

Disease Education Interactive Sales Aid Application for a Top-Five Pharmaceutical Company

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CHALLENGE:

Viscira was challenged to develop an innovative selling tool that the client’s field sales force could use to educate oncology HCPs about the histological characteristics of an aggressive type of breast cancer and the HER2 biomarker. The client wanted the app to address a common knowledge gap in the interpretation of diagnostic findings and to allow the sales force to “bring to life” key educational and marketing messages in a highly visual and convincing way.

SOLUTION:

Through a complete discovery effort, Viscira assessed relevant medical and educational messages, reviewed existing print materials, and consulted with key stakeholders and subject matter experts to conceptualize the interactive tool. The end result was an innovative mobile app for the Apple iPad that offers the following key features and benefits:

- Sophisticated interaction and creative design, integrating a stunning 3D representation of a breast cancer tumor that can be manipulated by the user in various ways
- Unique graphical overlays that enable the user to view the portions of the tumor that are HER2-positive, reinforcing the importance of this breast cancer biomarker
- Simulated diagnostic testing features that allow the user to view cross-sections and biopsies of the tumor and to see actual relevant testing results for the selected samples, such as IHC and FISH

- Rich graphics, animated visual effects, and on-screen text that communicate key educational messages in a memorable way
- Intuitive, flexible, and responsive navigation with unique scene transitions
- An approachable and engaging interface that allows the app to be easily shared with HCPs

The disease education iPad tool was initially deployed at the client's national sales meeting in January 2012. It is currently being used by the field sales force as their primary detailing tool for oncology HCPs.

RESULTS:

The tool has been very positively received by the client's field sales force and target oncology HCPs. It has been featured internally within the organization to highlight the capabilities of the iPad and Viscira's highly effective and collaborative development process.

Below are representative samples of the qualitative feedback Viscira has received from the client:

"This program is by far the best app deployed to date! It has established a best practice standard for app development at our company and has set us apart from our competitors."

"The touch-screen navigation made it really easy to move around in the program and present the content to the HCPs in a dynamic way."

"The cool graphics and animation allowed me to engage the doctors more easily and their attention for longer periods. I feel like the tool has helped to increase my meeting times and make them more substantive."

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