

marc vaillancourt // portfolio

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Reference:

1. Cision. Incyte Biosciences Press Release.
Accessed on September 17, 2021.

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Advisory Board Meeting

- AHA moments
- Brand Positioning Ideas/Opportunities
- Ideas to leverage CLARITY/FUTURE
- Ideas/Opportunities for XPOSE
- Leadership Ideas/Opportunities

ad concepts

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Play Hard

Bring [®]VIAGRA and the Erection Hardness Scale into play for your ED patients.

- VIAGRA users (n=147) achieved erections hard enough for penetration (EHS 3 or 4) on 85% of occasions vs. 57% for placebo (n=147) (p<0.0001)^{1,†}
- Completely hard, EHS 4 erections were achieved on an estimated 58% of occasions by VIAGRA users (n=140) vs. 14% for placebo (n=142) (p<0.0001)^{2,†}

[†]VIAGRA[®] is indicated for the treatment of erectile dysfunction, which is the inability to achieve or maintain a penile erection sufficient for satisfactory sexual performance.² Most frequently reported adverse events in controlled clinical trials were headache (15.8%), flushing (10.5%), dyspepsia (6.5%), nasal congestion (4.2%) and abnormal vision (2.7%).¹ Treatments for erectile dysfunction should generally not be used in men for whom sexual activity is inadvisable.¹ VIAGRA has been shown to potentiate the hypotensive effects of nitrates in healthy volunteers and in patients, and is therefore contraindicated in patients who are taking any type of nitrate drug therapy, or who utilize short acting nitrate-containing medications, due to the risk of developing potentially life-threatening hypotension. The use of organic nitrates, either regularly and/or intermittently, in any form (e.g., oral, sublingual, transdermal, by inhalation) is absolutely contraindicated.¹ Postmarketing reports of sudden loss of vision have occurred rarely. It is not clear whether these are related directly to the use of PDE5 inhibitors or to other factors. There may be an increased risk to patients who have already experienced Non-Arteritic Anterior Ischemic Optic Neuropathy. Patients should stop taking VIAGRA and consult their physician if they experience a decrease in, or loss of, vision in one or both eyes. Physicians should advise patients to stop taking VIAGRA and seek prompt medical attention in case of sudden decrease or loss of hearing.¹

¹Double-blind, placebo-controlled, flexible-dose study. 307 patients were randomized to receive sildenafil 25-100 mg (n=154) or placebo (n=153) for 6 weeks, with an open label extension of 6 weeks. Data shown is from the 6-week, double-blind, placebo-controlled portion of the study. Erection hardness was measured with the Erection Hardness Scale (EHS) using an event log, in which men were asked to record the hardness of their erections based on a four-point scale. The percentage of occasions with EHS 3 or 4 was similar between the sildenafil (46%) and placebo (46%) groups. At the end of double-blind placebo-controlled treatment the percentage of occasions with EHS 3 or 4 had increased significantly more (p<0.0001) in the sildenafil versus placebo group: 5.5 mean ± 0.4% vs. 3% vs. 11% vs. 7%, and the estimated percentage of occasions with EHS 4 was 58% (95% CI, 52-65%) vs. 14% (95% CI, 10-19%) compared to baseline values of 5.2% and 0.1% (p<0.0001).

Erection Hardness Scale (EHS):

1	2	3	4
Penis is larger, but not hard	Penis is hard, but not hard enough for penetration	Penis is hard enough for penetration but not completely hard	Penis is completely hard and fully rigid

VIAGRA
sildenafil citrate
The confidence of experience

Pfizer
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HARD WORKER

VIAGRA patients and the confidence of experience

Erection Hardness Scale (EHS):

1	2	3	4
Penis is larger, but not hard	Penis is hard, but not hard enough for penetration	Penis is hard enough for penetration but not completely hard	Penis is completely hard and fully rigid

VIAGRA
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HARD WORKER

VIAGRA patients and the confidence of experience

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The confidence of experience

Life is Hard Oh, yeah!

A score of 3 or 4 on the Erection Hardness Scale is what many ED patients hope for. [®]VIAGRA may help tip the odds in their favor.

Erection Hardness Scale (EHS):

1	2	3	4
Penis is larger, but not hard	Penis is hard, but not hard enough for penetration	Penis is hard enough for penetration but not completely hard	Penis is completely hard and fully rigid

VIAGRA
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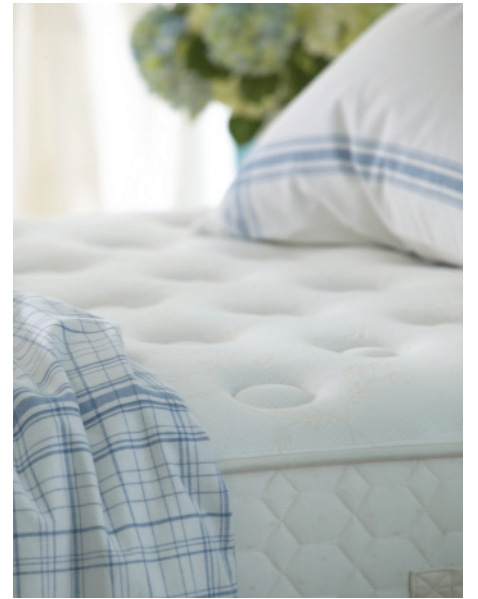


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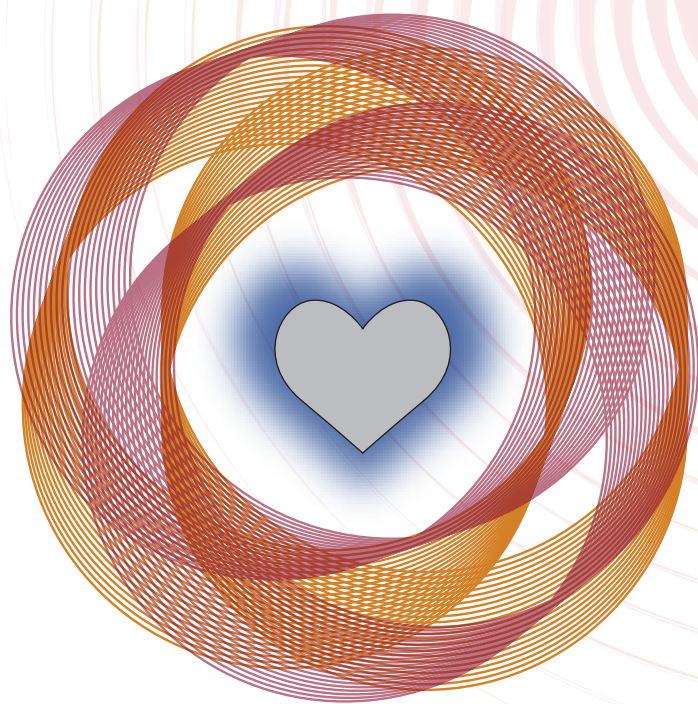
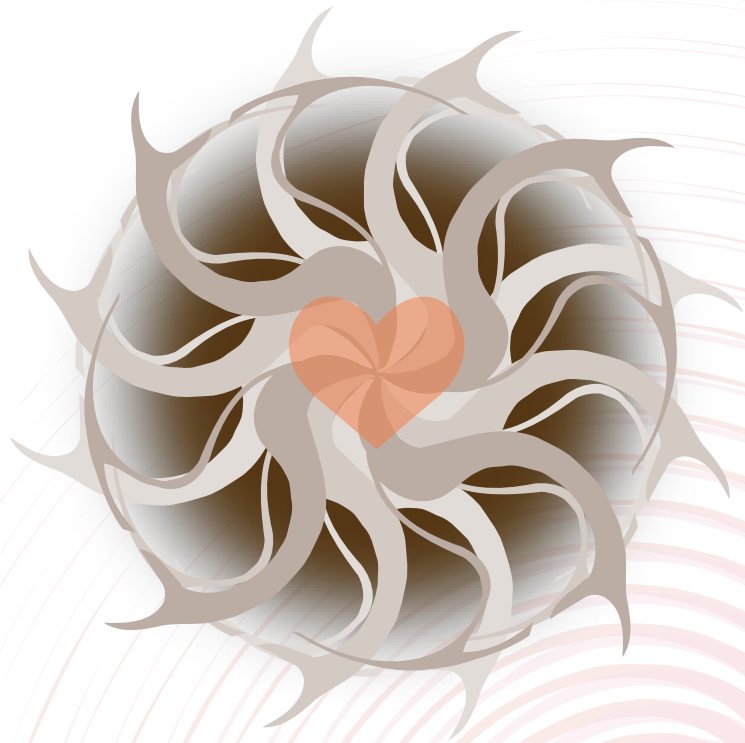
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BECAUSE THE LARGEST HUMAN ORGAN
IS ALSO THE THINNEST.

INTRODUCING ELIDEL

A NEW EFFECTIVE NON-STEROID CREAM FOR THE
MANAGEMENT OF MILD TO MODERATE ECZEMA.†

FOR BOTH OF THEM

DEMONSTRATED EFFICACY

- Rapidly controlled the acute signs and symptoms (itch, redness and swelling) of eczema^{1,2,3,5§§}
- Demonstrated to help prevent progression to flares^{1,3,4,5¶¶}

NO OBSERVED SKIN ATROPHY

- Did not elicit skin atrophy compared to topical corticosteroid use¹

CAN BE USED ON ALL SKIN SURFACES

- ELIDEL Cream 1% is available in 15, 30 and 60g tubes, and should be applied twice daily to affected areas until symptoms disappear**

† ELIDEL Cream 1% is indicated for the short-term and intermittent long-term therapy of mild to moderate atopic dermatitis in non-immunocompromised patients 2 years of age and older; in whom the use of alternative, conventional therapies is deemed inadvisable because of potential risks, or in the treatment of patients who are not adequately responsive to or intolerant of alternative, conventional therapies.

Most common adverse event was burning or a sensation of warmth at the site of application. Application site reactions were mostly mild and transient (application site burning was 1.5% - 10.4% in pediatric patients versus 6.7% - 12% for vehicle and in adults application site burning was 25.9% with ELIDEL Cream). Other common adverse events which may or may not be drug-related included headache (7-25% versus 9-16% for vehicle), nasopharyngitis (8-26% versus 7-21% for vehicle), fever (1-12% versus 5-9% for vehicle), cough (2-16% versus 8-11% for vehicle) and upper respiratory tract infection (4-19% versus 8-13% for vehicle).

ELIDEL Cream 1% should not be applied to areas of active cutaneous viral infections, and may be associated with increased risk of viral skin infections. Reported cases of lymphadenopathy generally resolved with antibiotic therapy; patients should be monitored to ensure that lymphadenopathy resolves. ELIDEL Cream 1% is not for ophthalmic use. Use only if clearly needed during pregnancy. Use during nursing should take into consideration the potential for serious adverse reactions in nursing infants. Patients should minimize or avoid exposure to natural or artificial sunlight.

** If no improvement occurs after 3 weeks of treatment, or in the case of disease exacerbation, ELIDEL therapy should be discontinued.

‡ Pooled data from 2 identical studies; n=403 patients aged 2-17 years with mild to moderate disease; patients were randomised to receive ELIDEL cream 1% (n=267) or vehicle (n=136), applied twice daily; study duration was 6 weeks. Redness and swelling were reduced by the first treatment visit (day 8).

§ n=192 adults, of whom 130 had moderate eczema, randomised to receive ELIDEL cream 1% (n=96) or vehicle (n=96), applied twice daily at the first signs and symptoms of eczema; study duration was 24 weeks; itching was relieved at 2 days of treatment (p<0.001); at study end 64.3% were flare-free (n=36/56) versus 35.7% for vehicle control (n=15/42); (p=0.002).

¶¶ n=713 patients aged 2-17 years randomised to receive ELIDEL cream 1% (n=476) or control (n=237), applied twice daily at the first signs and symptoms of eczema; study duration was 12 months; at 6 months 61.0% (n=220/360) of patients were flare-free versus 34.2% (n=42/123) for vehicle control (p<0.001).

References

1. Novartis Pharmaceuticals Canada Inc. ELIDEL Product Monograph, March 2003.
2. Eichenfield LF, et al. Safety and efficacy of pimecrolimus (ASM 981) cream 1% in the treatment of mild and moderate atopic dermatitis in children and adolescents. *J Am Acad Dermatol* 2002; 46:495-504.
3. Data on file. Novartis Pharmaceuticals Canada Inc. Clinical Study Report. CASM981-DE-01.
4. Wahn U, et al. Efficacy and safety of pimecrolimus cream in the long-term management of atopic dermatitis in children. *Pediatrics* 2002; 110(1 Pt 1):e2.
5. Meurer M, et al. Pimecrolimus cream in the long-term management of atopic dermatitis in adults: a six-month study. *Dermatology* 2002; 205: 271-277.

 NOVARTIS

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Product Monograph available on request.
*ELIDEL is a registered trademark.
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GET READY FOR THE TAKE-OFF OF PrNEXTSTELLIS™: LEARN MORE ABOUT IT

A **new** combined oral contraceptive (COC) **now available in Canada**

NEXTSTELLIS (estrol monohydrate [E4] and drospirenone [DRSP]) is indicated for the prevention of pregnancy in women.¹

* Comparative clinical significance has not been established.

The first and only E4-containing COC in Canada (15 mg E4/3 mg DRSP).^{1,2*}

INTRODUCING NEXTSTELLIS
PHARMACODYNAMIC PROFILE
EFFICACY DATA
SAFETY PROFILE

INTRODUCING NEXTSTELLIS

A NOVEL E4-CONTAINING COC: 15 mg E4/3 mg DRSP

- E4 in NEXTSTELLIS is an estrogen synthesized from a plant source^{3*}
- E4 is a naturally occurring estrogen produced in the human fetal liver. It is only produced during human pregnancy and reaches the maternal circulation through the placenta.
- E4 differs from ethinylestradiol (EE) by the lack of an ethinyl group in the 17-alpha position.^{3*}

Mechanism of action: In addition to DRSP, NEXTSTELLIS contains E4, which displays a high selectivity for estrogen receptors^{1*}

- Estrogenic properties of E4 were confirmed in several in vivo PD modelling studies.¹
- E4 displays a **high selectivity** for ERs and binds to both ERα and ERβ, with a 4 to 5 times higher affinity for ERα compared to ERβ.¹

In vivo PD modelling showed that E4 acts as an estrogen agonist on the¹

- brain
- vagina, uterus, endometrium
- bones

In vivo PD modelling showed that E4 acts as an estrogen antagonist in:¹

- breast tissues

* Clinical significance has not been established. ¹Comparative clinical significance has not been established. ²Comparative clinical significance has not been established. ³Comparative clinical significance has not been established.

E4 15 mg + **DRSP 3 mg** = **nextstellis™**

- Synthesized from a plant source
- In vivo PD modelling showed that it acts as an agonist on the vagina, uterus, endometrium, bones, and brain, and an antagonist in breast tissues^{1*}
- DRSP is a spiroprolactone analogue with antiandrogenic activity
- No androgenic, estrogenic, glucocorticoid, or antihypertensive activity shown in preclinical animal studies and in vitro studies, with the presence of antiandrogenic activity as shown in preclinical studies
- A monophasic COC comprised of E4 and DRSP

INTRODUCING NEXTSTELLIS

PHARMACODYNAMIC PROFILE: ENDOCRINE FUNCTION, METABOLIC AND HEMOSTASIS

Hemostasis parameters¹

- NEXTSTELLIS demonstrated no obvious changes from baseline to Cycle 6 for hemostasis parameters such as fibrinogen, factor VIII activity, von Willebrand factor, PAI-1, soluble E-selectin, prothrombin fragments 1+2, prothrombin activity (factor II), antithrombin, protein C activity (Factor XIV), TFPI, APC resistance (ETP) and D-dimer.

Endocrine function¹

- No clear changes between baseline and Cycle 6 were observed for endocrine parameters such as dehydroepiandrosterone sulfate, dihydrotestosterone, testosterone, prolactin, free triiodothyronine, free thyroxine and thyrotropin, and cortisol.
- Treatment with 15 mg E4/3 mg DRSP did not affect endocrine parameters.

Metabolic control¹

Treatment with NEXTSTELLIS resulted in:

- Small increases from baseline to Cycle 6 with respect to liver protein (angiotensinogen and CBG, SHBG, and TEG).
- No apparent change for CRP.
- Little changes from baseline to Cycle 6 in lipid profile parameters (cholesterol).

PHARMACODYNAMIC PROFILE

SUMMARY

The first and only E4-containing COC in Canada (15 mg E4/3 mg DRSP).^{1*}

- NEXTSTELLIS contains DRSP and E4, an estrogen that is synthesized from a plant source.¹
- In addition to DRSP, NEXTSTELLIS contains E4, an estrogen with high selectivity for ERs, acting as an agonist on the vagina, uterus, endometrium, bones, and brain, and an antagonist in breast tissues.¹
- In an open-label study, NEXTSTELLIS demonstrated a favourable endocrine, metabolic and hemostasis pharmacodynamic profile.¹
- In pooled data from two open-label pivotal studies, NEXTSTELLIS demonstrated contraceptive efficacy (Pearl Index 1.52, 95% CI 1.04, 2.16).
- In the pivotal studies for NEXTSTELLIS, trial discontinuation related to vaginal bleeding was 2.8%.¹

THE JOURNEY DOESN'T END HERE. TO LEARN MORE VISIT NEXTSTELLIS.CA

REFERENCES: 1. NEXTSTELLIS Product Monograph, Nextlight Pharma Inc. March 5, 2021. 2. Nextlight Pharma Inc. Data on file. April 23, 2021.

SEARCHLIGHT

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PAAB **nextstellis™**

product catalogue






DISCOVER THE POWER OF VENCLEXTA

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VENCLEXTA (venetoclax), in combination with obinutuzumab, is indicated for the treatment of patients with previously untreated CLL.¹

VENCLEXTA (venetoclax), in combination with rituximab, is indicated for the treatment of adult patients with CLL who have received at least one prior therapy.¹

DEMONSTRATED PFS

In an open-label study (CLL14), VENCLEXTA + obinutuzumab demonstrated superior PFS compared with obinutuzumab + chlorambucil in previously untreated CLL patients^{1†}

- 65% reduction in the risk of disease progression or death vs. obinutuzumab + chlorambucil (HR: 0.35 [95% CI: 0.23–0.53]; $p < 0.0001$)^{1†}
 - Number of events was 30/216 for VENCLEXTA + obinutuzumab vs. 77/216 for obinutuzumab + chlorambucil

In an open-label study (MURANO), VENCLEXTA + rituximab demonstrated superior PFS compared with bendamustine + rituximab in patients with R/R CLL^{1§}

- 81% reduction in instantaneous risk of progression or death vs. bendamustine + rituximab (HR: 0.19 [95% CI: 0.13–0.28]; $p < 0.0001$)^{1¶}
 - The 2-year rates of PFS for the VENCLEXTA + rituximab and bendamustine + rituximab arms were 82.76% (95% CI: 76.62–88.90) and 39.42% (95% CI: 31.03–47.82), respectively (IRC-assessed in the ITT population)^{1,2}

Visit venclextareimbursement.ca

Clinical use:

No safety and efficacy data for VENCLEXTA in children and adolescents below 18 years of age are available.

Contraindication:

In patients with CLL, concomitant use with strong CYP3A inhibitors at initiation and during ramp-up phase.

Most serious warnings and precautions:

- **VENCLEXTA should only be prescribed by a qualified physician who is experienced in the use of anti-cancer agents.**
- **VENCLEXTA is only available through specialty pharmacies and/or retail oncology pharmacies that are part of AbbVie's managed distribution program.**
- **Tumour lysis syndrome (TLS)**
 - Weekly dosage ramp-up over a period of 5 weeks with CLL, with blood chemistry monitoring on each dose ramp-up is required.
 - Patients must receive prophylaxis for TLS, including hydration and anti-hyperuricemics prior to initiating treatment.
 - In patients with CLL, concomitant use of strong CYP3A inhibitors at initiation and during ramp-up phase is contraindicated.
- **Serious infections that may lead to hospitalization or death.**

Other relevant warnings and precautions:

- Second primary malignancies: monitor patients for the appearance of non-melanoma skin cancers.

- Monitor patients more frequently for signs of VENCLEXTA toxicities.
- Neutropenia; dose interruption/reduction recommended for severe neutropenia; prophylactic use of growth factors (e.g. G-CSF) may be considered.
- Immunization using live vaccines should be avoided during treatment and thereafter until B-cell recovery.
- Monitor for signs of infection and have their complete blood counts monitored throughout treatment.
- Recommended dose not determined for patients with severe renal impairment (CrCl <30 mL/min) or on dialysis.
- Females of reproductive potential: test to exclude pregnancy before treatment; use of effective contraceptives during treatment and for at least 30 days after last dose.
- Male fertility may be compromised.
- Avoid use during pregnancy.
- Breastfeeding should be discontinued.
- No overall difference in effectiveness and safety observed in patients ≥ 65 years of age compared to younger patients. In the combination study (MURANO), patients ≥ 65 years of age experienced higher incidences of diarrhea, peripheral oedema, dizziness, blood creatinine increased, constipation, pyrexia and fall than those <65 years of age.
- Patients with hepatic impairment should be monitored more closely for signs of toxicity.
 - Severe hepatic impairment: A 50% reduction in VENCLEXTA dose is recommended throughout the initiation, ramp-up phase and steady state once daily dose.

- Monitoring and laboratory tests: tumour burden assessment; blood chemistry monitoring; signs of infection; complete blood counts; baseline renal function and hepatic status; bleeding events. Treatment should be interrupted as appropriate.

For more information:

Please consult the Product Monograph at abbvie.ca/content/dam/abbvie-dotcom/ca/en/documents/products/VENCLEXTA_PM_EN.pdf for important information relating to adverse reactions, drug interactions and dosing information which have not been discussed in this piece. The Product Monograph is also available by calling 1-888-704-8271 or 514-906-9771.

Please refer to the study parameters^{1§} and reference list at: meddocs.ca/CA-VENC-210030.html

* V: VENCLEXTA.

† The median follow-up at the time of analysis was 28 months (range: 0 to 36 months).

¶ The median follow-up at the time of primary analysis was 24.8 months (range: 0.3 to 37.4 months) in the VENCLEXTA + rituximab arm and 22.1 months (range: 0 to 33.8 months) in the bendamustine + rituximab arm (data cut-off date May 8, 2017).

CLL: chronic lymphocytic leukemia; PFS: progression-free survival; HR: hazard ratio; CI: confidence interval; IRC: independent review committee; ITT: intention-to-treat; G-CSF: granulocyte-colony stimulating factor; CrCl: creatinine clearance.

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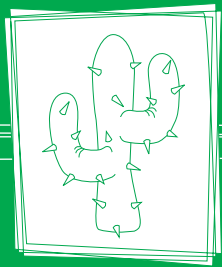
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