

CTA Advisor Channel

Enhance a resource center within CTA providing robust site channel with focus on original, peer-to-peer, key opinion leader (KOL) video conversations

The screenshot displays the Cancer Therapy Advisor website interface. At the top, a navigation bar includes links for various cancer types: BREAST, CML, GI, GYN, LUNG, MULTIPLE MYELOMA, PROSTATE, RCC, SKIN, and MORE. Below this, a secondary navigation bar lists categories: HEADLINES, REGIMENS, DRUGS, CONFERENCES, CLINICAL RESOURCES, TOOLS, SLIDESHOWS, CME, and JOBS. A prominent banner for 'NEW KISQALI® IS HERE ribociclib' is featured, accompanied by a 'LEARN MORE' link and a 'LOG OUT | MY ACCOUNT' button. The main content area is titled 'BREAST CANCER ADVISOR' and includes a 'SECTION EDITOR' profile for Joyce O'Shaughnessy, MD. The 'FEATURED CONTENT' section highlights a video titled 'Bayesian Adaptive Randomization: A Q&A With Brian M. Alexander MD, PhD', which discusses a novel randomization method. Below this, a 'VIDEO SERIES' section shows four video thumbnails with titles: 'Biologic Role of HER2', 'Strategies in Management', 'Lapatinib-based Regimen', and 'Overcoming Trastuzumab'. The 'BREAST CANCER NEWS' section features an article titled 'Everolimus, Exemestane Safety Profile Same With Prior Chemo in Breast Cancer' dated April 24, 2017. On the right side, a 'REGIMEN AND DRUG LISTINGS' sidebar provides a comprehensive list of cancer types from BONE CANCER to UROLOGIC CANCERS, each with a link to full listings. At the bottom right, a 'CANCER THERAPY ADVISOR ARTICLES' section lists popular, emailed, and recent articles, including 'In Focus: Atezolizumab for Non-small Cell Lung Cancer' and 'Q&A With Tanya Wildes, MD: Managing Multiple Myeloma in Older Patients'.

CTA Advisor Channel Content

- Peer-to-peer, KOL video interview/conversation
- Expert *Perspectives* and clinical *Viewpoints*
- News articles on type of cancer
- Feature articles on type of cancer
- Cancer concise treatment regimen charts and drug monographs

A screenshot of a video player interface. At the top, the title '2016 SABCS: Clinical Insights for Breast Cancer Treatment' is displayed in a large, bold, black font. Below the title, 'CHAPTER 1' is written in a smaller, blue, all-caps font. The main content area shows a woman with dark hair, wearing a dark blazer, speaking. A black semi-transparent box at the bottom of the video frame contains white text identifying her as 'Ruth M. O'Regan, MD' and her title 'Division Head, Hematology/Oncology, University of Wisconsin Carbone Cancer Center, Madison, WI'. Below the video frame, a video player control bar is visible, showing a progress bar at 00:13, a play/pause button, and a timestamp of 01:36.

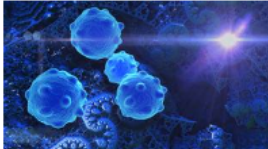
[illegible]

Leah Lawrence
February 21, 2017

Q&A With Chris Bakal, PhD: Big Data and Cancer Cell-shape Research

Share this content: [!\[\]\(0d8db9433f46ad8f6b872612f143354f_img.jpg\)](#) [!\[\]\(52f6c00d31cbb33a42da3f96d8d42f05_img.jpg\)](#) [!\[\]\(f400f087ba57ee2474ed57cf49b5ca19_img.jpg\)](#) [!\[\]\(2fec083a2451e2c253b25d22c984fd4d_img.jpg\)](#) [!\[\]\(4854494c45797fadf3e52dee19ed8ef2_img.jpg\)](#) [!\[\]\(bffe95c96afded4dc7544e71a668fb66_img.jpg\)](#)

*Chris Bakal, PhD, leads the Dynamical Cell Systems team at the Institute of Cancer Research in London, England. He and his team recently created a "map" linking the shape of breast cancer cells to how genes turn on and off, and matched it to real disease outcomes, which could help clinicians select treatments. Details of this research were published recently in *Genome Research*.¹*



Cancer Therapy Advisor interviewed Dr Bakal about this new approach to analyzing cell shape and its potential to affect breast cancer treatment.

In this question-and-answer session, Cancer Therapy Advisor asked Dr Bakal about this new approach to analyzing cell shape, its potential to affect treatment for breast cancer, and the future directions of using big data to enrich cancer research.

Value and Investment

Cost-effective, targeted, strategic message placement with multiple touch-points to key targets

25% SOV Sponsorship Includes:

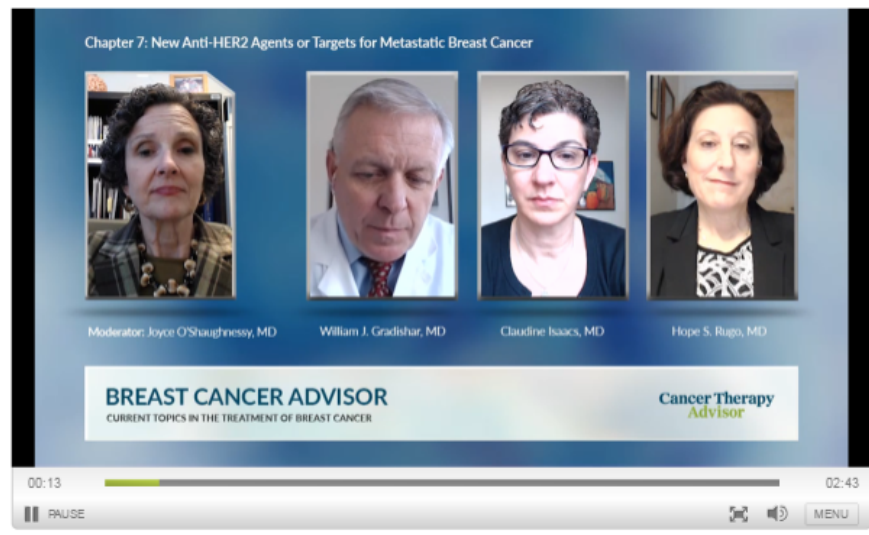
- Video interviews with KOLs
- News, feature articles, concise treatment regimen charts, MPR drug monographs, expert perspectives, and more
- Ad placement in annual print supplement polybagged with an issue of CTA and ad placement in digital edition of print supplement (Supplement runs with March/April Issue of CTA)
- 100% SOV of Advisor Newsletter each quarter

KOL Video Examples

New Anti-HER2 Agents or Targets for Metastatic Breast Cancer

CHAPTER 7

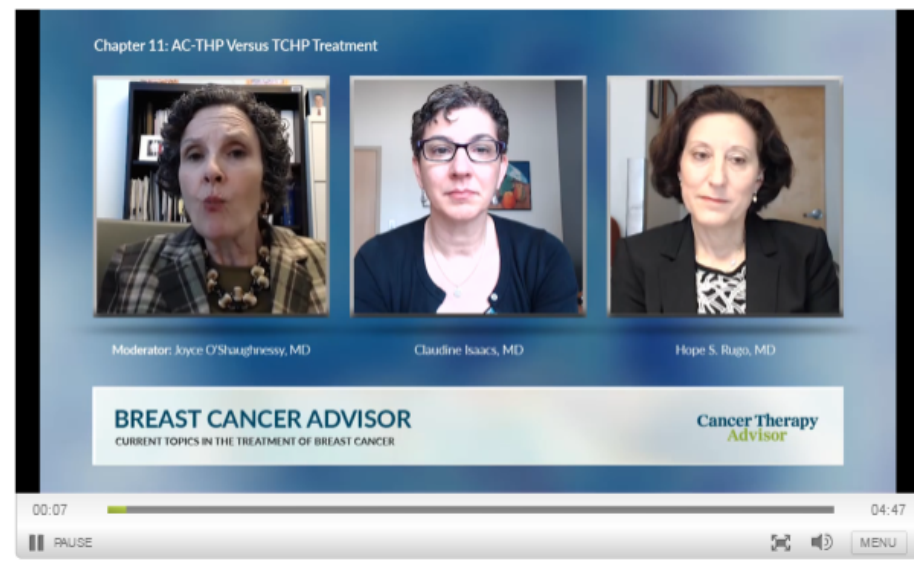
Joyce O'Shaughnessy, MD, and William J. Gradishar, MD, review upcoming research regarding anti-HER2 agents for patients with metastatic breast cancer.



AC-THP Versus TCHP Treatment

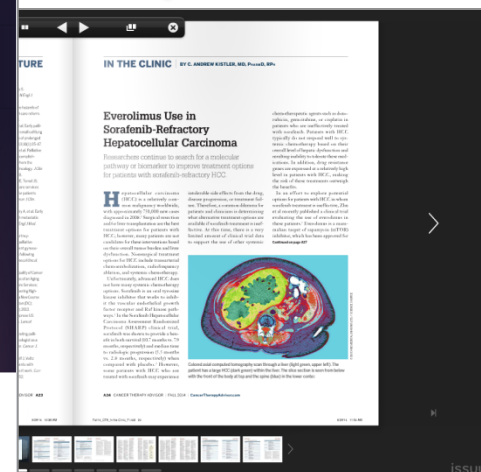
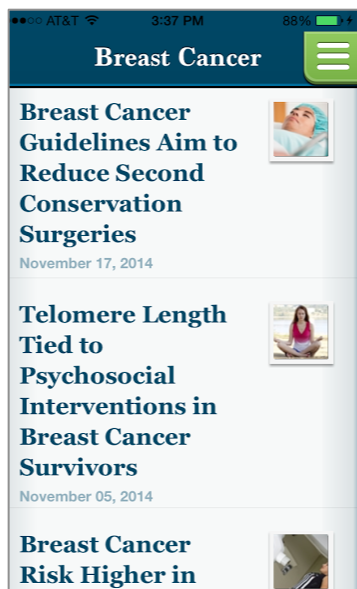
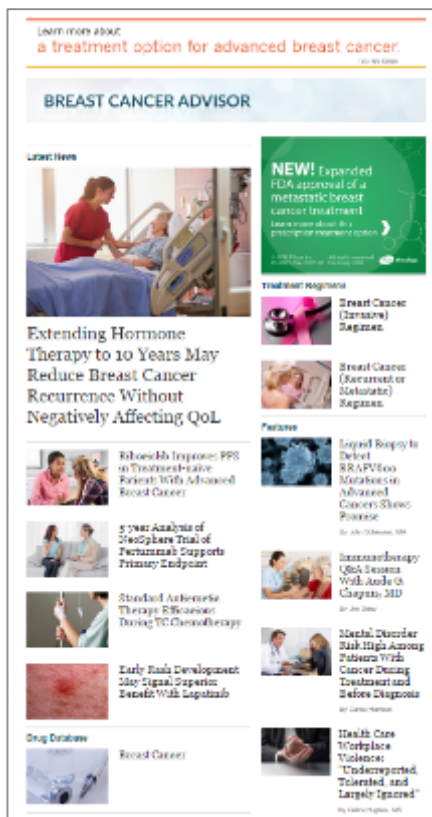
CHAPTER 11

Joyce O'Shaughnessy, MD, Claudine Isaacs, MD, and Hope S. Rugo, MD, discuss the use of AC-THP compared with TCHP in women with breast cancer.



Content Dissemination

Multiple touch-points with key target audiences:
Web, Email, Mobile, Print, Digital Edition



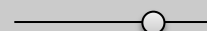
Past Program Metrics

Breast Cancer Advisor Channel

Unique visitors	37,849
Page views for Breast Cancer section	63,745
Time Spent (over 1 minute and up to 5 hours)	70% of Page Views

Breast Cancer KOL Chapter Videos:

73% of unique visitors stayed on a video for at least 1 minute and up to 1 hour



Impression goal per month for Client A (25% SOV)

6,500 impressions/month

Impression Actuals

Goal reached and exceeded every month

