



## WHAT WE DO

Aegis enables a superior understanding of innovative drug therapies

For biopharmaceutical companies, Aegis coordinates Advisory Board meetings and provides Educational Services throughout the product lifecycle, from drug discovery to product launch and throughout maturation.

Our offerings include presentations to educate executives in the science and business potential of new therapies or technologies that need funding, KOL, physician, and nurse advisory boards, education for internal sales and managed care professionals, and training for health care professionals and patients. In essence, our spectrum of services bridge needs across the drug lifecycle to each different audience type or constituency.

We close the knowledge gap through lifecycle stages and across departments.

### ADVISORY BOARD SERVICES

Our Advisory Board Service offerings go beyond simply coordinating meetings that comply with legal and regulatory requirements.

Producing advisory boards that meet our clients' high standards and our own, requires uncommon knowledge and skills, including:

- A deep scientific background that allows us to listen for subtleties and meaning in advisor conversations and translate meeting outcomes into actionable plans for our clients
- Impeccable coordination and commitment to client and advisor care that builds identity and reinforces our client's reputation
- Extensive knowledge of compliance that minimizes risk and the associated consequences
- Exemplary strategic planning capabilities that ensure that the company's annual plan and objectives for each advisory board are consistent, cohesive, and well-supported by stakeholders and that they yield answers to critical business issues.



If you have innovative therapies in any lifecycle stage, we urge you to call Aegis for a briefing on how we can deliver superior results.

Contact Jasmine Martin, VP Education & Advisory Boards Services.  
[jmartin@aegiscreative.com](mailto:jmartin@aegiscreative.com)

## WHAT WE DO

### EDUCATIONAL SERVICES

The purpose of our educational programs is to reveal new therapeutic possibilities to scientists and clinicians. We develop clinical education tools, programs, and curricula that support drug therapies at all phases of the lifecycle, from basic research through product maturation.

These tools provide essential clinical education that contributes to the effective development and marketing of innovative products used to treat complex diseases. For their innovative products to be evaluated, adopted, and used as part of successful treatment plans, our clients must educate an array of personnel and constituents on:

- Scientific platforms and the rationale for scientific and clinical studies
- Study design, including measurement tools and endpoints
- The latest theories on disease pathogenesis
- Existing and emerging therapies and the science behind them
- Factors in treatment decisions and risk/benefit considerations
- Patient identification, monitoring, and management
- Product information

### APPLIED TECHNOLOGY

Aegis believes it is important to use the right tools for the right audience to solve the right problem effectively and efficiently. Applying technology to the appropriate situations maximizes benefits at a reasonable cost.

Aegis employs interactive designers, technical engineers, Web developers, and MD and PhD-educated medical writers who deliver the right interactive experience for the right audience to meet your strategic needs. From 2D/3D animations to interactive slide presentations, to CD-based education primers, to animation clips and live video, Aegis is involved with leading edge technologies and delivery systems.

If your drug therapy is extraordinarily complicated Aegis can show how its mechanism of action (MOA) works, applying the most appropriate technology for the explanation and the audience.