

An Integrated Digital Strategy: Multi-Channel Healthcare Professional Education Campaign for Dendreon

Date: July 2013



BUSINESS GOAL:

Increase awareness about PROVENGE® (sipuleucel-T) for metastatic, castrate-resistant prostate cancer as an important treatment option which utilizes the patient's own immune system and extends survival.

OBJECTIVE:

Communicate the clinical value and efficacy of PROVENGE to healthcare professionals, including oncologists, hematologists, and urologists.

SOLUTION:

Our cross-disciplinary team, comprised of animators, visual designers, motion graphics artists, brand strategists, medical writers, and technology experts, took a highly collaborative approach from the initial concept phase of the campaign through final execution. This collaboration yielded a range of tactics that was cohesive in look and feel, and seamlessly integrated into a powerful campaign.

A thorough assessment and analysis of the competitive landscape was performed to ensure a distinctive, unique, and differentiated campaign that would stand out in the crowded oncology marketplace. Mission accomplished!

THREE-MINUTE 3D MECHANISM OF ACTION (MOA) ANIMATION:

Award-winning animation highlights the unique mechanism of action and efficacy of PROVENGE. It is highly cinematic, scientifically realistic, and clinically sophisticated in tonality. It also incorporates a unique black-and-white visual aesthetic to tell the story in a compelling and differentiated way and to increase the overall visual impact of the piece. Given the intrinsic seriousness of prostate cancer, the creative execution is intended to create an atmosphere that is concurrently somber and hopeful, easily understandable, and engaging.

Delivery channels: Web, medical conferences (AUA, ASCO), iPad, USB drive.





FIFTEEN-MINUTE KOL ENHANCED VIDEO:

Features three recognized oncologists engaged in a highly dynamic cross-talk dialogue to tell an end-to-end story about PROVENGE. By design, the environment for each KOL is distinct, creating a high-tech satellite broadcast viewing experience for the audience. The campaign uses a clean and simple color palette across all pieces, including the animation, elegantly describing the mechanism of action of PROVENGE and seamlessly integrated into the video program.

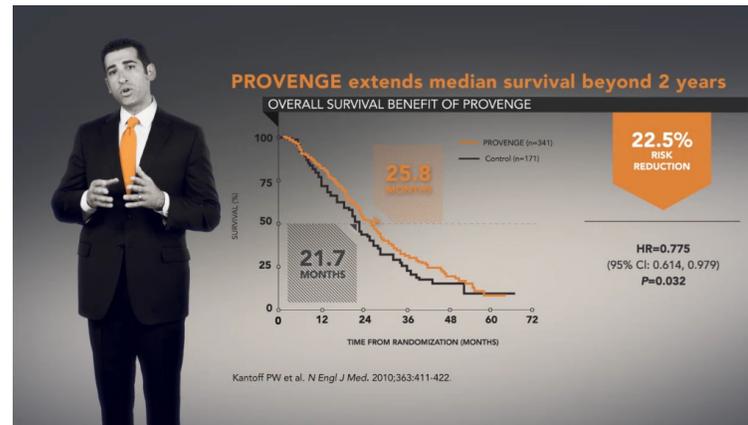
Delivery channels: Web, iPad and USB drive.



KOL VIDEO VIGNETTES:

Six short video vignettes, each addressing specific objections and/or frequently asked questions related to PROVENGE. Each vignette is one to two minutes in length and features the same thought leaders from the full KOL video program, delivering content specific to their areas of expertise. The look and feel is consistent across the vignettes and KOL video program from a branding perspective.

Delivery channels: Web and iPad (field use).



PROVENGE patient selection is straightforward

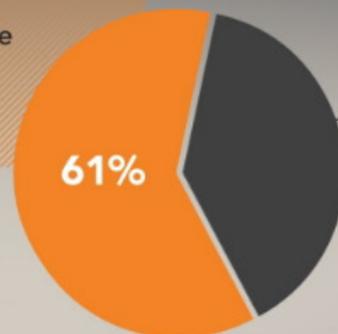
BONE PAIN AT THE TIME OF DOCUMENTED METASTASIS IN A RECENT ONCOLOGY CHART AUDIT*

61%

PROVENGE-eligible patients

No cancer-related pain

Cancer-related pain that does not require narcotic analgesics



39%

of patients have pain that requires narcotic analgesics

*Based on a chart audit of 1,167 charts from treating oncologists.
Data on file. Dendreon Corporation.

KOL VIDEO VIGNETTES :



1.5%

Only **1.5%** of patients discontinued PROVENGE due to adverse events



EDUCATING PATIENTS ABOUT
PROVENGE

Personalized immunotherapy

Help patients live longer

More patients treated with PROVENGE were alive at Year 3

Most side effects were generally mild to moderate and lasted only 1 to 2 days



Dendreon
on call
PROVENGEreimbursement.com

Individualized treatment schedules

Reminder calls to patients

INTERACTIVE VIDEO PLAYER DVD:

Custom video player environment combines all of the PROVENGE videos (KOL enhanced video and vignettes) as well as a "Meet the Experts" section to learn more about the presenters. The video player features a user-friendly, intuitive menu interface and includes survey questions and tracking functionality to quantify utilization and viewing.



PROVENGE
(sipuleucel-T)

Indication and Important
Safety Information

Prescribing
Information



A DISCUSSION WITH LEADING EXPERTS

Integrating PROVENGE Into the Treatment of Advanced Prostate Cancer



Insights from
Dr. William R. Berry



Hosted by
Dr. Nicholas Vogelzang



Insights from
Dr. Chadi Nabhan

A Discussion on
PROVENGE for Advanced
Prostate Cancer

OR

Key Topics

KOL VIDEO PROGRAM WEB PORTAL (PRVGHCP.COM):

The portal utilizes Web optimization of the interactive video player DVD to serve as a landing page for non-personal promotional tactics.

Delivery channels: Web, USB drive, direct mail, and polybagged with relevant medical journals.

TEASER TRAILER VIDEOS:

Short promotional marketing videos designed to generate interest and drive attendees to the Dendreon booth at various congress meetings. The looping videos include insightful, thought-provoking questions to encourage conference participants to learn more. These also maintain the campaign branding.

AUGMENTED REALITY BOOTH PROGRAM:

Powered by Kinect™ Technology, a dynamic and engaging interactive MOA program was developed in close collaboration with an agency partner to update the messaging and visual assets, which successfully generated interest and drove attendees to the Dendreon booth.

RESULTS:

This program is an excellent example of a successful multi-channel healthcare professional education campaign that effectively integrates multiple tactics.

METRICS:

The MOA video won a Silver Telly Award.

Dendreon is expected to launch the KOL Video Web program by August 2013. Initial results are expected in September.