

# Ali Doyle –Summary of Pharma Experience & Samples

## **THERAPEUTIC AREAS**

Cell Therapy  
Dermatology  
Gene Therapy  
Genetic Disorders  
Hematology  
Immunology  
Oncology  
Ophthalmology  
Plastic Surgery  
Rare Diseases  
Women's Health

## **DISEASES/CONDITIONS**

Acne  
Advanced Prostate Cancer  
Alport Syndrome  
Dry Eye Disease  
Hemophilia  
HER2-Overexpressing Solid Tumors  
GastroenteropancreaticNeuroendocrine Tumors (GNT)  
Non-Small Cell Lung Cancer (NSCLC)  
Postpartum Depression  
Preeclampsia  
Triple-Negative Breast Cancer (TNBC)

## **COMPANIES/BRANDS/PROJECTS**

Affinia (web copy)  
Allogene (brand campaign)  
Bristol Myers Squibb (employer branding)  
Carisma (clinical trial recruiting HCP email sequence)  
Ipsen (Somatuline® Autogel® booth graphics)  
Johnson & Johnson (employer communications)  
Galderma (AKLIEF® chatbot)  
Galderma (Restylane® Contour web copy)  
Grail (Galleri® Multi-Cancer Early Detection Test brand campaign)  
Merck (nonbranded SEM)  
Novartis (Xiidra® HCP & DTC web copy, emails, banner ads)  
Novartis (COSENTYX® brand campaign, social ads)  
Oyster Point (web copy)  
Pfizer (Boldly Caring prostate cancer web copy & discussion guides)  
Reata (Alport Syndrome HCP email sequence)  
Roche (Hemlibra® sales materials)  
Sage (Zulresso® HCP email sequence, web copy)  
StallergenesGreer (lab virtual tour scripts & pet allergies web copy)  
Takeda (Exkivity® banner ads)

# Xiidra email snippet

Learn about dry eye disease.

[View in Browser](#)

## ALL EYES ON DRY EYE AWARENESS MONTH




Do your eyes often feel itchy or gritty? Are you using over-the-counter eye drops several times a day? You may be suffering from dry eye – a chronic disease that’s surprisingly common and usually treatable, with the right care. This Dry Eye Awareness Month, we’re shining a light on the symptoms to help you see the possibility of relief.



## DRY EYE IS NO JOKE FOR ACTOR KEN JEONG

Ken Jeong spent years playing characters on the big screen, but he was often acting like he didn’t have dry, irritated eyes. It wasn’t the bright lights, long hours, or uncomfortable contacts. It was dry eye disease. His doctor suggested twice-daily prescription Xiidra to target a source of inflammation that may cause symptoms. No more over-the-counter eye drops. No more underwhelming gels. Just the long-lasting relief Ken was looking for. And he hasn’t looked back.

# Xiidra Flashtalking banner




Over-the-counter eye drops\* weren't cutting it,


\*Over-the-counter eye drops – artificial tears.

8/21 130796

**What is Xiidra?**  
Xiidra is a prescription eye drop used to treat the signs and symptoms of dry eye disease.

**Important Safety Information**  
Do not use Xiidra if you are allergic to any of its ingredients. See medical care.







So I found a drop that works differently.

8/21 130796

To help avoid eye injury or contamination of the solution, do not touch the container tip to your eye or any surface. If you wear contact lenses, remove them before using Xiidra and wait for at least 15 minutes before placing them back in your eyes.






Ask your eye doctor about prescription Xiidra.

**LEARN MORE**

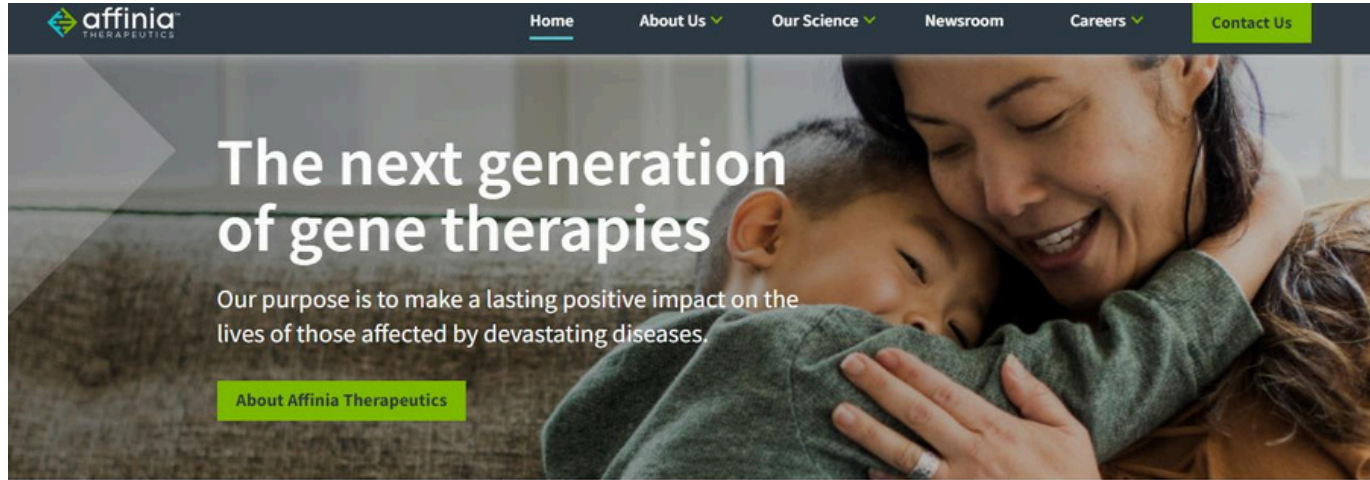
8/21 130796

**1.800.FDA.1088**

For additional safety information, click the link in the post or visit [Xiidra.com](#) for Full Prescribing Information and Patient Information and discuss with your doctor.



## Affinia web copy



### We see what's possible tomorrow by creating it today

There's a new frontier in the fight against devastating rare and prevalent diseases, and Affinia Therapeutics is leading the way. We're expanding what's possible in adeno-associated virus (AAV) gene therapy today to bring transformative medicines for people in need tomorrow.



## CarismaHCP email



### YOUR PATIENTS MAY QUALIFY FOR A CLINICAL TRIAL AT UNC

UNC Lineberger Comprehensive Cancer Center Seeks Patients for Clinical Trial  
Evaluating CAR-Macrophage Therapy for HER2-Overexpressing Solid Tumors

[CARISMATX.COM](https://carismatx.com)

The University of North Carolina Lineberger Comprehensive Cancer Center (UNC Lineberger) is conducting a clinical trial of an experimental therapy for metastatic HER2-overexpressing solid tumors. As a health care provider, you have the opportunity to contribute to scientific discovery by referring patients who may be eligible for this trial.

#### THE FIRST CAR-ENGINEERED MACROPHAGE (CAR-M) CELL THERAPY CLINICAL TRIAL

Chimeric antigen receptor (CAR) T cell therapy has unlocked new possibilities in the fight against some of the most difficult-to-treat hematological cancers. However, solid tumors have been resistant to this advanced form of immunotherapy.

CARISMA Therapeutics has partnered with UNC Lineberger to evaluate its autologous, anti-HER2 CAR-M therapy, CT-0508. Preclinical findings suggest that CAR-Ms trigger a combined innate and adaptive, long-lasting immune response, potentially increasing overall survival. This is a first in human trial of this novel therapy. The main objective is safety and tolerability. UNC Lineberger's researchers will track objective response rates to the treatment and estimate progression-free survival as secondary outcomes.

#### YOUR PATIENT MAY BE A FIT FOR THIS CLINICAL TRIAL IF HE/SHE MEETS ALL THREE OF THE FOLLOWING CRITERIA\*:

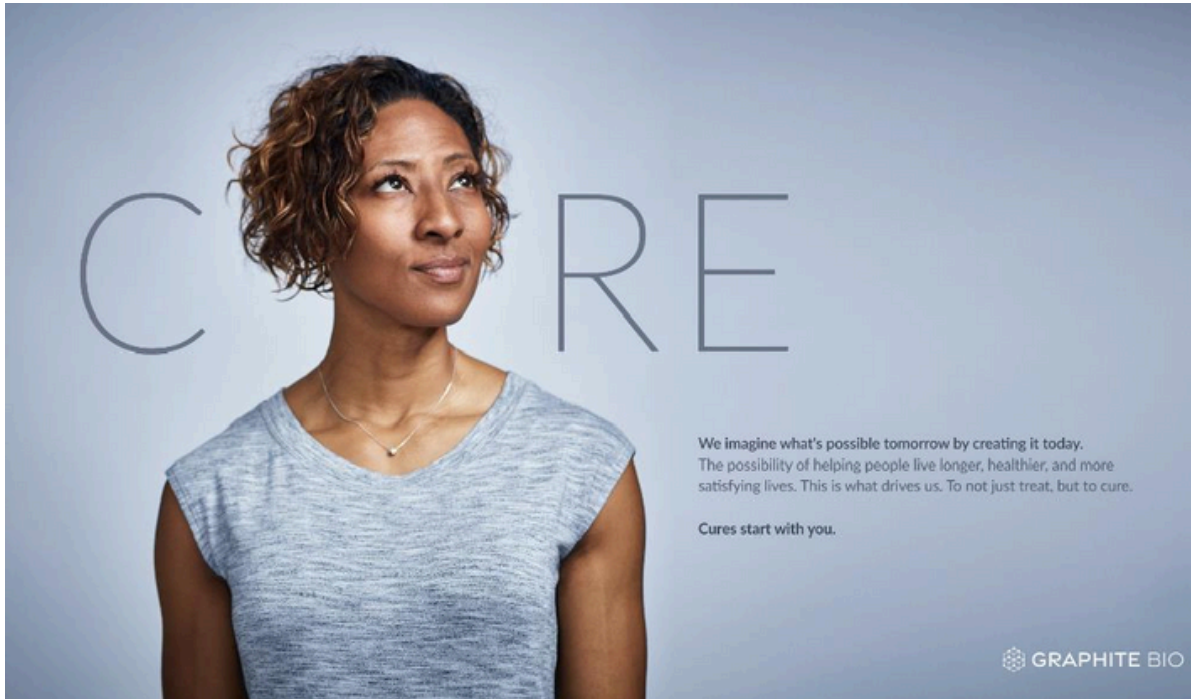
- Locally advanced or metastatic cancer of any origin, including but not limited to breast, gastric, gastroesophageal junction, lung, bladder, pancreatic, biliary, ovarian, and others.
- HER2-positive tumor, and inoperable/incurable.
- Received approved therapies and is either not tolerating or is progressing.

#### \*IF YOU HAVE A PATIENT WITH AN UNKNOWN HER2 EXPRESSION STATUS, ARCHIVAL TISSUE CAN BE USED TO PRESERVE PATIENTS FOR THIS STUDY.

As you know, advancing medicine through clinical research relies on the participation of patient volunteers. We urge you to discuss this opportunity with anyone who meets the above criteria. Please refer all interested patients to Catherine Cheng, UNC Lineberger's Lead Study Coordinator at [unccart@unchealth.unc.edu](mailto:unccart@unchealth.unc.edu).

We appreciate your commitment to clinical research.


## Pitch



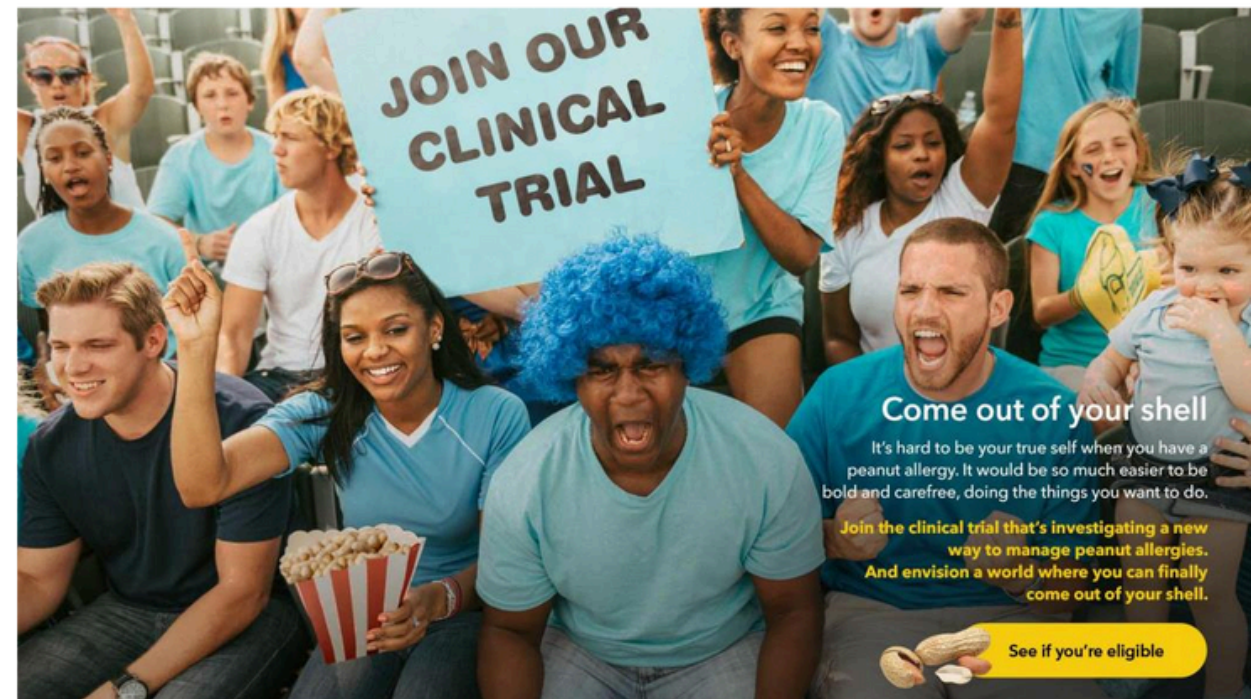
CURE

We imagine what's possible tomorrow by creating it today. The possibility of helping people live longer, healthier, and more satisfying lives. This is what drives us. To not just treat, but to cure.

Cures start with you.

 GRAPHITE BIO

## Pitch




JOIN OUR CLINICAL TRIAL

**Come out of your shell**

It's hard to be your true self when you have a peanut allergy. It would be so much easier to be bold and carefree, doing the things you want to do.

**Join the clinical trial that's investigating a new way to manage peanut allergies. And envision a world where you can finally come out of your shell.**

 See if you're eligible

Restylane Contour web copy

Restylane

RESTYLANE PRODUCTS | AGING + WRINKLES | GET STARTED | FIND A SPECIALIST | REWARDS + SAVINGS

Q

Restylane

CONTOUR

Be True to Your Contour

Restylane Contour is an innovative cheek filler designed with XpresHAn Technology to move with natural facial expressions while providing restored cheek shape and definition. Gone are the days of frozen, over-stuffed cheeks.<sup>4,5</sup>

LEARN MORE

Find your natural-looking beauty here

With over 40 million treatments worldwide and counting, the Restylane line of hyaluronic acid fillers provides natural-looking results.\*

SKIN

science

HOW RESTYLANE WORKS

The Restylane line of products is formulated to act like your body's own naturally occurring hyaluronic acid, restoring volume to your skin.<sup>4,7,8</sup>

NASHA® TECHNOLOGY

Restylane Silk, Restylane, and Restylane Lyft use our innovative NASHA technology. This gives each product a unique particle size for tailored treatment.<sup>11</sup>

FINER PARTICLES  
FOR FINE WRINKLES AND  
DETAILED SHAPING

MEDIUM-SIZED PARTICLES  
FOR MODERATE TO SEVERE  
WRINKLES AND FOLDS

LARGER PARTICLES FOR  
SEVERE WRINKLES AND  
GREATER VOLUME

XpresHAn TECHNOLOGY™

Restylane Refyne and Restylane Defyne are flexible hyaluronic acid gels designed to give you the flexibility to show your natural range of facial expressions.<sup>7,8,12,13</sup>



Postpartum depression (PPD) is one of the most common medical complications during and after pregnancy.<sup>1,2</sup> The symptoms may persist and impact moms for months or up to 1 year and beyond.<sup>2,3</sup>

A history of depression is one of the greatest risk factors for PPD,<sup>4</sup> and though patients with PPD suffer from a wide variety of symptoms,<sup>5</sup> lack of knowledge of diagnostic criteria may act as a barrier in screening, diagnosing and treating PPD.<sup>6</sup> Implementation of routine screening policies for PPD can lead to improved screening rates.<sup>7-10</sup>

[Learn More About PPD](#)

#### SCREENING PATIENTS FOR PPD IS THE FIRST STEP TOWARDS TREATMENT

The American College of Obstetricians and Gynecologists (ACOG) recommends an initial assessment within the first 3 weeks postpartum with follow-up care as needed. Screening for PPD with a validated instrument is recommended during the first comprehensive postpartum visit, which should take place no later than 12 weeks after delivery.<sup>11</sup>

Using a standardized, validated screening tool, such as the [Edinburgh Postnatal Depression Scale \(EPDS\)](#), can help identify patients experiencing symptoms of PPD in approximately 5 minutes.<sup>12,13</sup>

[Explore EPDS Screener](#)

#### ZULRESSO FOR TREATMENT OF PPD

ZULRESSO is the only FDA-approved treatment for PPD. ZULRESSO is administered as a continuous IV infusion over 60 hours (2.5 days).<sup>14</sup> Because of the risk of serious harm resulting from excessive sedation or sudden loss of consciousness during treatment, ZULRESSO is only available through a restricted program called the ZULRESSO REMS (Risk Evaluation and Mitigation Strategy).<sup>1</sup> In which a healthcare provider will carefully monitor the patient at a REMS-certified healthcare facility.<sup>14</sup>

ZULRESSO contains brexanolone, a neuroactive gamma-aminobutyric acid (GABA)<sub>A</sub> receptor positive modulator. The mechanism of action of brexanolone in the treatment of PPD is not fully understood, but is thought to be related to its positive allosteric modulation of GABA<sub>A</sub> receptors.<sup>14</sup>

[Learn About ZULRESSO](#)

#### CONNECT YOUR PATIENTS TO DEDICATED SUPPORT WITH SAGE CENTRAL

Sage Central offers comprehensive and personalized support to your patients who have been prescribed ZULRESSO. Resources and programs include live support throughout the treatment journey, help locating a REMS-certified Treating Center, and providing financial assistance options to eligible patients. Eligible commercially insured patients may pay as little as \$0.\*

\*Restrictions may apply.

[Access Sage Central](#)

#### INDICATION

ZULRESSO is indicated for the treatment of postpartum depression (PPD) in adults.

#### IMPORTANT SAFETY INFORMATION

##### WARNING: EXCESSIVE SEDATION AND SUDDEN LOSS OF CONSCIOUSNESS

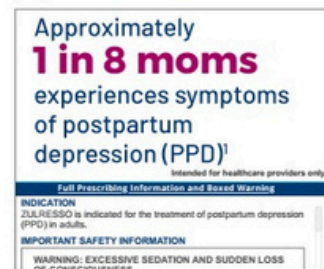
Patients treated with ZULRESSO are at risk of excessive sedation or sudden loss of consciousness during administration.

Because of the risk of serious harm, patients must be monitored for excessive sedation and sudden loss of consciousness and have continuous pulse oximetry monitoring. Patients must be accompanied during interactions with their child(ren).

Because of these risks, ZULRESSO is available only through a restricted program under a Risk Evaluation and Mitigation Strategy (REMS) called the ZULRESSO REMS.

## Zulresso HCP email and banner ad

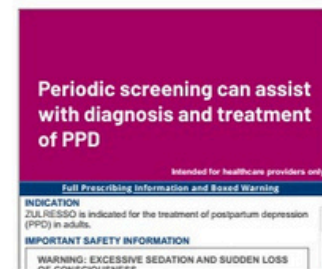
### Banner ads #1



Each line fades in.



Lines and solid background swipe in from right to left, filling the screen with the red color.



Copy and boxes fade in one by one with check marks drawing in.



Red background gets pushed right to left by blue background.



Previous text fades out and new text fades in.



Line swipes left to right masking out the words.

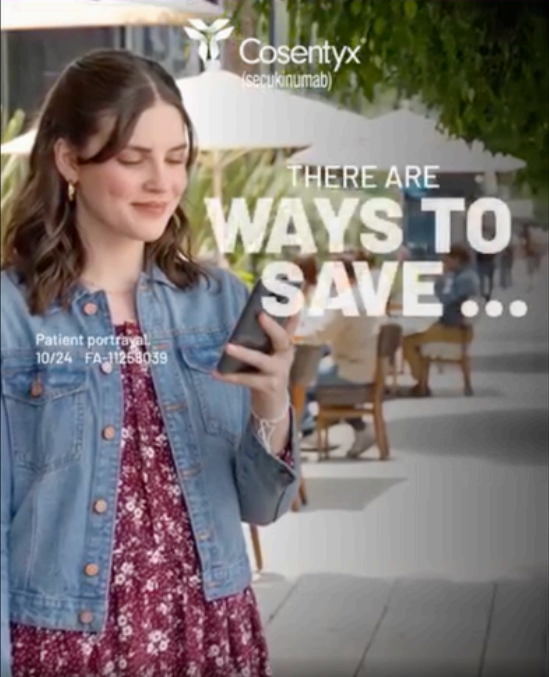


Learn more about PPD fades in and button scales out from center.

COSENTYX social ads


**IMPORTANT SAFETY INFORMATION**  
Do not use COSENTYX if you have had a severe allergic reaction to secukinumab or any of the other ingredients in COSENTYX. See the Medication Guide for a complete list of ingredients.

For adults with moderate to severe hidradenitis suppurativa (HS)




**THERE ARE  
WAYS TO  
SAVE...**

Patient portrayal  
10/24 FA-11258039



**IMPORTANT SAFETY INFORMATION**  
Do not use COSENTYX if you have had a severe allergic reaction to secukinumab or any of the other ingredients in COSENTYX. See the Medication Guide for a complete list of ingredients.

For adults with moderate to severe hidradenitis suppurativa (HS)



**... ON  
TREATMENT  
WITH COSENTYX®.**

If you are privately insured and otherwise eligible.

10/24 FA-11258039

**IMPORTANT SAFETY INFORMATION**  
Do not use COSENTYX if you have had a severe allergic reaction to secukinumab or any of the other ingredients in COSENTYX. See the Medication Guide for a complete list of ingredients.

For adults with moderate to severe hidradenitis suppurativa (HS)



**\$ YOU MAY BE ABLE TO  
PAY AS LITTLE AS  
\$0 CO-PAY.\***

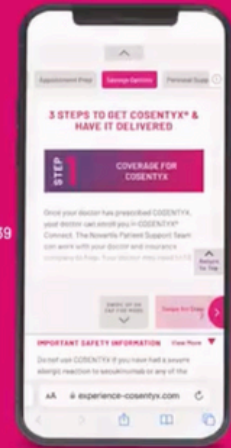
\*Limitations apply. Valid only for those with private insurance. Program provides up to \$16,000 annually for the cost of COSENTYX and up to \$150 per infusion (up to \$1,950 annually) for the cost of administration. Co-pay support for infusion administration cost not available in Rhode Island or Massachusetts. Offer not valid under Medicare, Medicaid, or any other federal or state program. Novartis reserves the right to rescind, revoke, or amend this program without notice.

10/24 FA-11258039

**IMPORTANT SAFETY INFORMATION**  
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For adults with moderate to severe hidradenitis suppurativa (HS)

**CLICK BELOW TO SEE  
HOW YOU MAY BE ABLE TO  
SAVE ON COSENTYX®.**



10/24 FA-11258039

# Galleri social ads



The Galleri test identifies DNA fragments shed into the blood by developing cancers. These DNA fragments act like a unique “fingerprint” often associated with cancer. If a “fingerprint” is found, it can help provide direction to your doctor on the cancer’s origin and the next steps in diagnosis.\*

\*In the PATHFINDER study, Cancer Signal Origin (CSO) prediction ...



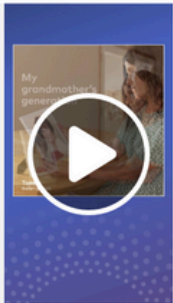
A test that screens for DNA fragments shed from cancer in the blood.

Learn More



Tami’s grandmother meant the world to her. That was one reason Tami was compelled to take the Galleri test. Galleri is a proactive cancer screening test that can screen for many of the deadliest cancers before symptoms appear — and do more to screen for cancer.

Rx only. Galleri should be used in addition to recommended screening tests. The Galleri test does not detect a signal for all cancers and not ...



Her grandmother’s generation never saw cancer coming. Yours can.

Learn More



Rich didn’t believe he was at risk for cancer. Yet, age is the biggest risk factor for cancer – those over age 50 are 13 times more likely to have cancer vs those under 50. The Galleri test helped him find cancer before symptoms appeared.

Rx only. Galleri should be used in addition to recommended screening tests. The Galleri test does not detect a signal for all cancers and not ...



He didn’t think he was at risk for cancer.

Learn More