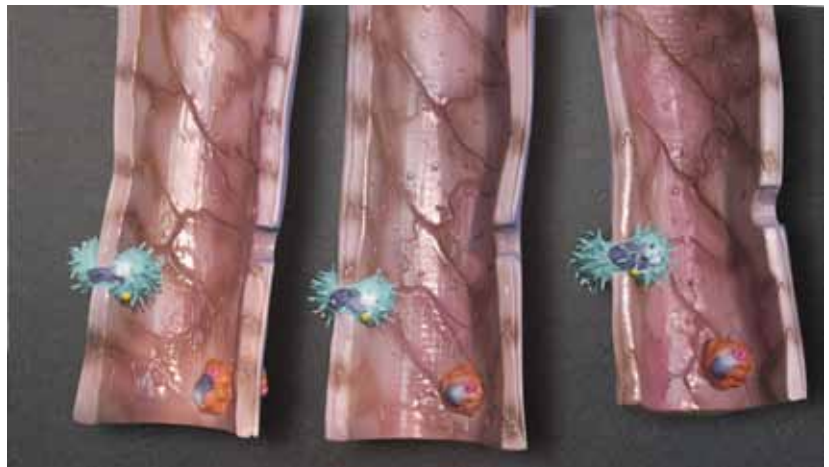


NEUROLOGY Case Study

Aegis acted on a recommendation made by nurses participating in one of our advisory boards for the client to create 3D models as another way to teach patients about mechanisms – through touch.

REQUEST FROM CLIENT: To prepare the marketplace for a new multiple sclerosis therapy, our client requested we create educational materials to attract more people to its conference booth and help different audiences learn about the pathogenic mechanisms of MS.

SOLUTION: Aegis acted on a recommendation made by nurses participating in an advisory board for the client to create 3D models as another way to teach patients about mechanisms – through touch. For the conference exhibit we used 3D models to show how immune cells cross the blood-brain barrier and produce autoantibodies that damage the myelin sheath in patients with MS.



B cells and T cells breaking through the blood-brain barrier



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.



Model shows cellular infiltrates of B cells, T cells, and other immune cells in the brain.

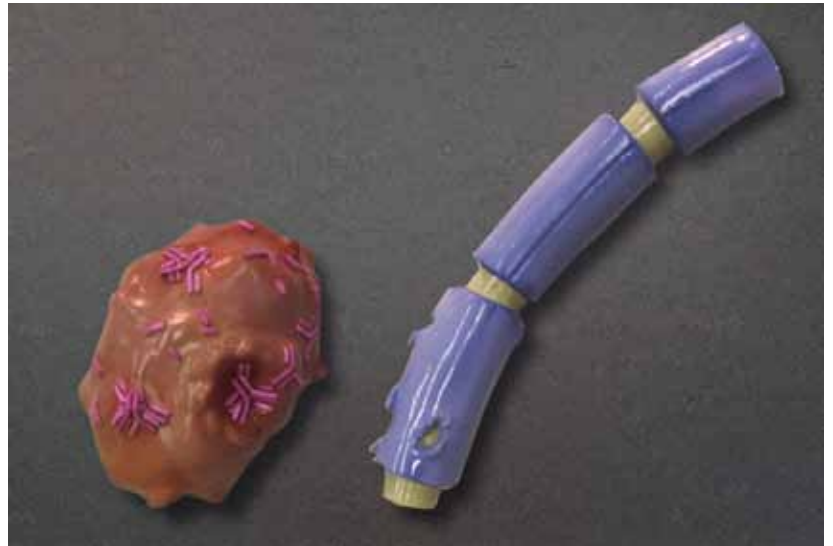
NEUROLOGY

Case Study

CHALLENGES FOR AEGIS DURING PROJECT:

Aegis designed the art and science of the models, coordinated construction with another vendor and ensured the models fit in with our other exhibit educational materials.

RESULTS: "We are still getting a lot of requests for the MS 3D models even on the last day of exhibits (in fact, I'd even love to have a model myself!). Everyone was very impressed with the 3D models. MS specialists found all the educational materials to be exactly what they wanted for teaching purposes." –Product Manager



Aegis designed the art and science of the models before construction. Autoantibodies from a plasma cell damage the myelin sheath.