01

PRESCRIBING ALERT™ OVERVIEW

The Prescribing Alert is an integrated, multi-channel solution that alerts healthcare professionals about new clinical information

Ideal for:

- New Drug Approval
- New Indication

Common information/data highlights include

- Mechanism of Action
- Efficacy Data

- New Clinical Trial Data
- New Study Data
- Safety Data
- Key Clinical Trial
- Outcomes

02

RECRUITMENT

CTA will develop a multi-channel marketing campaign to drive engagement with the Prescribing Alert

Email

Web Banners

Mobile Banners

Print

Native Ads

Social Channels

03

REPORTING

CTA will provide customized reporting for the Prescribing Alert program, including HCP level data from known channels

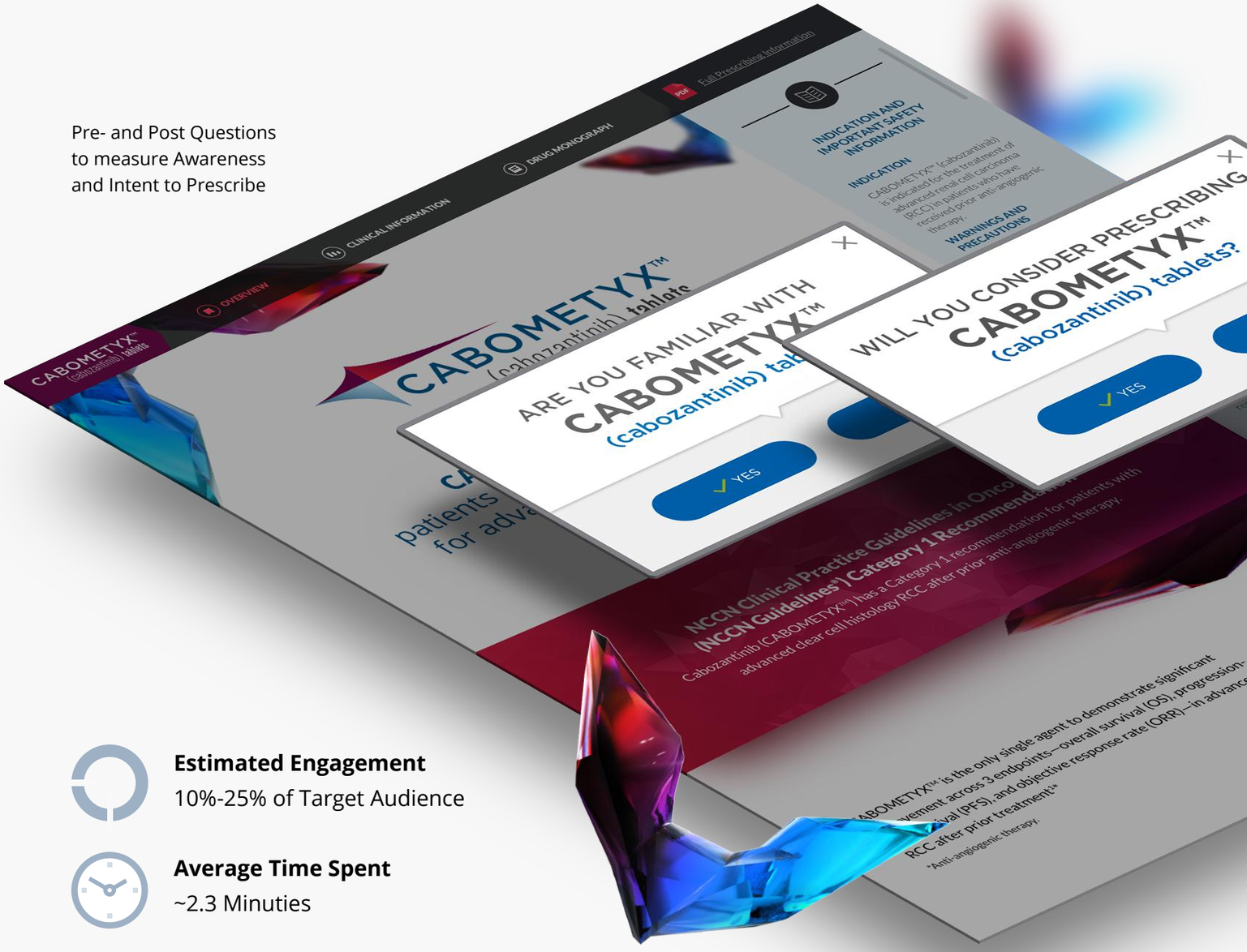
Standard Metrics Includes

- Total Views – Aggregate & Unique
- Time Spent with Information
- Polling Questions
- Awareness of Product
- Intent to Prescribe

HCP Level Data Includes

- Individualized Polling Questions
- Attitudes & Insights
- Scrolling Depth
- Time Spent with Brand Message
- Heat Maps

Pre- and Post Questions
to measure Awareness
and Intent to Prescribe

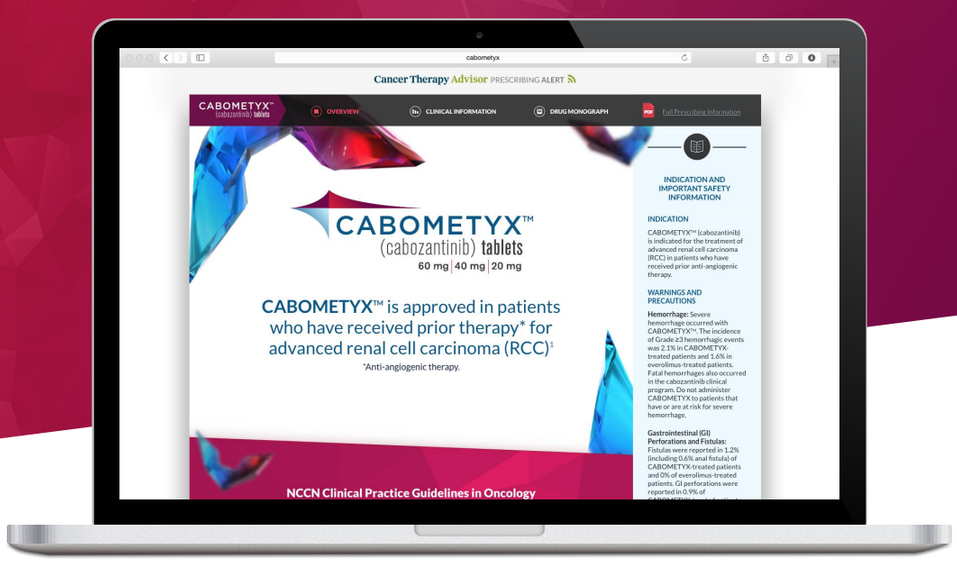


Estimated Engagement
10%-25% of Target Audience

Average Time Spent
~2.3 Minuties

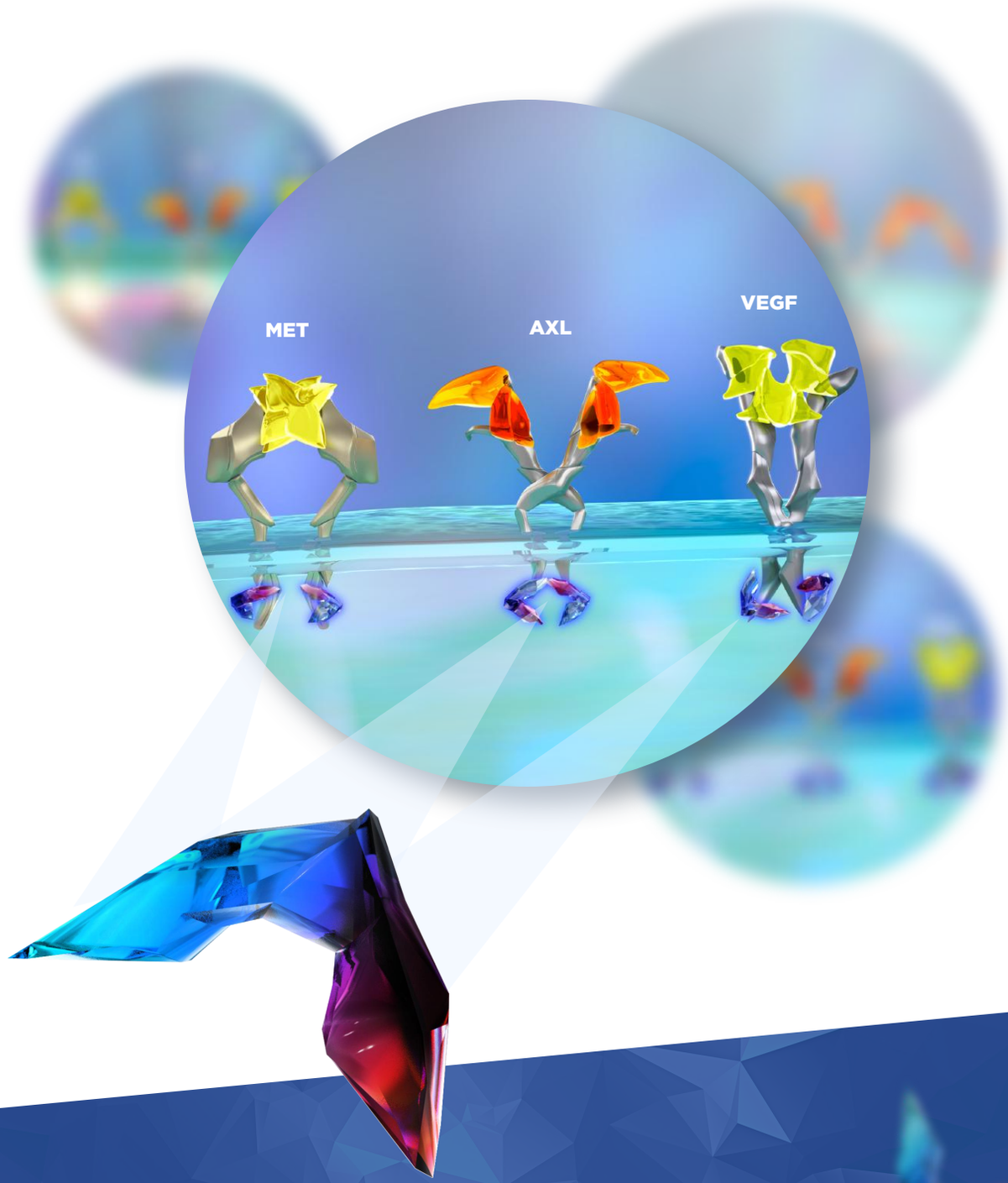
CABOMETYX

DESKTOP DESIGN



ANIMATED CONTENT

Animation lets user understand how the hero molecule works and why it is so important

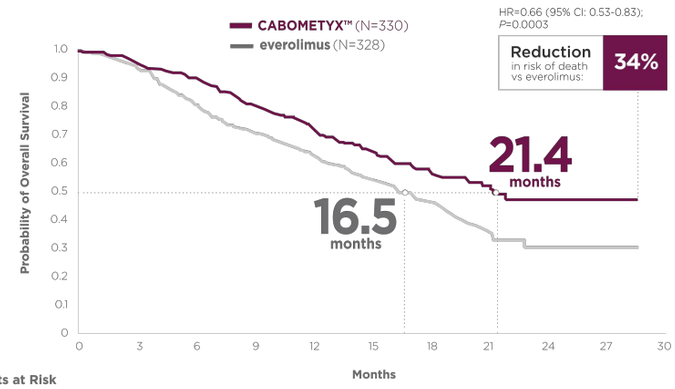


GRAPHS & TABLES

Graphs and tables are the important part of medical website content, that's why they are designed to be clear and easy-to-read

CABOMETYX™ demonstrated significant improvement in median OS (21.4 months) vs everolimus (16.5 months)[1]

SECONDARY ENDPOINT: MEDIAN OVERALL SURVIVAL[1§]



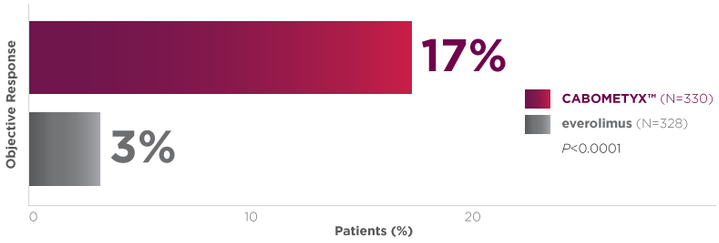
Patients at Risk

CABOMETYX™	330	318	296	264	239	178	105	41	6	3	0
everolimus	328	307	262	229	202	141	82	32	8	1	0

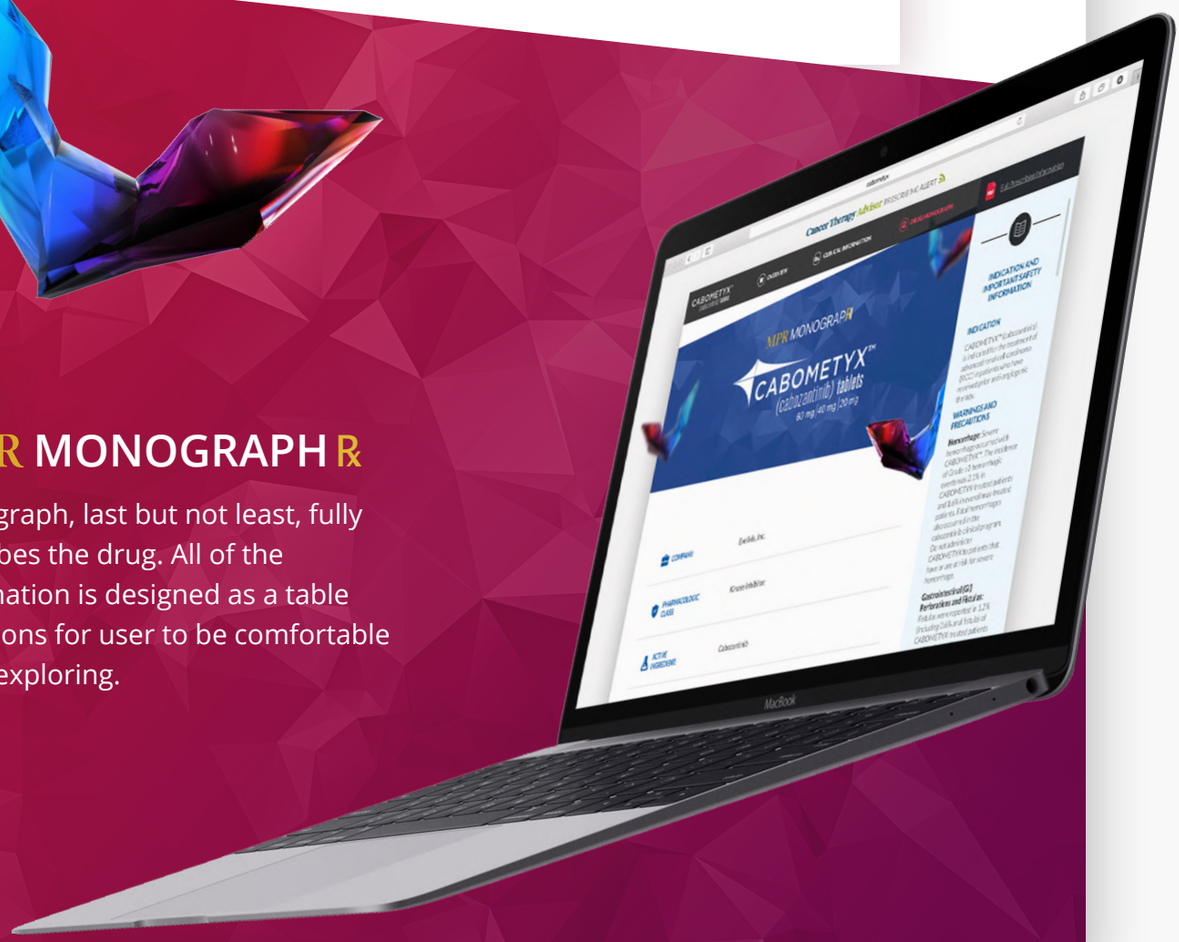
§Intent-to-treat population.

CABOMETYX™ significantly improved ORR (17%) vs everolimus (3%)[1]

SECONDARY ENDPOINT: OBJECTIVE RESPONSE RATE[1‖¶]



‖Partial responses only.
¶Confirmed by Independent Radiology Review Committee (IRRC).

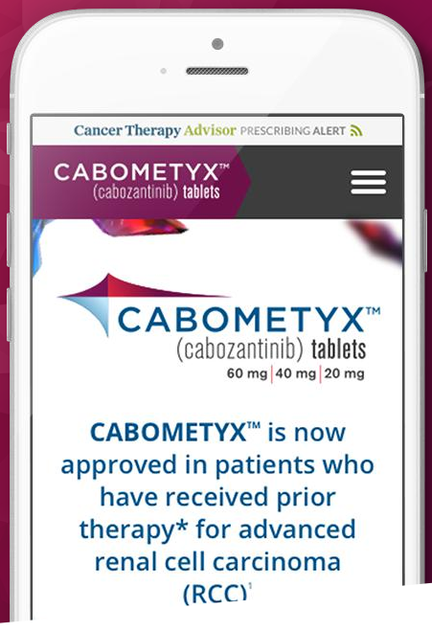


MPR MONOGRAPH ℞

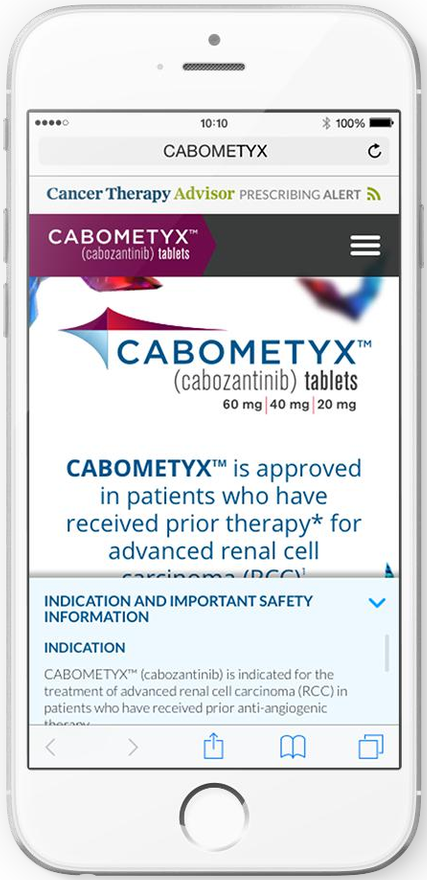
Monograph, last but not least, fully describes the drug. All of the information is designed as a table with icons for user to be comfortable while exploring.

CABOMETYX

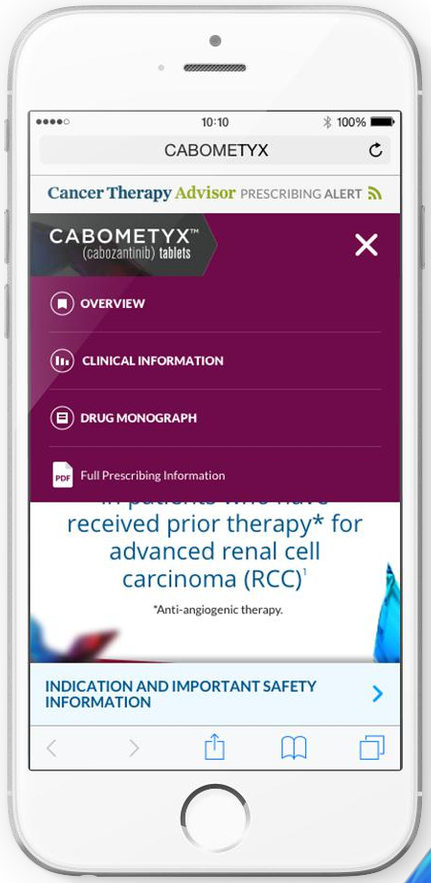
MOBILE DESIGN



IMPORTANT SAFETY INFORMATION



SIDE MENU



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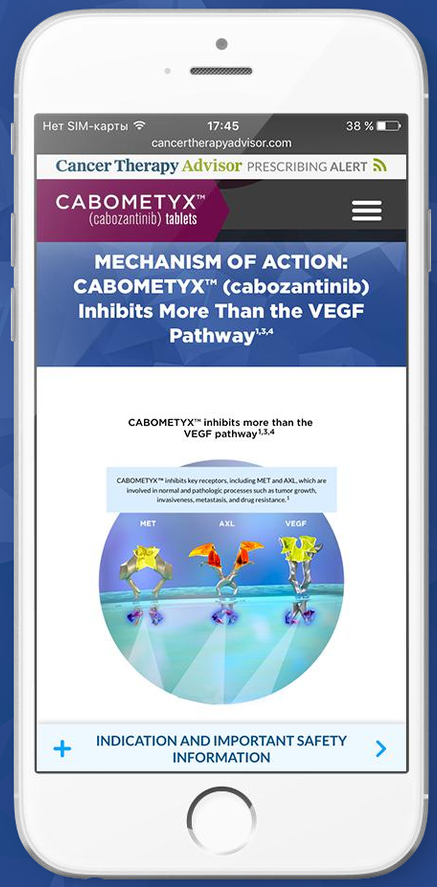

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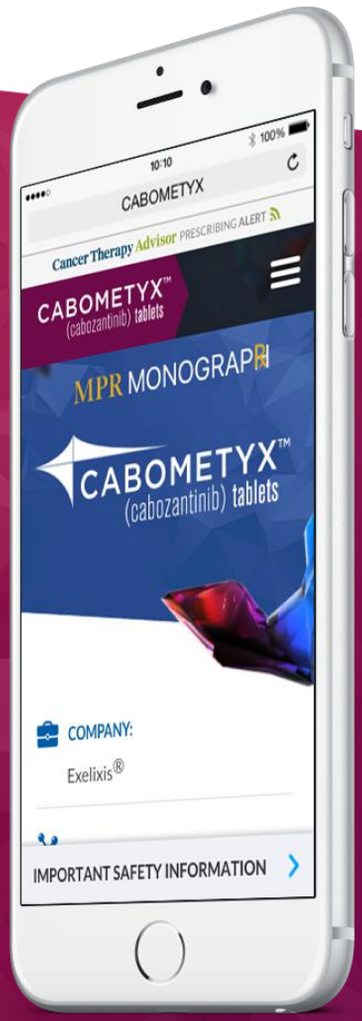

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