



ONCOLOGY Case Study

Aegis collaborated to bring an innovative program to a new and potentially influential audience: Oncology Nurse Navigators.

REQUEST FROM CLIENT: To serve a newly emerging target audience who help guide patients from diagnosis through treatment—Oncology Nurse Navigators—our client saw the opportunity to create programs that would ensure that all eligible patients receive appropriate treatment and adhere to their prescribed regimens over time.

SOLUTION: Aegis helped the client define a vision, mission, and strategy for Oncology Nurse Navigators and worked cooperatively to design advisory boards and educational services in alignment with the strategy. We recommended a four-phase rollout of the program to provide resources and tools for:

- First contacting the patient
- Ensuring that patients understand their diagnosis and test results
- Explaining treatment options
- Helping patients understand their treatment with the client's targeted agent

“Aegis has a handle on the brand objectives and our customers’ needs. The Nurse Navigator program was a fantastic process. The nurses love the program and want to know what is next.”

–Product Manager



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.



Aegis helped our client achieve program objectives through an effective, powerful strategy.

ONCOLOGY

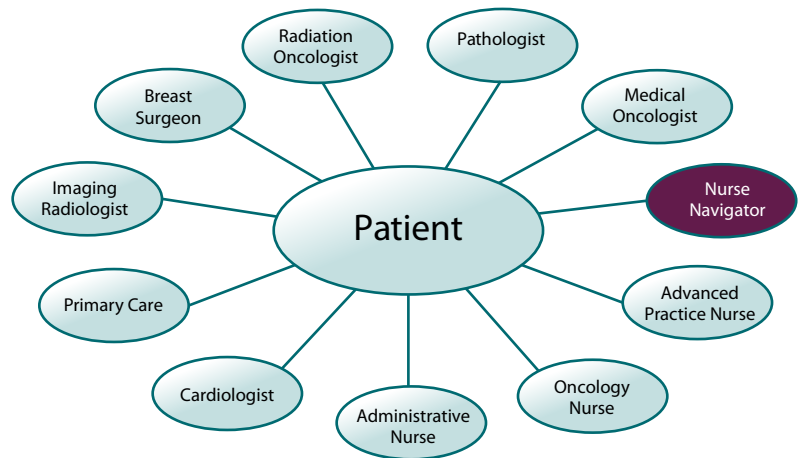
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CHALLENGES FOR AEGIS DURING PROJECT:

This was an unusual opportunity to help shape the brand’s approach to a new audience. To help our client design and execute the appropriate vision, mission, and strategy, we had to first characterize the audience—their backgrounds and roles as part of the patient’s health care team, their unique concerns, and their sphere of influence, all of which were different from those of oncology nurses and physicians.

RESULTS: Our client reports that this four-phase program, delivered by both sales representatives and nurse educators, has allowed the brand to educate Nurse Navigators to promote penetration of and adherence to treatment regimens incorporating the client’s targeted therapeutic agent.

Nurse Navigators Are Part of a Complex Care Team



For strategy planning purposes only. Off-label use is not promoted.

Finalization and Execution of All Activities Subject to Legal/Regulatory Review and Approval.

Nurse navigators are part of a complex care team.