



# ATTENTION WITH DIMENSION

Capabilities and Sample Work

# WHO WE ARE

We bring our expertise and passion for marketing communications to our clients with an entrepreneurial spirit. As a virtual agency, we are best positioned to bring a customized team of professionals, deeply steeped in healthcare to each and every project in an affordable, efficient and nimble manner.

- Tightly-knit team of talented, creative professionals with 15+ years working together
- Specialize in corporate and product branding—bringing a fresh approach to marketing
- Agency quality without the agency overhead
- Dedicated to creating personalized teams to bring the right mix of experts to every program
- Relationship-building that sets us apart from other agencies
- Strategic, positive, responsive and flexible

# CAPABILITIES

## Branding/Advertising

- Marketing Plans
- Brand Positioning & Messaging
- Logo Development
- Clinical Trial Branding, HCP and Patient Collateral
- Stationery/Business Cards
- Infographics/Illustration
- Print, Online/Outdoor Advertising
- Media Planning & Buying

## Interactive/Digital

- Digital Strategy
- Website Design/Implementation
- Animation/Multimedia
- Clinical Trial Patient Recruitment, Search Engine Marketing (SEM)
- Video Production
- Webinars
- Social Media Strategy/Implementation
- SEO/PPC Campaigns
- Web Tracking/Data Analysis/Reporting

## Other

- Annual Reports
- Convention Exhibits/Activities
- PPT Template/Refinement
- Photography
- Medical Illustration
- Internal Campaigns/Employee Communications
- Community Programs/Events
- Packaging



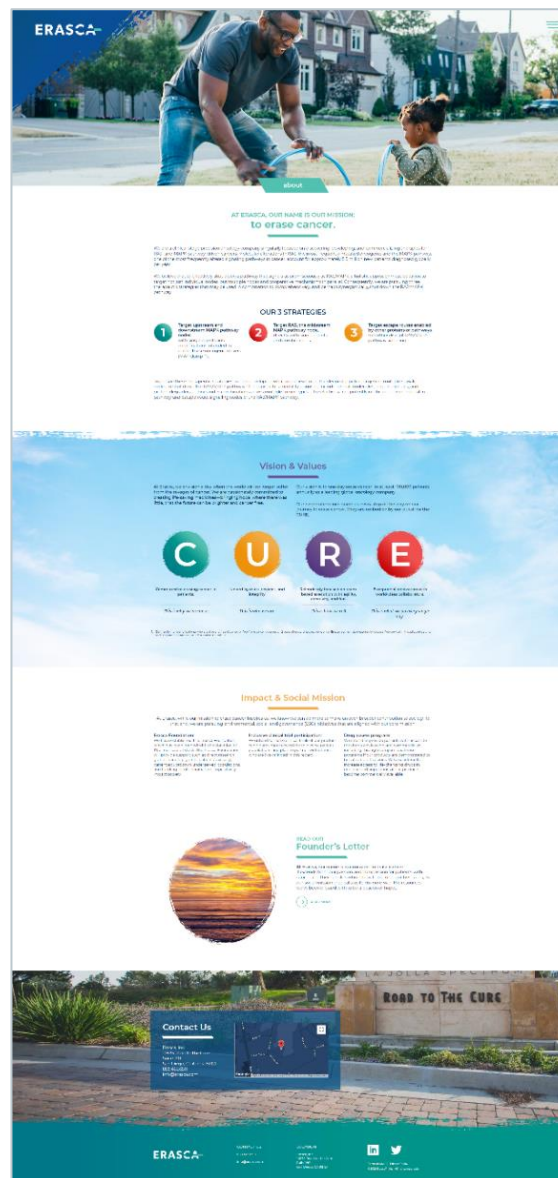
# SAMPLE WORK – CORPORATE BRANDING



# CORPORATE BRANDING

## ERASCA

<https://www.erasca.com/>

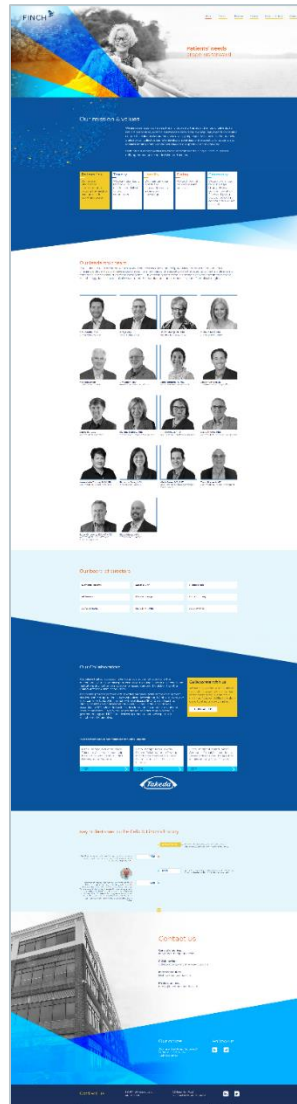
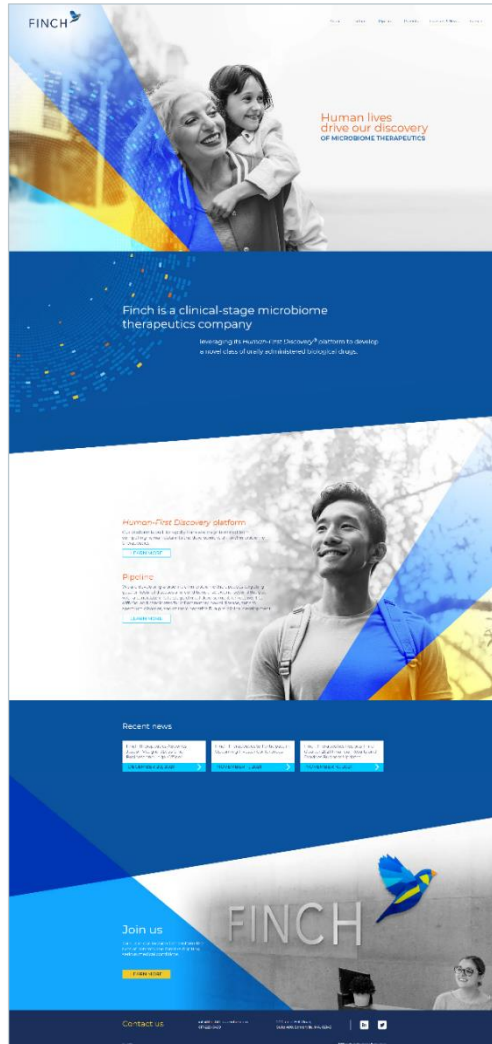


PPT Template

# CORPORATE BRANDING

## Finch Therapeutics

<https://www.finchtherapeutics.com/>



PPT Template



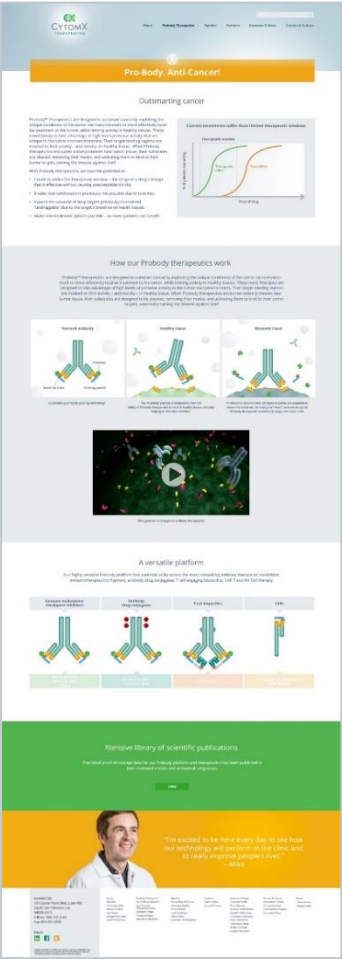
Corporate Booth



# CORPORATE BRANDING

## CytomX Therapeutics

<https://cytomx.com>



Culture Deck





**WHY JOIN CYTOMX?**

Knowing you will make a difference.

Everyone at CytomX makes a difference by simply pledging themselves to our Vision, Mission, and Values. In return, we pledge to keep improving how we share knowledge, develop our employees and serve patients.

# Dyne Therapeutics


Dyne




The muscle to *keep life moving™*

[Visit us now](#)

### Trailblazing the development of muscle-targeted therapies—*to stop or reverse disease progression*


Dyne Therapeutics is leading a leading muscle disease company focused on advancing innovative life-transforming therapeutics for people living with genetically driven diseases.



#### Our pioneering approach

Utilizing our proprietary DYS-1 gene therapy to overcome the genetic dysfunction of muscle, this is a catalyst to advance modern regenerative therapeutics.


[Learn more](#)



#### Our pipeline

Developing a broad portfolio of therapies for muscle diseases.

[Learn more](#)



### Culture and careers

Our commitment to people living with serious muscle diseases is our greatest strength.

[Learn more](#)

### Latest News

December 03, 2022


Dyne Therapeutics Announces Submission of IND Application to Initiate Clinical Trial of DYS-1 for Duchenne Muscular Dystrophy

[Read more](#)

November 04, 2022




Dyne Therapeutics Reports Third Quarter 2022 Financial Results and Business Highlights

[Read more](#)


Dyne

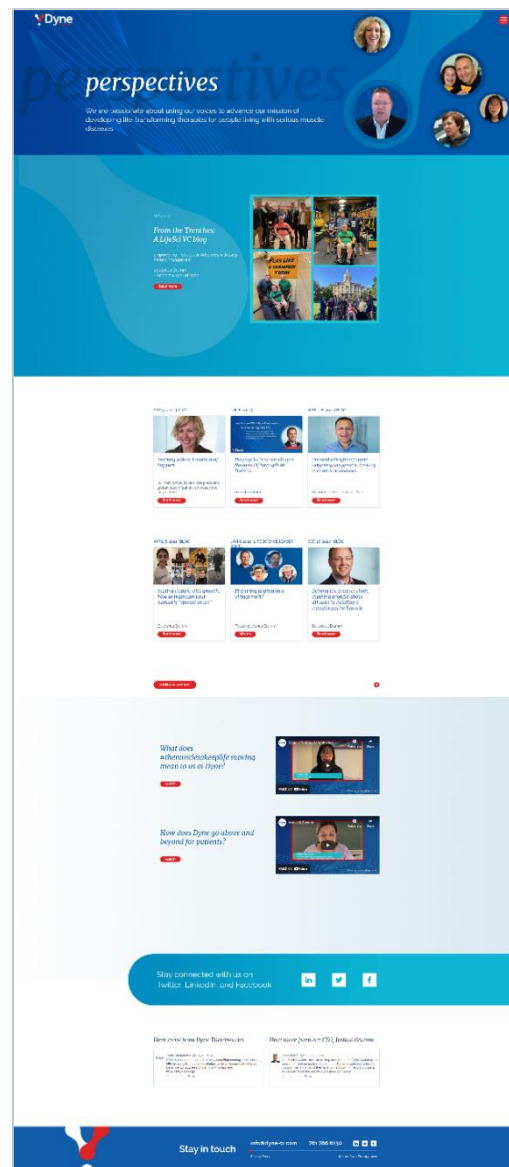
Stay in touch

[info@dyne-t.com](mailto:info@dyne-t.com)
781.788.8130

Privacy Policy

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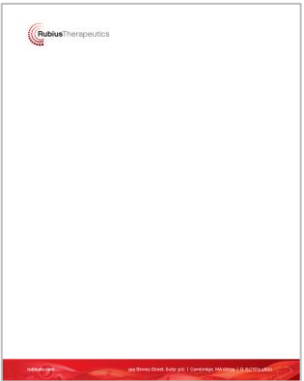
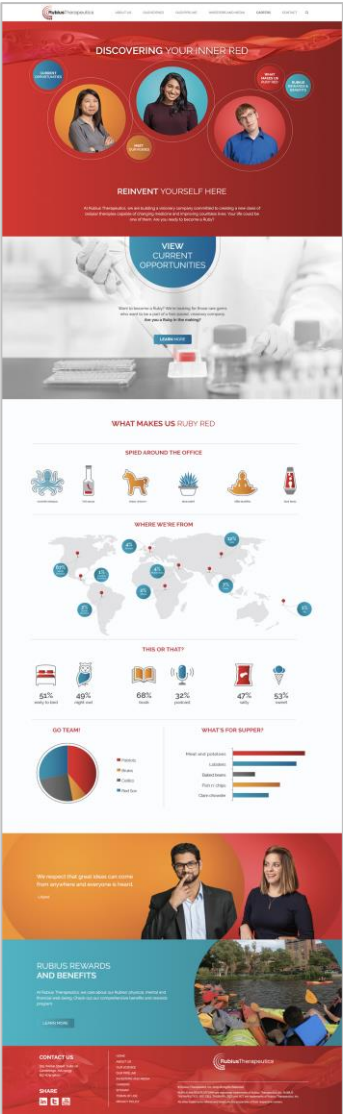
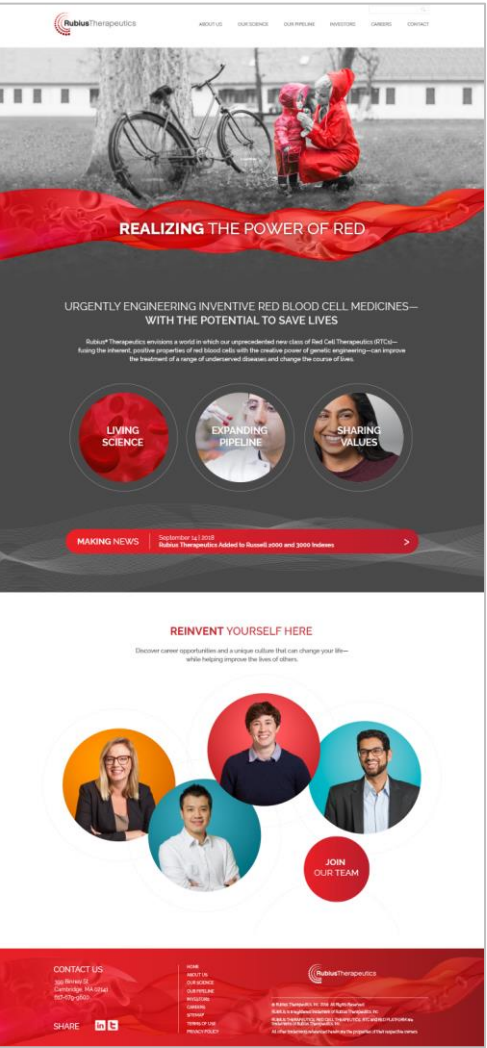
## Patient PPT Template



# CORPORATE BRANDING

## Rubius Therapeutics

<https://www.rubiustx.com>



Stationery

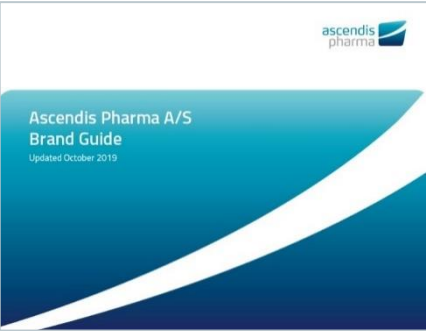


PPT Template

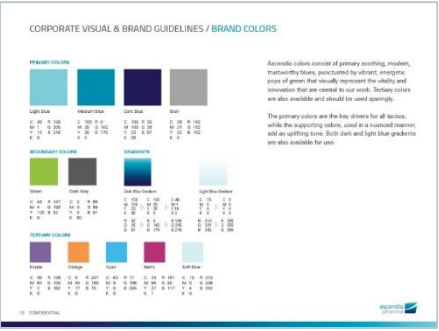
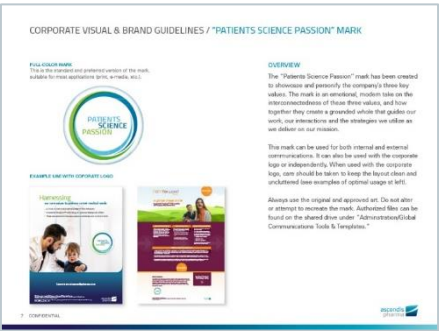


Fact Sheet

# CORPORATE BRAND GUIDES



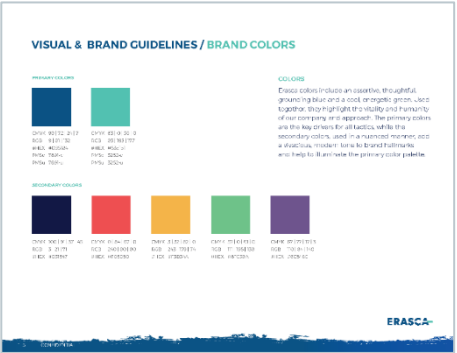
Ascendis Brand Guide



Rubius Brand Guide



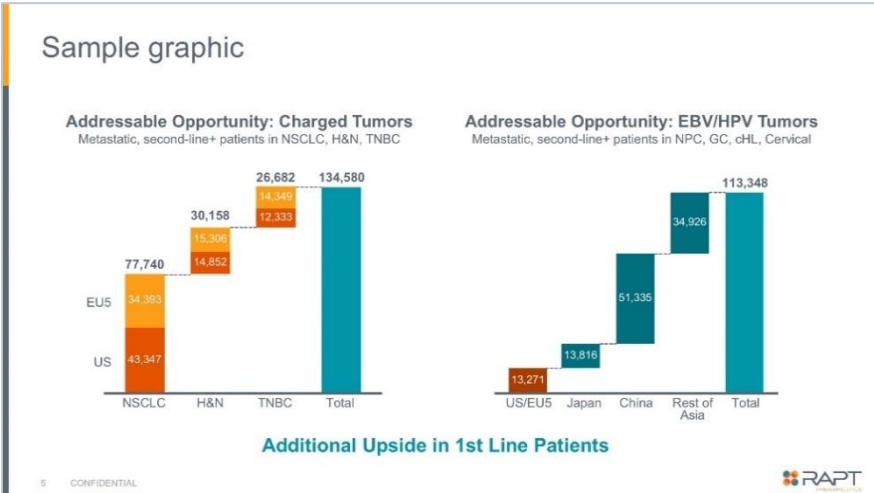
Erasca Brand Guide



# CORPORATE PPT



RAPT



Day One





# CORPORATE PPT



Zailab



Escape Bio

Example: Graphic Use

- ✓ **Diverse pipeline** of novel therapies that precisely target genetic forms of neurodegeneration, overcoming non-selective liabilities
- ✓ **Targeted therapies** for genetic populations have increased probability of success in otherwise difficult indications

KEYTRUDA   kalydeco   LOXO   ignyta   MYOKARDIA

- ✓ **Clinical stage program in NPC1**, with genetically differentiated LRRK2 program

ESCAPE BIO

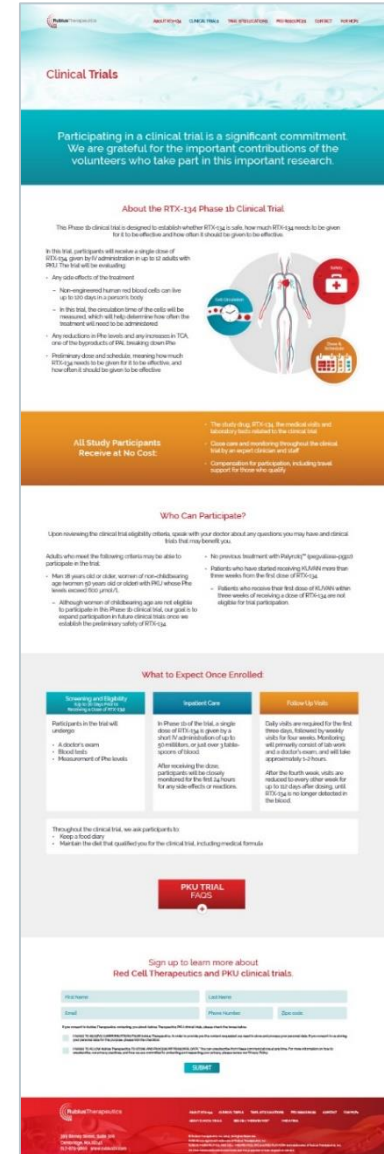
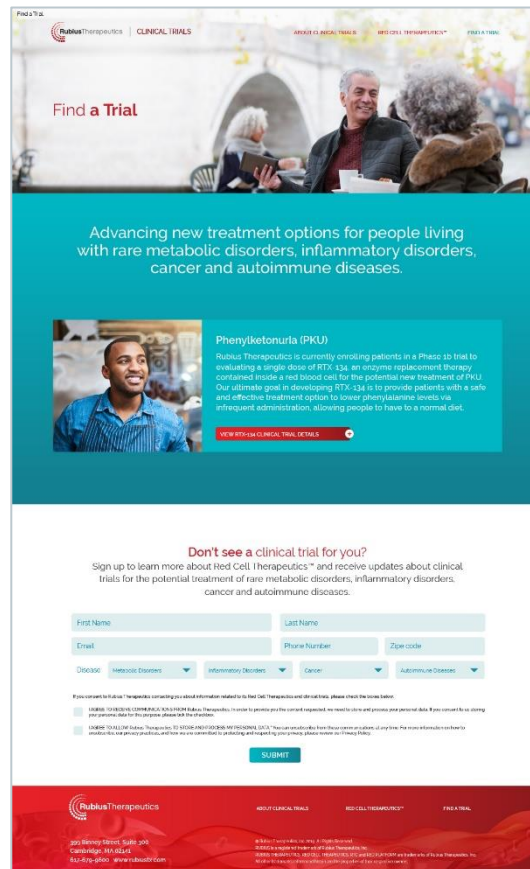
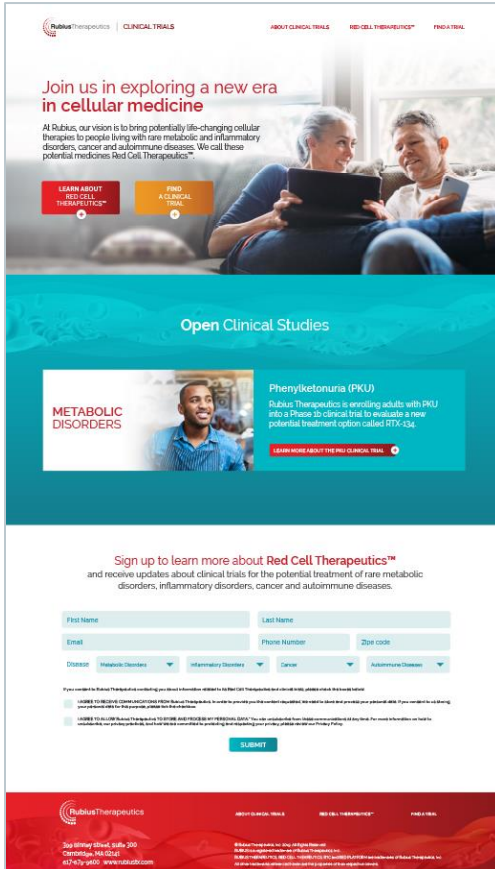
CONFIDENTIAL





# SAMPLE WORK – CLINICAL TRIAL BRANDING

# Rubius Therapeutics



## Clinical trials website

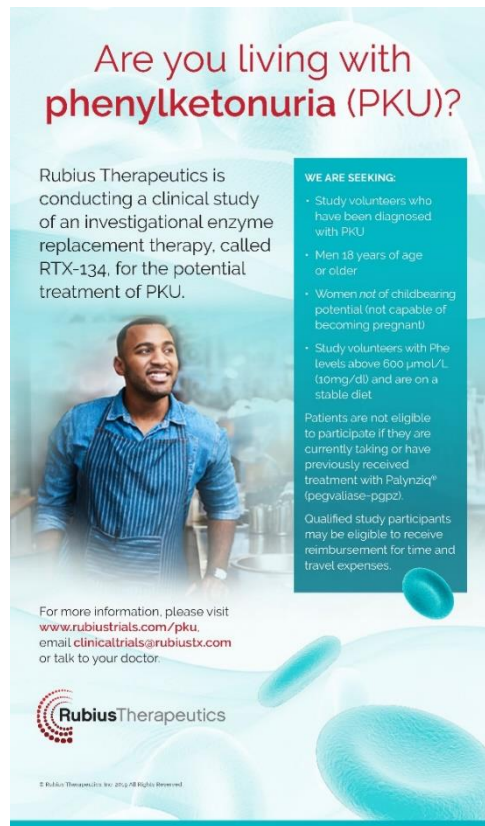


# CLINICAL TRIAL BRANDING

## Rubius Therapeutics



Clinical trial toolkit



Social media flyer



10 x 10 exhibit



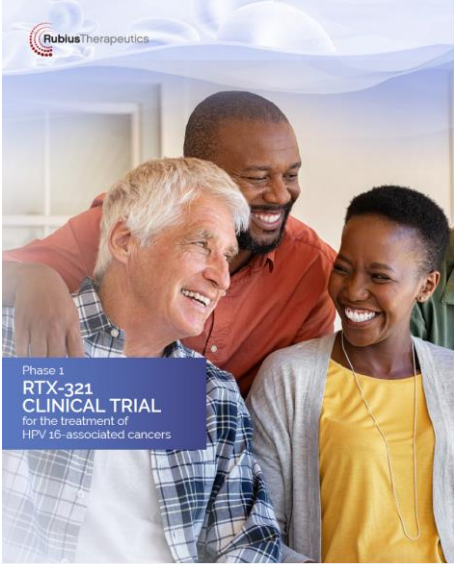
Employee T-Shirt



# CLINICAL TRIAL BRANDING

## Rubius Therapeutics - HPV

Clinical trial  
toolkit



### What Patients Can Expect When Enrolled

There are four periods in this trial:

- Pre-screening:** determine if you are HLA-A\*02:03 positive and HPV 16 positive
- Screening:** determine eligibility for the trial
- Treatment:** the time where a participant will be receiving the trial drug
- Follow-up:** trial doctors and/or staff will follow up with participants on an ongoing basis to check on health status and any long-term side effects

**1. PRE-SCREENING**

Participants will undergo at least 1-2 visits. Pre-screening visits may occur over multiple visits.

**Re-screening Informed Consent**

- HLA genotype testing to confirm HLA-A\*02:03 positive status
- HPV 16 testing to confirm positive status (applicable ONLY for patients with cervical cancer unless an FDA-approved test result is already documented and INSCC NOT for patients with anal cancer)

**2. SCREENING**

Participants will undergo 1-2 visits within 28 days of the first dose of RTX-321 to determine if they are eligible to participate in the clinical trial. The evaluation includes but is not limited to:

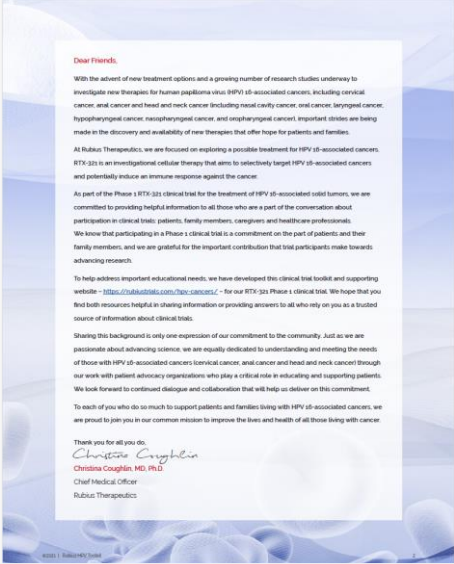
- Study informed consent
- A doctor's exam and blood tests
- An archived tumor sample will be collected (pretreatment)

**3. TREATMENT**

Each treatment cycle will span 21 days and include between 5-6 visits; treatment will continue until disease progression, unacceptable toxicity, or withdrawal of consent.

**Cycles 1 and 3**

	1	2	3	4	5	6	7
Week 1	X		X				
Week 2		X		X			
Week 3			X		X		



### Trial FAQ's

**GENERAL**

**1. How is RTX-321 designed to work?**

RTX-321 is an investigational cellular therapy that is engineered to selectively target HPV 16-associated cancers and potentially induce an immune response against the cancer, including cervical cancer, anal cancer and head and neck cancer including nasopharyngeal cancer, oral cancer, laryngeal cancer, hypopharyngeal cancer, nasopharyngeal cancer, and oropharyngeal cancer. Investigational means that it is not yet approved by the United States Food and Drug Administration (FDA).

**2. What is the purpose of this clinical trial?**

The purpose of the clinical trial is to find out whether the investigational cellular therapy, RTX-321, is tolerated by patients, how much RTX-321 needs to be given, how often it should be given.

**3. What type of cancers are included in the Phase 1 clinical trial?**

The Phase 1 clinical trial will include HPV 16-associated cancers; including cervical cancer, anal cancer and head and neck cancer including nasopharyngeal cancer, oral cancer, laryngeal cancer, hypopharyngeal cancer, nasopharyngeal cancer, and oropharyngeal cancer.

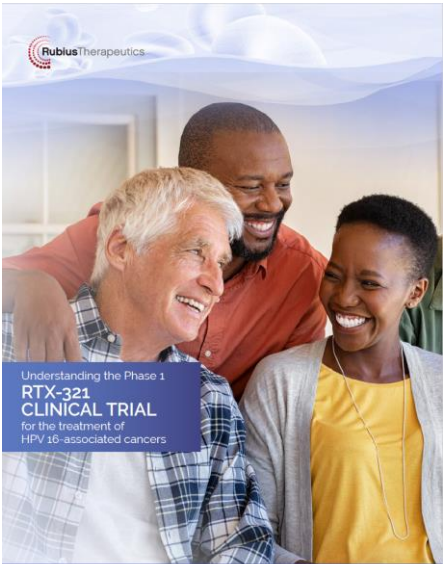
**4. How is RTX-321 given to patients?**

RTX-321 is given intravenously (IV), which means into a vein by a trained medical professional.

**5. What preparation is required before receiving RTX-321?**

Participants who join the trial will have a doctor's exam, HLA genotype testing to confirm HLA-A\*02:03 positive status, blood tests and additional lab work before receiving RTX-321. HPV 16 testing will be performed to confirm HPV 16-positive status (applicable for cervical cancer unless an FDA-approved test result is already on file and head and neck squamous cell carcinoma).

Handout



### Clinical Trial Overview

**1. SCREENING**

In the screening period, you will undergo 1-2 visits within 28 days of the first dose of RTX-321 administered to determine if you are eligible to participate in the clinical trial. Screening visits may occur over multiple visits. The eligibility evaluation will include assessments including but not limited to the following:

- Study informed consent
- Medical history review
- Complete physical exam
- Vital signs, height and weight
- Routine and research blood tests
- Blood type and antibody screen
- Pregnancy test for females of childbearing potential
- An archived tumor sample (pretreatment) will be collected
- Other tests to ensure participation eligibility

If you are not eligible for the study, other therapies for your cancer will be discussed.

**2. TREATMENT**

If you are eligible for the trial based on the results of the screening evaluation, you will begin participation in the treatment period. The period is broken up into 3-week cycles or 21 days. You will continue to receive RTX-321 until disease progression/treatment failure, unacceptable toxicity, or withdrawal of consent. An optional, fresh biopsy may be collected after receiving two doses of RTX-321.

**3. What is the time commitment and duration for this trial period?**

**Cycles 1 and 3**

	1	2	3	4	5	6	7
Week 1	X		X				
Week 2		X		X			
Week 3			X		X		

**Cycles 2 and 4 and Beyond**

	8	9	10	11	12	13	14
Week 4	X		X				
Week 5		X		X			
Week 6			X		X		

*(The 21-day treatment cycle repeats every 21 days)*

**4. How long will I be in the clinic during dosing days?**

Depending on the dose of RTX-321 you are assigned, administration can take between 1-50 minutes. Dosing day visits typically last between 4-6 hours, followed by weekly 1-hour visits in clinic. The duration of your clinic visit may vary based on the procedures and tests that need to be conducted. Your study doctor will determine this. There are no overnight hospital stays as part of the study protocol.

**5. How long will I be on treatment?**

You will continue to receive RTX-321 until your disease gets worse or stops responding to treatment, you have unacceptable side effects, or you choose to remove yourself from treatment (withdrawal of consent). You will then have an end-of-treatment visit and go into the Long-term Follow-up portion of the study.



### Clinical Trial Overview

**4. FOLLOW-UP**

Once you have stopped treatment, your study doctor will follow up with you for up to 15 years after the initial dose of RTX-321 to monitor your health long-term. This will be done with your trial doctor or staff.

- After 30 days
- Then once a year for the first 5 years you will be seen by a health care provider. The healthcare provider will be contacted by the study site team to report the results of the visit.
- After the first 5 years, you will be contacted yearly by phone to ask about significant health changes or potential side effects without a visit to a healthcare provider.

For additional resources, and to learn more about the RTX-321 clinical trial, please visit: <https://rubius.com/clinical-trials>.

**ABOUT RUBIUS THERAPEUTICS**

Rubius Therapeutics is a clinical-stage biopharmaceutical company that is genetically engineering red blood cells to develop innovative novel cellular medicine, called Red Cell Therapeutics™. These Red Cell Therapeutics are engineered to express biotherapeutic proteins made or on the surface of the cell, which can potentially be used to activate the immune system to fight cancer and regulate the immune system for the treatment of autoimmune diseases.

**OUR COMMITMENT TO THE HPV 16-ASSOCIATED CANCER PATIENT COMMUNITY**

We are committed to working together to advance understanding of emerging therapies, the role of clinical trials in the discovery of new treatments, addressing the needs of underserved communities and supporting educational and psycho-social support needs through our partner organizations. We are dedicated to fostering open and transparent communication about our science and committed to the singular goal of saving cancer patients and improving lives.

**Rubius Therapeutics** [www.rubius.com](https://rubius.com) | [invest@rubius.com](mailto:invest@rubius.com) | phone number



# CLINICAL TRIAL BRANDING

## Rubius Therapeutics - AML

Clinical trial  
toolkit



### Clinical Trial Overview

**ABOUT THE PHASE 1 TRIAL OF RTX-240 FOR THE TREATMENT OF DELAIDED/REFRACTORY AML**

The Phase 1 clinical trial of RTX-240 for the treatment of relapsed/refractory AML is an open-label, multicenter, multi-dose, first-in-human dose-escalation study designed to establish whether RTX-240 is tolerated, how much RTX-240 needs to be given, how often it should be given, and if RTX-240 has anti-tumor activity against the cancer.

The trial is also assessing the pharmacodynamic effects of RTX-240 as measured by increased proliferation and effector function of the NK and T cell populations relative to baseline.

**INCLUSION & EXCLUSION CRITERIA**

Adults who meet the following criteria may be eligible to participate in the trial. A full list of eligibility criteria may be viewed on [clinicaltrials.gov](#).

- Men and women aged 18 or older with AML that has not responded to treatment or returned following treatment (relapsed or refractory AML), per protocol.
- Participants must have completed prior therapy, including radiation, at least 28 days or 5 half-lives of the therapy prior to study treatment.
- For females of reproductive potential, agreement to use highly effective contraceptive methods throughout study treatment and for six months following the last dose study treatment.

If the patient may be a candidate for the study, the patient will be consented and eligibility will be determined by a study doctor through medical history review as well as assessments during the screening period. If a patient is not eligible for the trial, alternative treatment options will be discussed with them.

**WHAT PATIENTS CAN EXPECT WHEN PARTICIPATING**

There are three periods in this study:

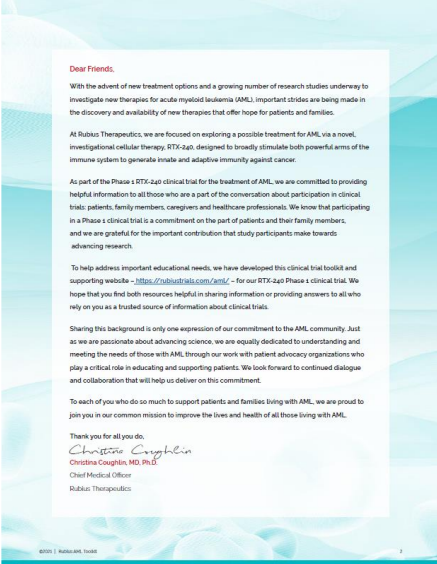
- 1. **Screening:** Assessing eligibility for the study.
- 2. **Treatment:** The time when a participant will be receiving the drug.
- 3. **Follow-up:** When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

A follow-up study doctor and/or staff will follow up with participants on an ongoing basis to check on health status and any long-term side effects.

**Screening**

- Within 28 days of the first dose of RTX-240, selected participants will go through a screening evaluation to determine if they are eligible to participate in the clinical trial. Screening consists of multiple visits (3-4) depending on site location. The screening includes:
- Medical history review
- Complete physical exam
- Vital signs, height and weight
- Routine and research blood tests
- Bone marrow sample
- Blood type and antibody screen
- Pregnancy test for females of reproductive potential
- Other tests to ensure participation eligibility

If you are not eligible for the study, other therapies for your cancer will be discussed.



### Trial FAQ's

**GENERAL**

**How is RTX-240 designed to work?**

- RTX-240 is an investigational cellular therapy designed to activate the immune system to fight cancer. Investigational means that it has not yet been approved by the United States Food and Drug Administration (FDA). RTX-240 is being evaluated as a treatment for different types of cancers, including AML.

**What is the purpose of this clinical trial?**

- The purpose of the clinical trial is to evaluate the safety and tolerability of RTX-240. How much RTX-240 needs to be given and how often it should be given.

**How is RTX-240 given to patients?**

- RTX-240 is given intravenously (IV), which means into a vein by a trained medical professional in a hospital or treatment setting.

**Do patients have to undergo any preparation before receiving RTX-240?**

- Participants who join the trial will have a doctor's exam, blood tests, bone marrow sample and additional lab work before receiving RTX-240.

**What happens after RTX-240 is given?**

- Once participants receive the first dose of RTX-240, they will be closely observed and continue to be monitored over the treatment period until disease progression, undesirable toxicities or withdrawal of consent.
- After the last dose of RTX-240, the patient will participate in an end-of-treatment visit within 30 days of the last dose given.
- Following the conclusion of study participation, patients will be monitored for up to 10 years for any potential evidence of long-term effects of RTX-240.
- Long-term follow-up assessments will occur every 30 days for the first two months and then annually thereafter.

Handout



### Clinical Trial Overview

**SCREENING**

If you are eligible for the trial based on the results of the screening evaluation, you will begin participation in the treatment period. The period is broken up into cycles. You may be enrolled in cycles that last 4 weeks or 8 weeks. A cycle is the period of time between treatments. You will know the length of the treatment cycle and the dose you will receive prior to enrollment. You will continue to receive RTX-240 until disease progression/treatment failure, unacceptable toxicity, or withdrawal of consent.

**Q: What is the time commitment and duration for this trial period?**

**Cycle 1**

Week	1	2	3	4	5	6	7
Day 1	X	X	X	X	X	X	X
Day 8	X	X	X	X	X	X	X
Day 15	X	X	X	X	X	X	X
Day 22	X	X	X	X	X	X	X
Day 29	X	X	X	X	X	X	X

**Cycle 2 and Beyond**

Week	1	2	3	4	5	6	7
Day 1	X	X	X	X	X	X	X
Day 8	X	X	X	X	X	X	X
Day 15	X	X	X	X	X	X	X
Day 22	X	X	X	X	X	X	X
Day 29	X	X	X	X	X	X	X

During the first week, you will come in for the first three days and then weekly for the rest of Cycle 1. In the subsequent cycles, you come in on Day 1 of dosing and Day 3 followed by weekly visits. Bone marrow biopsy or aspirate is required at the first two on-treatment disease assessments, and optional at the disease assessments thereafter.

**Q: How long will I be in the clinic during dosing days?**

Depending on the dose of RTX-240 you are assigned, administration can take between 2-100 minutes. Each one of these clinic days will last approximately 4-6 hours. The duration of your clinic visit may change based on the procedures and tests that need to be conducted. Your study doctor will determine this.

There are no overnight hospital stays as part of the study protocol.

**Q: How long will I be on treatment?**

You will continue to receive RTX-240 until your disease gets worse or stops responding to treatment, you have unacceptable side effects, or you choose to remove yourself from treatment (withdrawal of consent). You will then have an end-of-treatment visit and go into the Long-term Follow-Up portion of the study.

### Clinical Trial Overview

Rubius Therapeutics is researching an investigational treatment, called RTX-240, for patients with relapsed/refractory acute myeloid leukemia (AML). RTX-240 has not yet been approved by the FDA. As you consider participating in this trial, knowing what is required of you is important for your decision-making process. This guide is intended to serve as a reference and any treatment decisions should be discussed with your doctor.

#### ELIGIBILITY CRITERIA INCLUDE

- Men and women aged 18 or older with AML that has not responded to treatment or returned following treatment (relapsed or refractory AML), per protocol.
- Participants must have completed prior therapy, including radiation, at least 28 days or 5 half-lives of the therapy prior to study treatment.
- For females of reproductive potential, agreement to use highly effective contraceptive methods throughout study treatment and for six months following the last dose study treatment.

#### THERE ARE THREE PERIODS IN THIS STUDY:

- 1. SCREENING**  
Determining if you are eligible for the study.
- 2. TREATMENT**  
When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.
- 3. FOLLOW UP**  
When you have stopped receiving the drug and will check in with your study doctor on an ongoing basis.

#### TAKING A CLOSER LOOK

**1. SCREENING**  
In the 28 days before the first dose of RTX-240 is administered, you will go through a screening evaluation to determine if you are eligible to participate in the clinical trial. Screening can occur in multiple visits (3-4) with varying site location. The evaluation includes:

- Informed Consent
- Medical history review
- Complete physical exam
- Vital signs, height and weight
- Routine and research blood tests
- Bone marrow sample
- Blood type and antibody screen
- Pregnancy test for females of reproductive potential
- Other tests to ensure participation eligibility

If you are not eligible for the study, other therapies for your cancer will be discussed.

### Clinical Trial Overview

#### 1. FOLLOW UP

Once you have stopped receiving study drug, your study doctor will follow up with you for up to 10 years after the initial dose of RTX-240 to monitor your health long-term. You will visit with your study doctor or staff:

- After 30 days
- After 90 days
- Then once a year for the first 5 years you will be seen by a health care provider. The healthcare provider will be contacted by the study site team to report the results of the visit.
- After the first 5 years, you will be contacted yearly by phone to ask about significant health changes or potential side effects without a visit to a healthcare provider.

For additional resources, and to learn more about the RTX-240 clinical trial, please visit [https://rubiusaml.com/aml](#) or [call 1-800-455-2626](#).

#### ABOUT RUBIUS THERAPEUTICS

Rubius Therapeutics is a clinical-stage biopharmaceutical company that is genetically engineering red blood cells to develop or enhance new type of cellular medicines, called Red Cell Therapeutics™. These Red Cell Therapeutics are engineered to express biotherapeutic proteins inside or on the surface of the cell, which can potentially be used to activate the immune system to fight cancer and regulate the immune system for the treatment of autoimmune diseases.

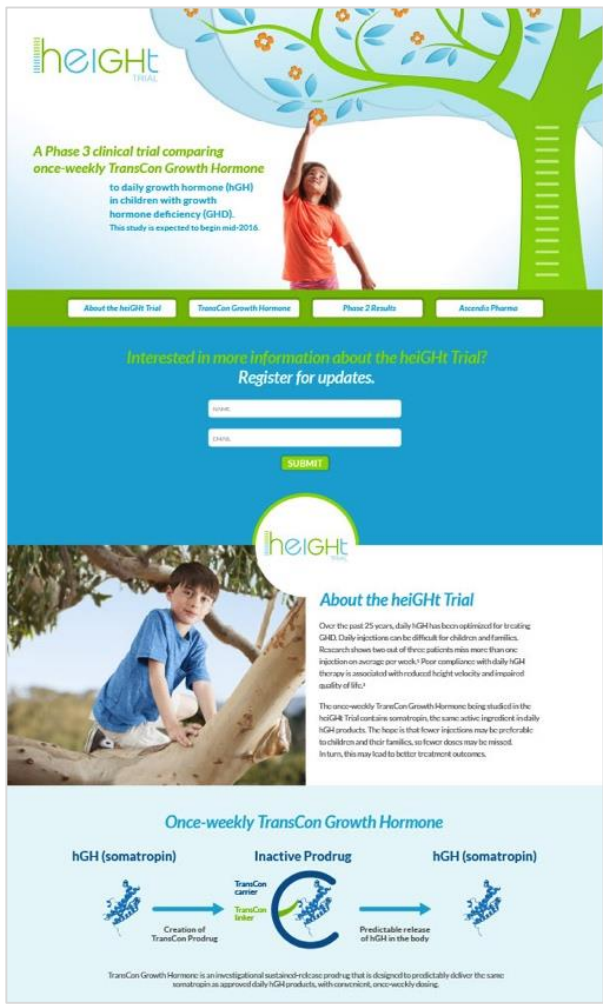
#### OUR COMMITMENT TO THE AML PATIENT COMMUNITY

We are committed to working together to advance understanding of emerging therapies, the role of clinical trials in the discovery of new treatments, addressing the needs of underserved communities and supporting educational and psychosocial support needs through our partner organizations. We are dedicated to fostering open and transparent communication about our science and committed to the singular goal of serving cancer patients and improving lives.

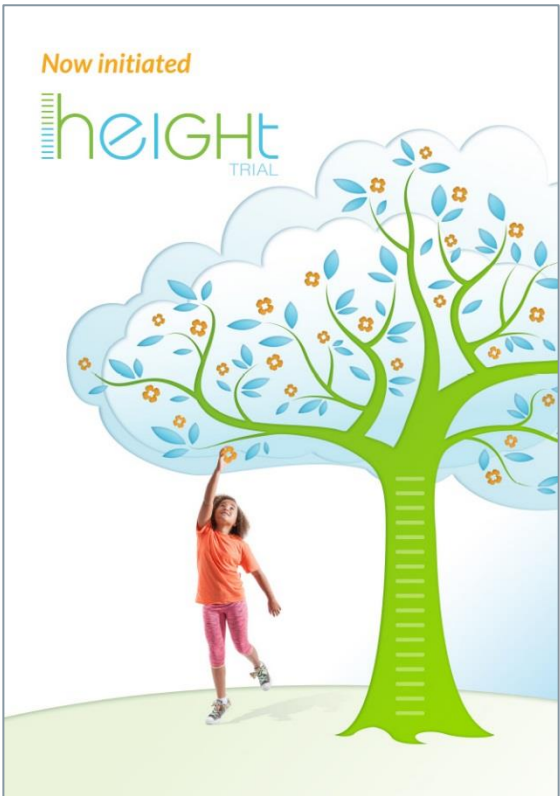
Rubius Therapeutics [www.rubius.com](#) | [email@rubius.com](#) | phone number

# CLINICAL TRIAL BRANDING

## Ascendis Pharma: heiGHt Trial



<http://heighttrial.com>



Brochure



Booth



Growth Hormone Trial logos



# CLINICAL TRIAL BRANDING

## Ascendis Pharma: PaTHforward Trial

**PaTHforward TRIAL**

**A global phase 2 trial**  
to evaluate TransCon™ PTH in adults with hypoparathyroidism (HP)

Learn more today!

**What is PaTH Forward?**  
PaTH Forward is a global, phase 2 clinical trial designed to evaluate the safety, tolerability and efficacy of TransCon™ PTH, an investigational, long-acting parathyroid hormone (PTH) as a potential once-daily replacement therapy for hypoparathyroidism.

**Who is the trial for?**  
Adults who are currently using the following supplements to manage their hypoparathyroidism:

- calcitriol at least twice a day or alfacalcidol at least once a day
- and
- calcium citrate or calcium carbonate at least twice a day

**What will happen during the trial?**

- During the first four weeks of the trial, participants will be randomly assigned to one of four groups: three groups will receive fixed doses of TransCon PTH and one group will receive placebo
  - TransCon PTH or placebo will be administered as a subcutaneous injection using a pre-filled injection pen
  - Neither trial participants nor their doctors will know who has been assigned to each group
- After the four weeks, participants will continue in the trial as part of a long-term extension
  - All participants will receive TransCon PTH, with the dose adjusted to their individual needs
- Participants will be required to adhere to a specific clinic and laboratory visit schedule throughout the trial, as well as document all doses taken of study drug and related supplements every day for the first 14 weeks of the trial

**Is there a fee to participate?**

- No, there is not a fee to participate in PaTH Forward
- Trial-related costs for participants will be covered by Ascendis Pharma for the entire duration of a patient's participation in the trial, to include:
  - TransCon PTH or placebo
  - Laboratory tests
  - Other trial procedures
- Reimbursement for time and travel expenses may also be covered

**About the sponsor**  
Ascendis Pharma is applying its innovative platform technology to build a leading, fully integrated biopharma company focused on making a meaningful difference in patients' lives. Guided by our core values of patients, science and passion, we're utilizing our TransCon™ technologies to create new and potentially best-in-class therapies. Our technology has been validated in three out of three of our rare disease endocrinology therapeutics programs.

**See how TransCon technology works**

**ACcomplish TRIAL**

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**PaTHforward TRIAL**

**A global phase 2 trial**  
to evaluate TransCon™ PTH in adults with hypoparathyroidism (HP)

**Now recruiting!**

Postcard

**PaTHforward TRIAL**

**Title Slide A**  
SUBHEAD GOES HERE

PPT template

<https://pathforwardtrial.com>

**ACcomplish TRIAL**


Trial logo

# CLINICAL TRIAL BRANDING

## Ascendis Pharma: **ACHieve** Trial



The landing page features a green and orange color scheme with a silhouette illustration of a family (a child on a tricycle, a parent, and a child on a swing) in a park setting. The main heading is "ACHieve STUDY" with a subheading "A natural history study of children with achondroplasia (ACH)". A "Get started today!" button is in the top right. The page is divided into sections: "What is ACHieve?" (describing the study's purpose), "Who is the study for?" (listing eligibility criteria: children diagnosed with ACH, birth to 8 years old), "What will happen to my child during the study?" (listing visits, measurements, and no medications/draws), and "Is there a fee to participate?" (stating no fee, but travel expenses are reimbursed). A "Get started today!" button is also at the bottom. The footer includes "About the sponsor" (Ascendis Pharma), "Integrated global development program" (TransCon™ CNP), and a link to [achieve-study.com](https://achieve-study.com). A "Patients & Families" logo is also present.



The postcard features the same green and orange color scheme and silhouette illustration. The text reads: "ACHieve STUDY", "A natural history study of children with achondroplasia (ACH)", "Now recruiting!", and the email address [achieve-study@ascendispharma.com](mailto:achieve-study@ascendispharma.com).

Postcard



The PPT template features the same green and orange color scheme and silhouette illustration. The text reads: "ACHieve STUDY", "Title Slide A", "SUBHEAD GOES HERE", and "Confidential 1".

PPT template

<https://achieve-study.com>



Trial logo





# SAMPLE WORK – BOOTH DESIGN

# BOOTH DESIGN



10x20



10x10



10x10

# BOOTH DESIGN



10x20





# BOOTH DESIGN



20x20



# BOOTH DESIGN





# SAMPLE WORK – PHOTOGRAPHY/VIDEO



# PHOTOGRAPHY





# PHOTOGRAPHY





# PATIENT PHOTOGRAPHY



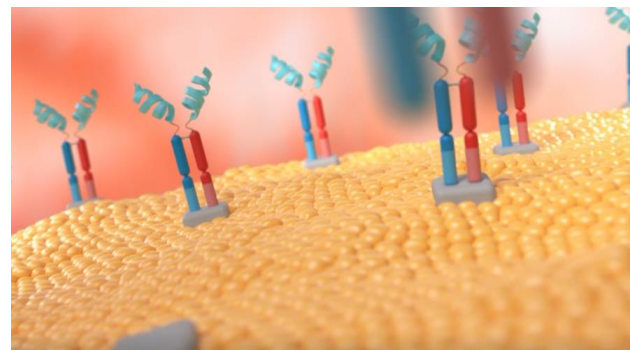
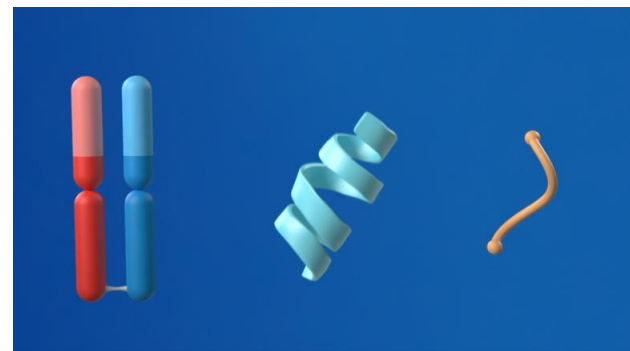
# ANIMATION

## Dyne Therapeutics

[Dyne MOA Animation](#)



MOA Video

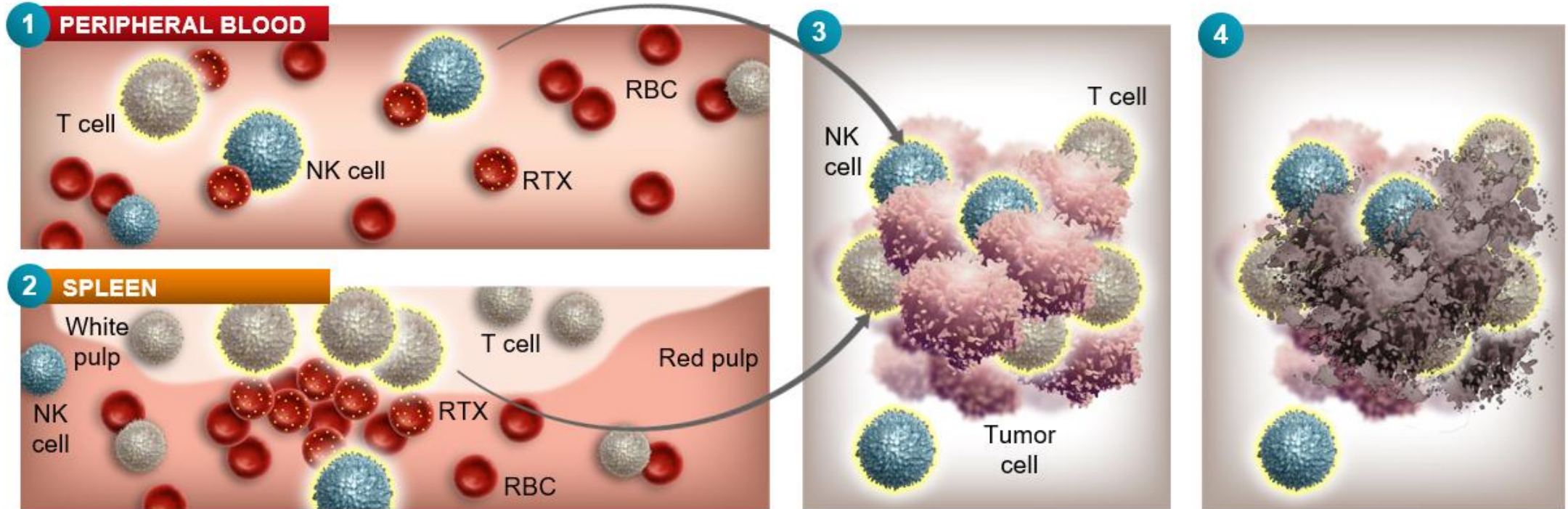




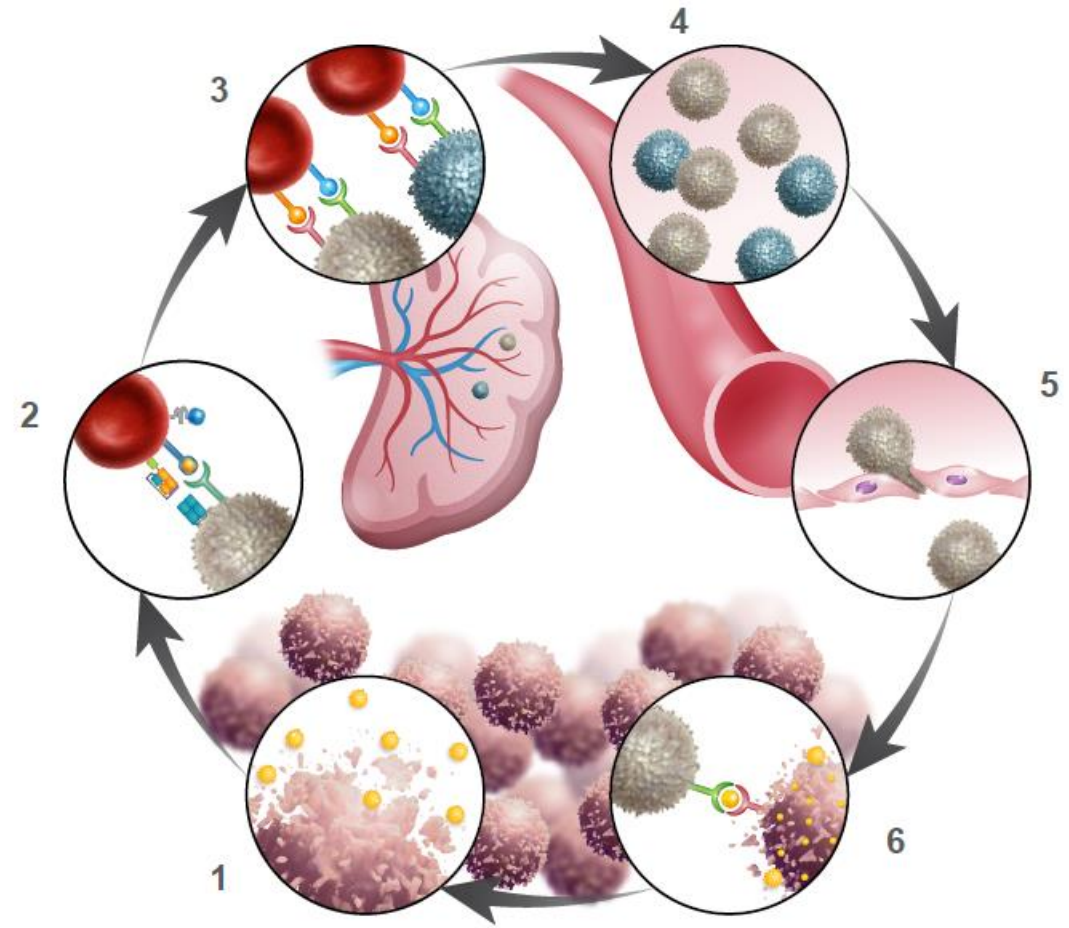
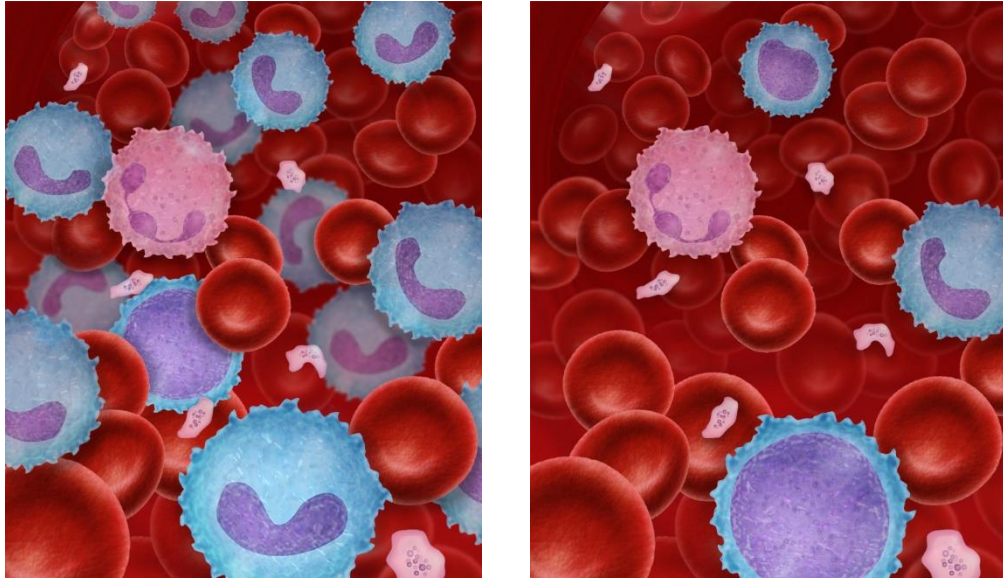
# SAMPLE WORK – MEDICAL ILLUSTRATION



# RUBIUS THERAPEUTICS

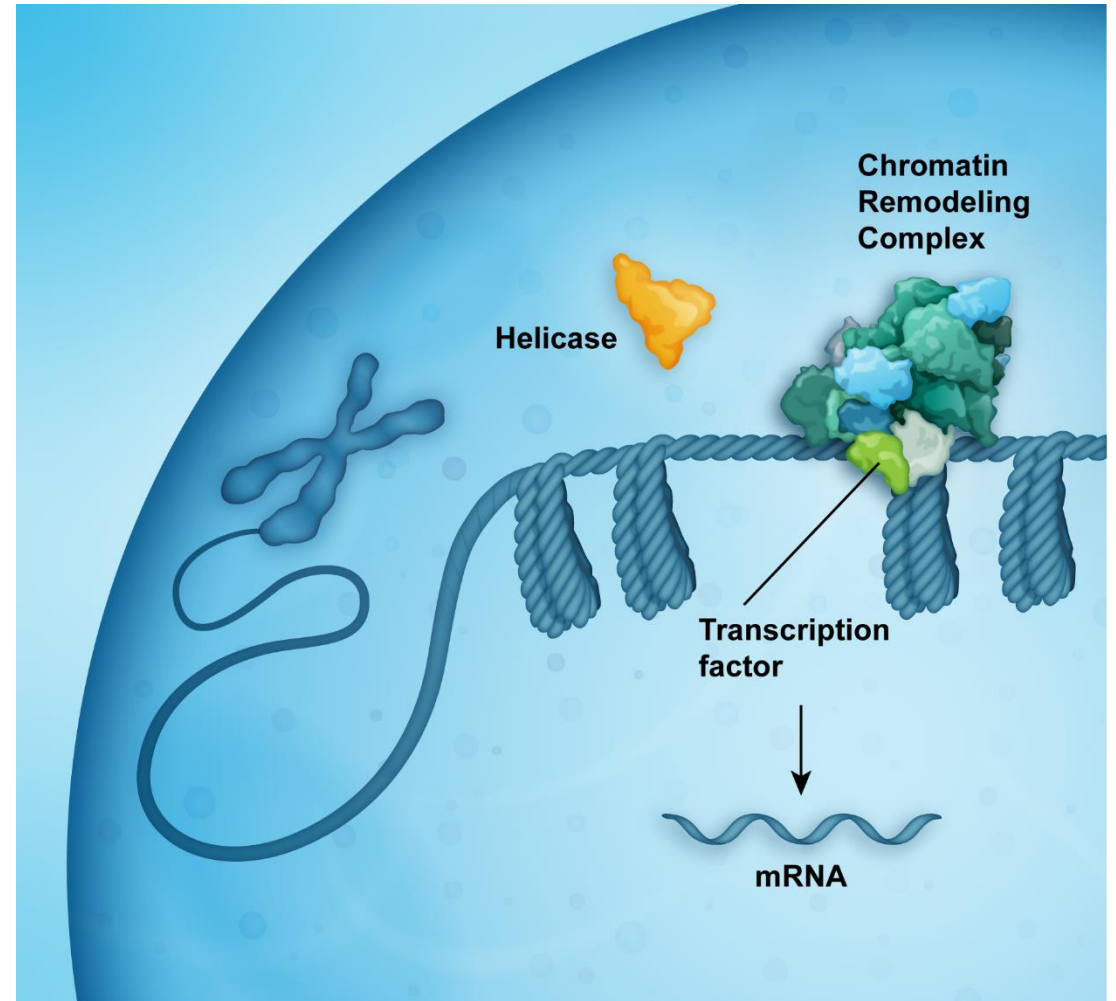
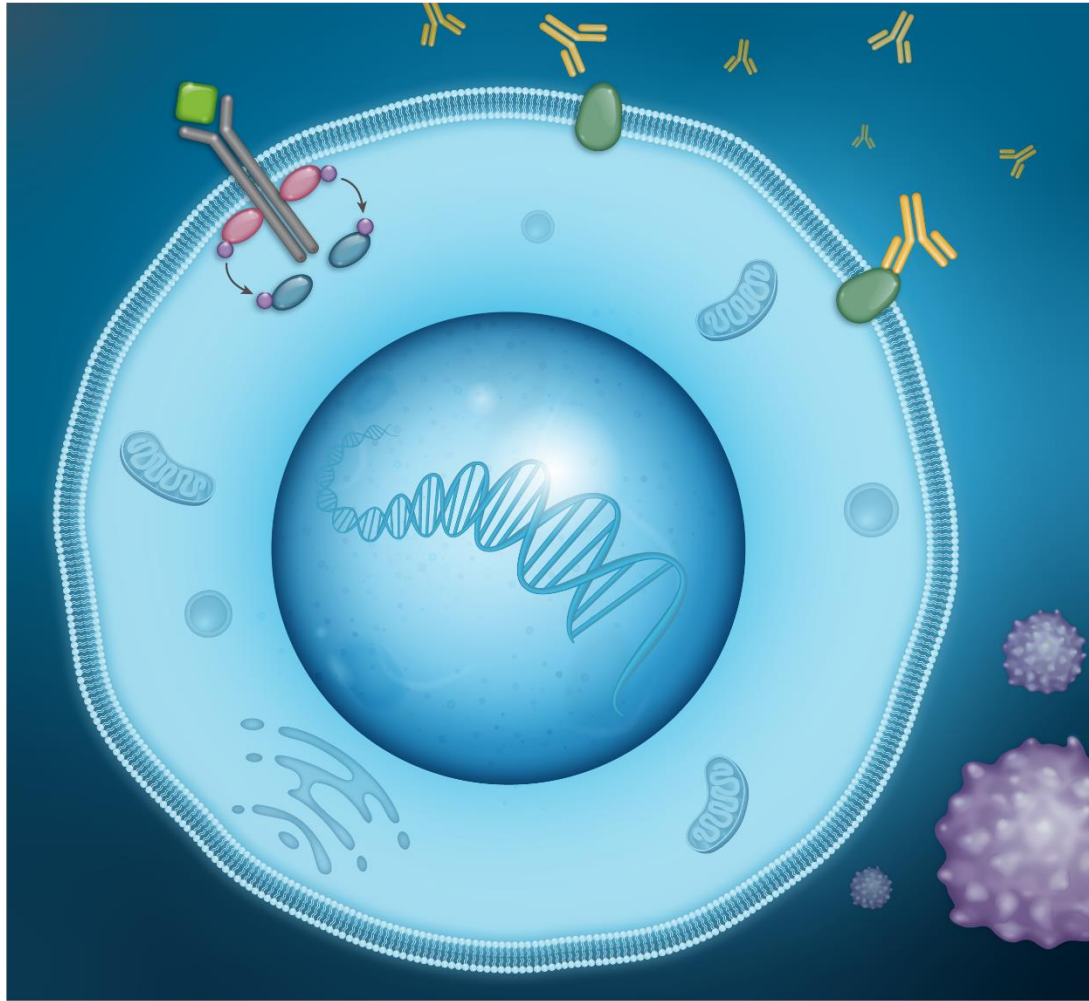


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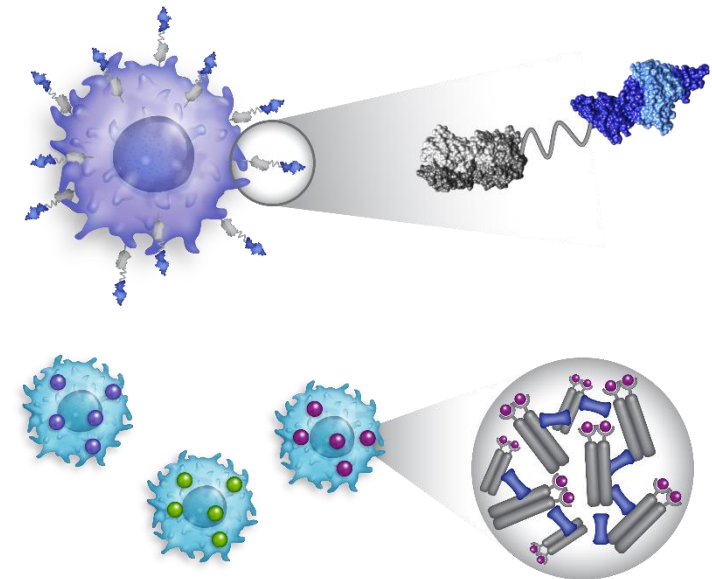
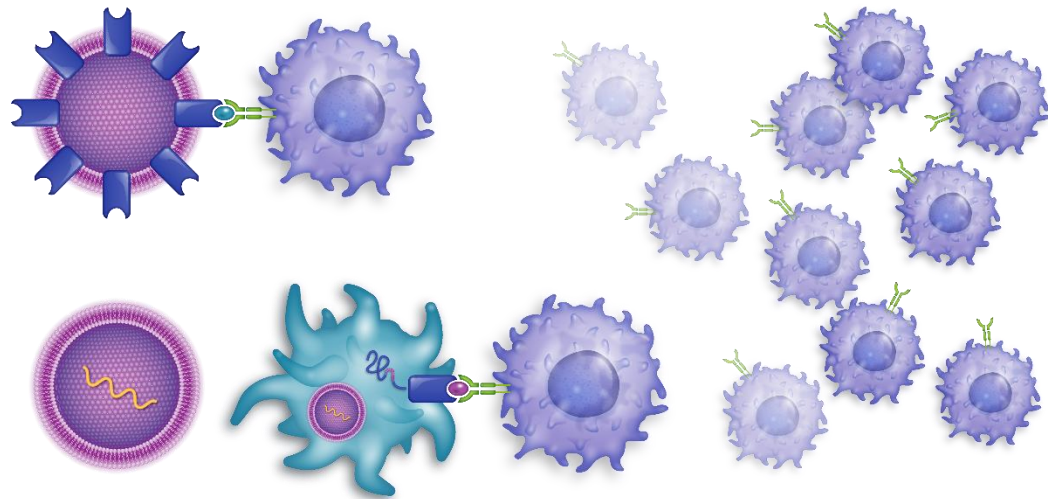
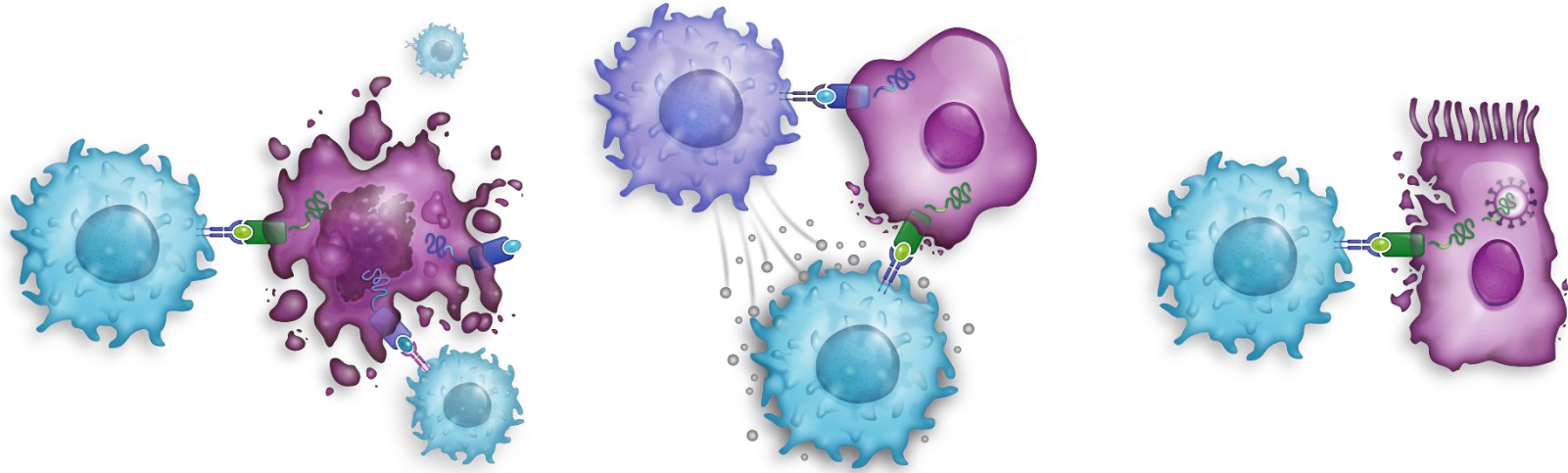




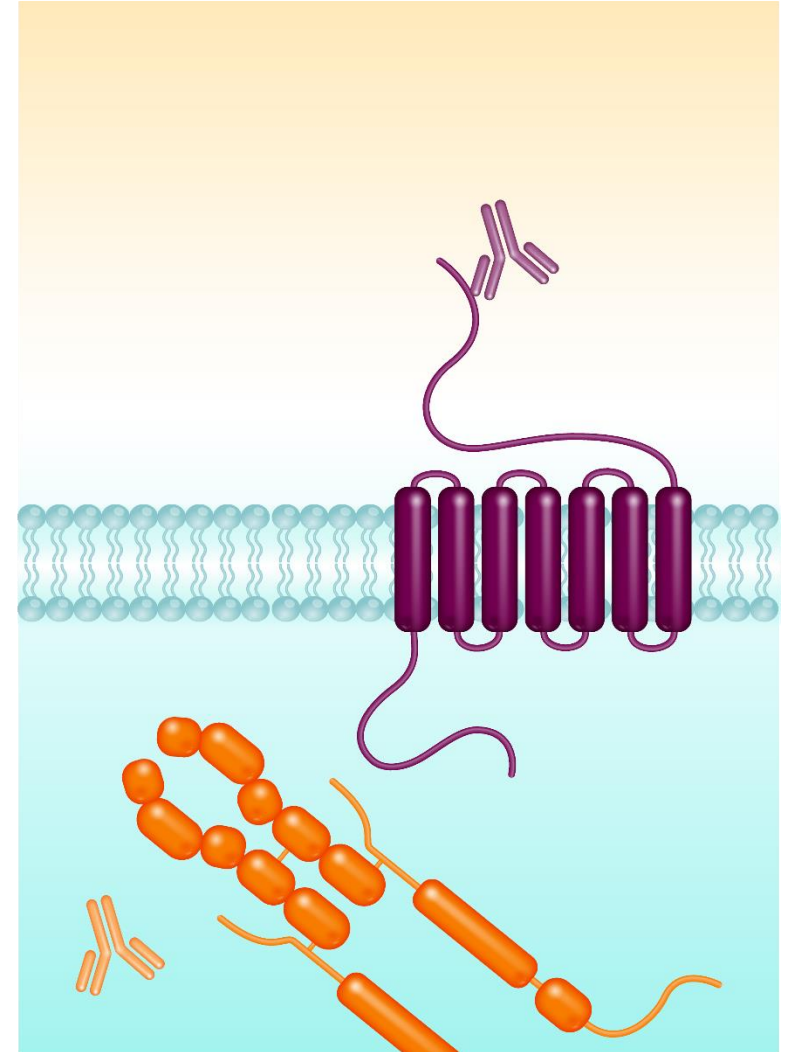
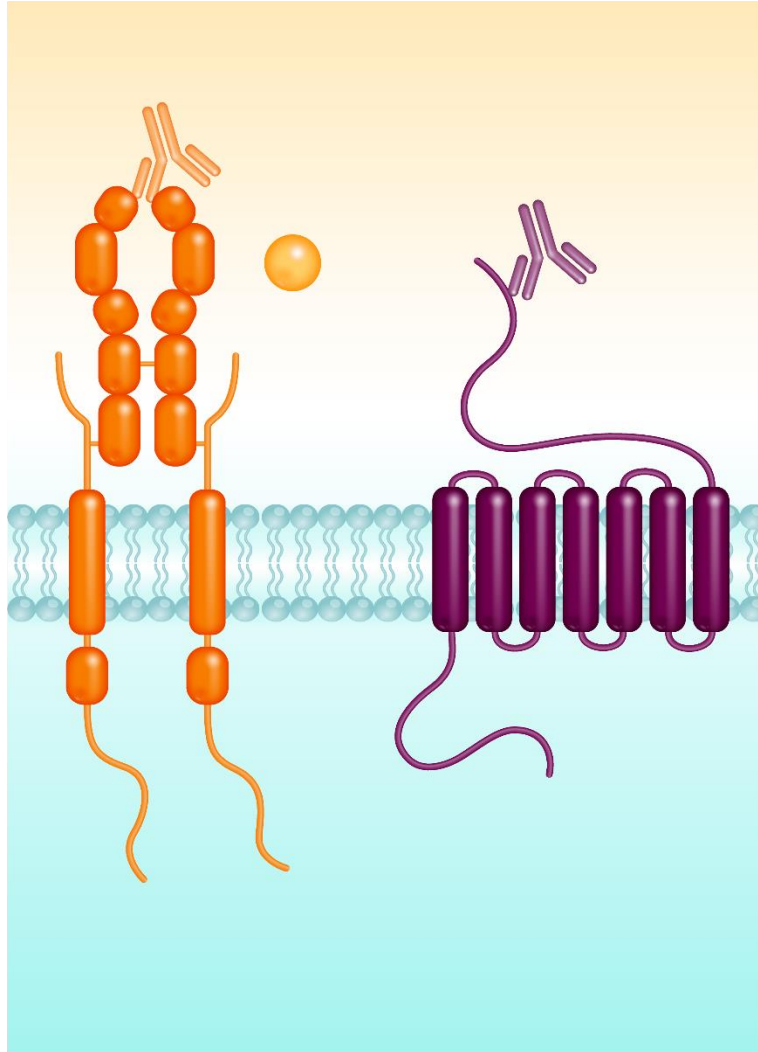
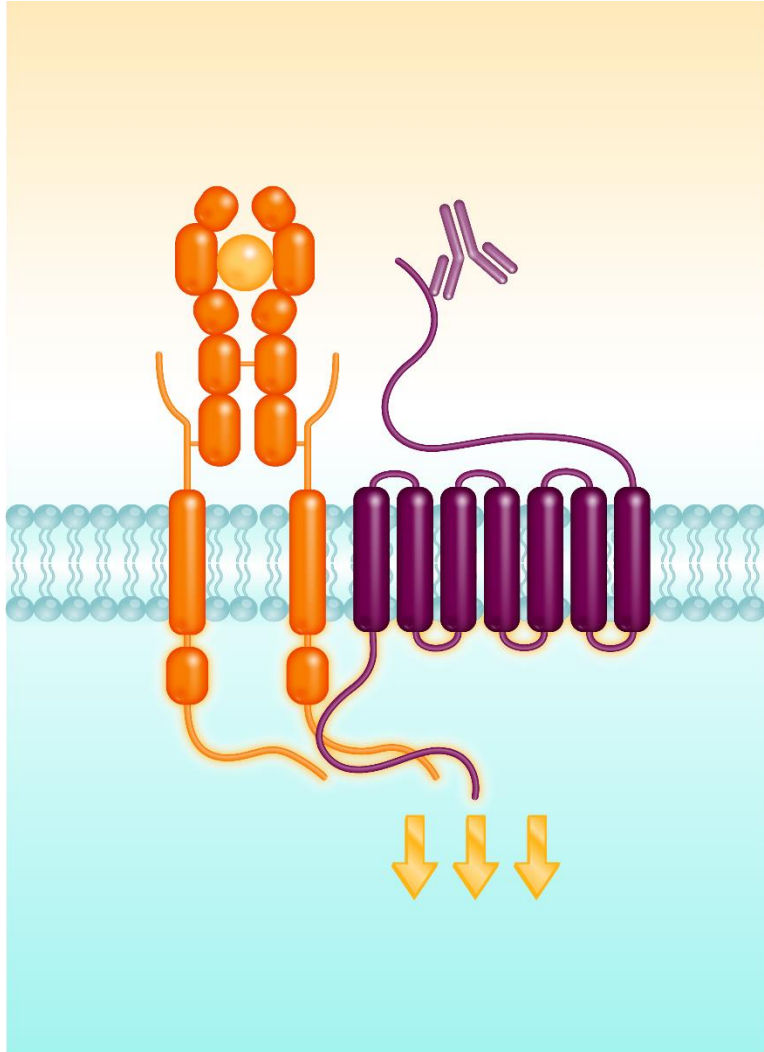
# FOGHORN THERAPEUTICS



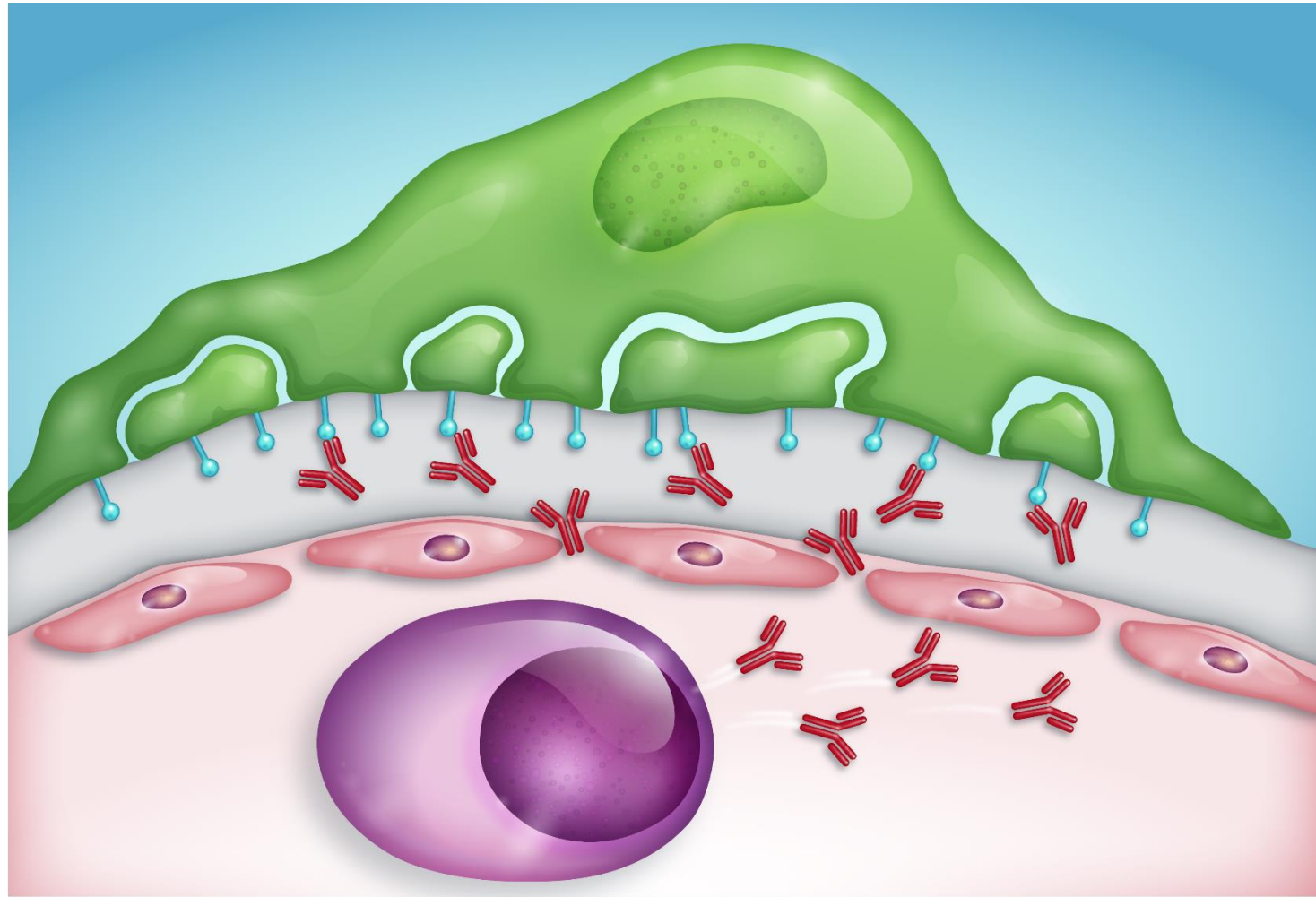
# REPERTOIRE IMMUNE MEDICINES



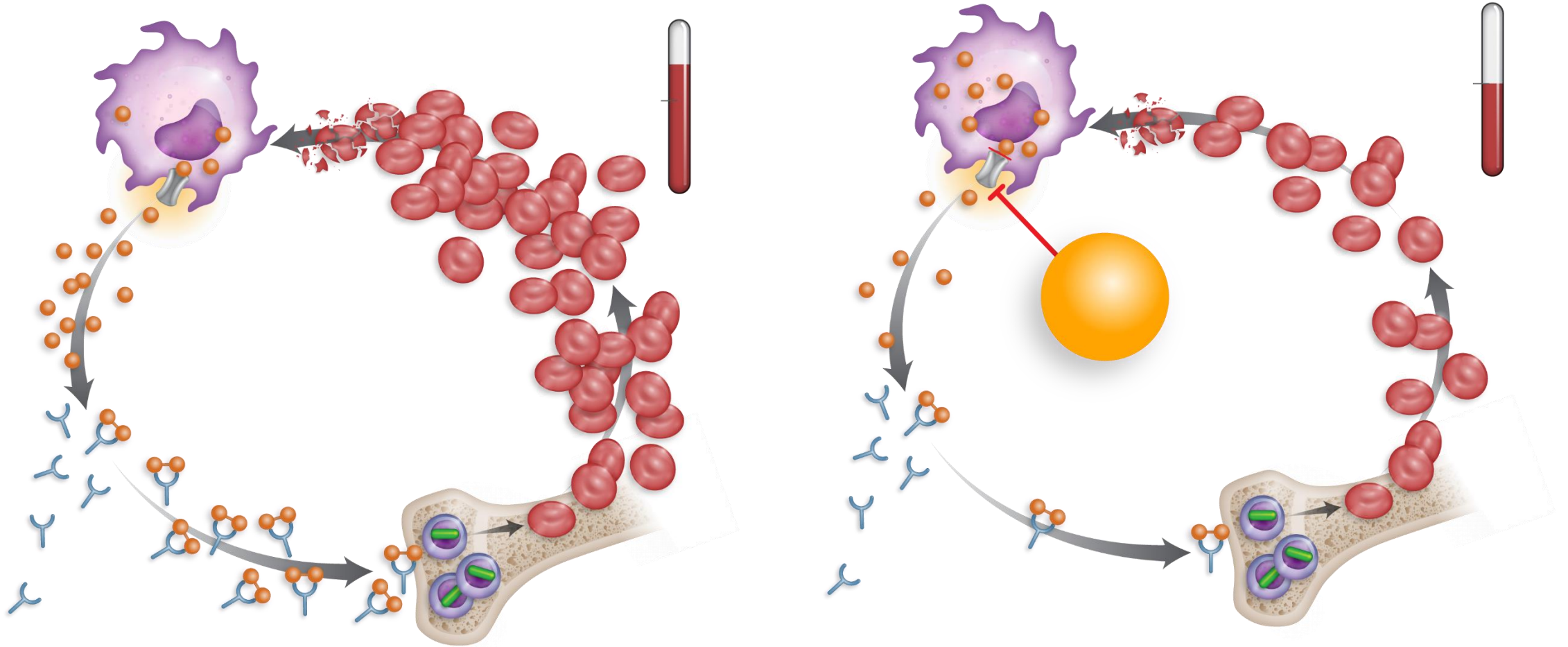
# VALENZA BIO



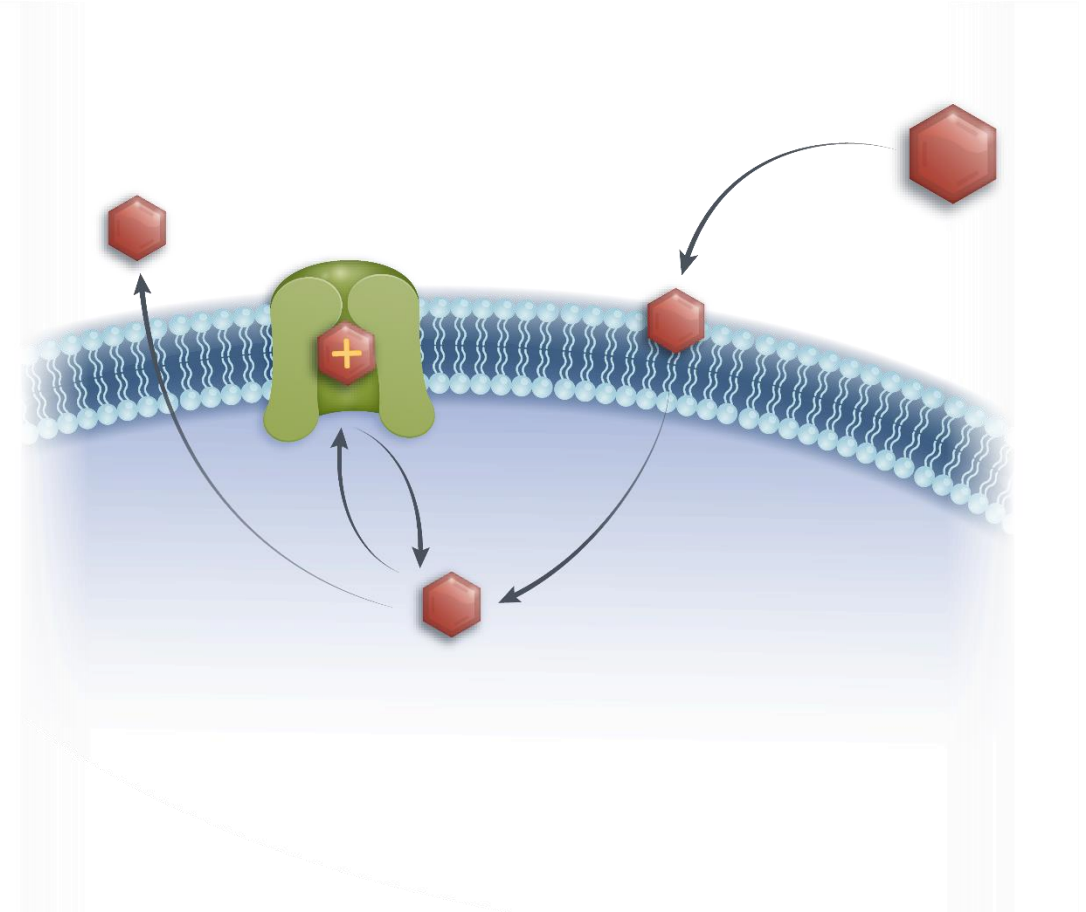
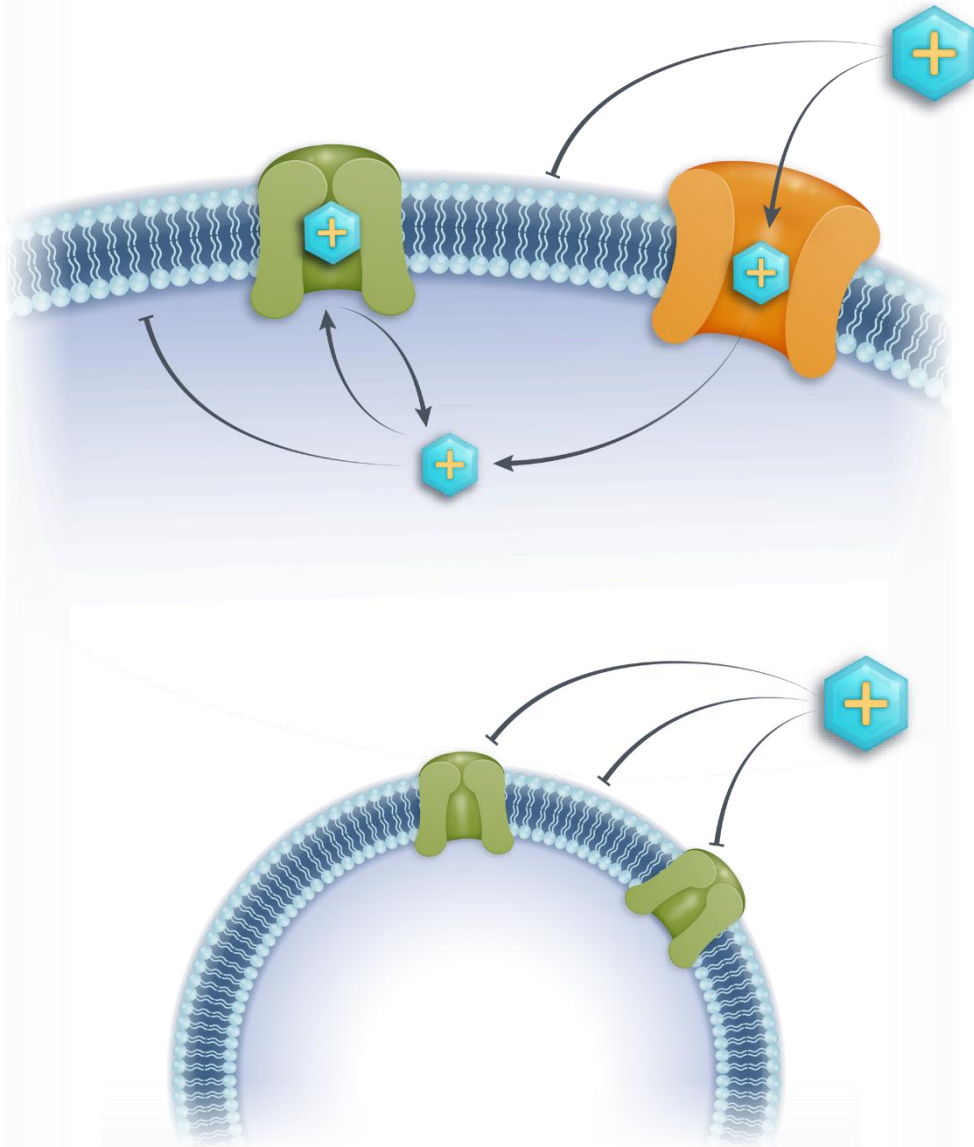




# PROTAGONIST THERAPEUTICS

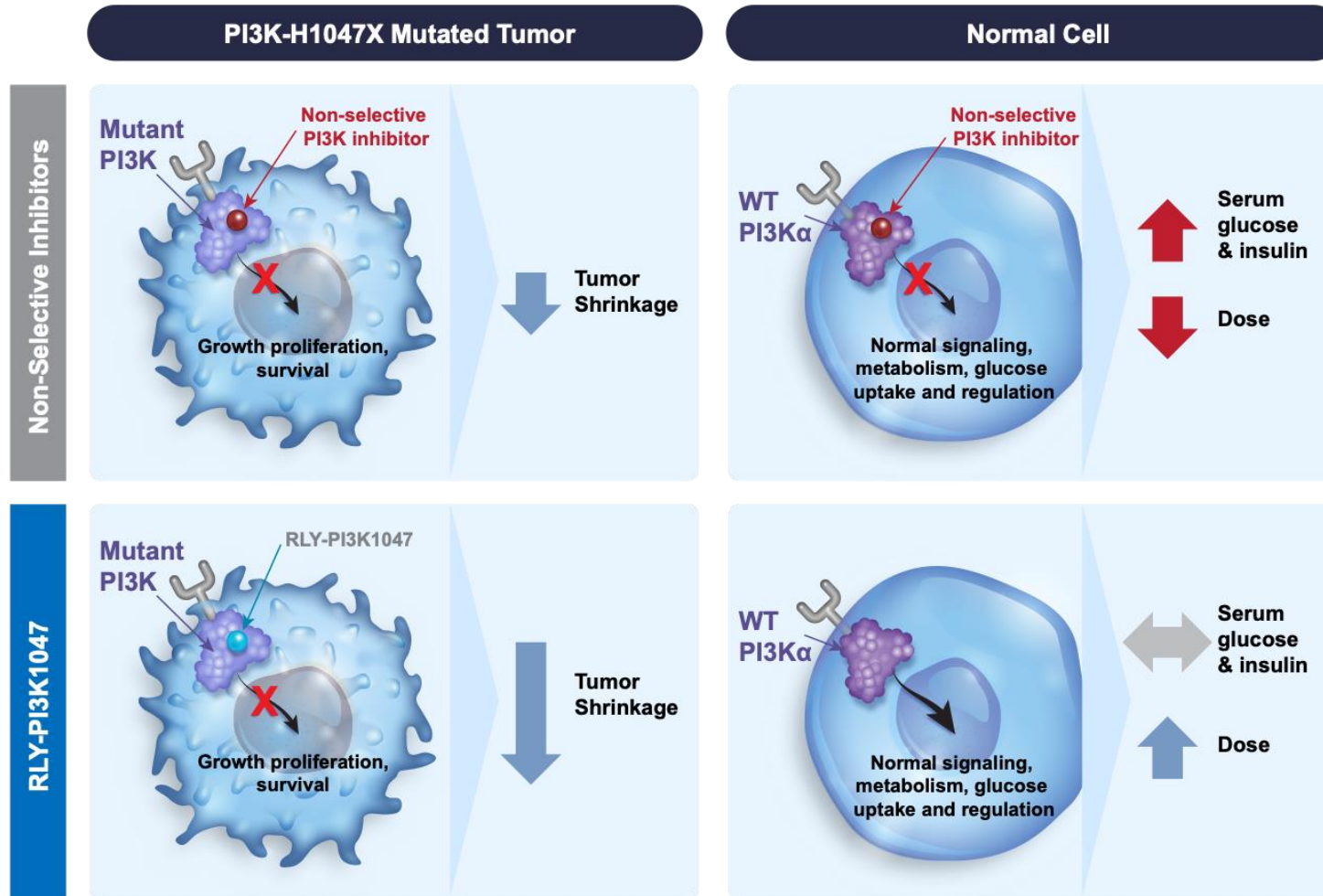


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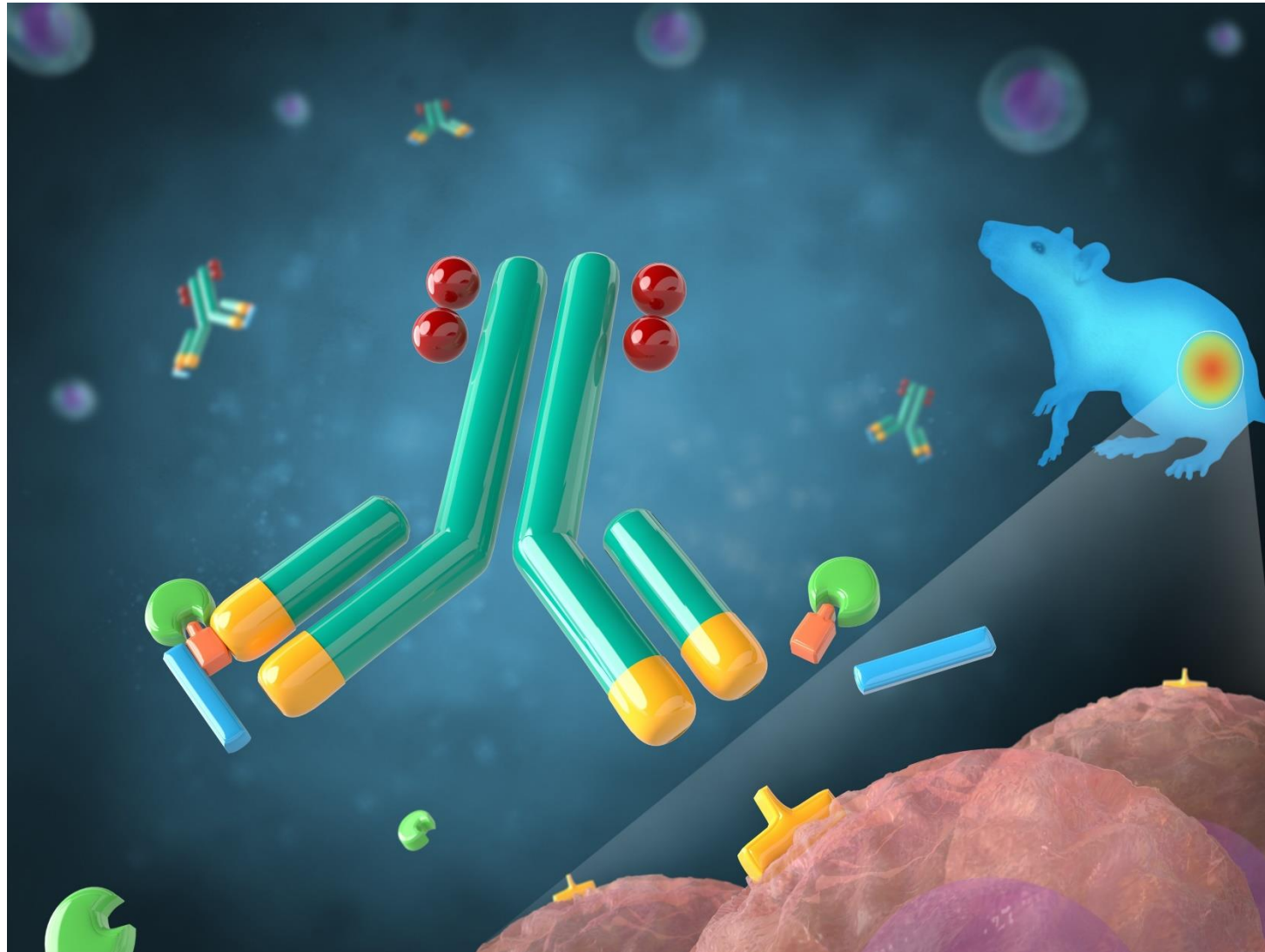




# RELAY THERAPEUTICS



# CYTOMX





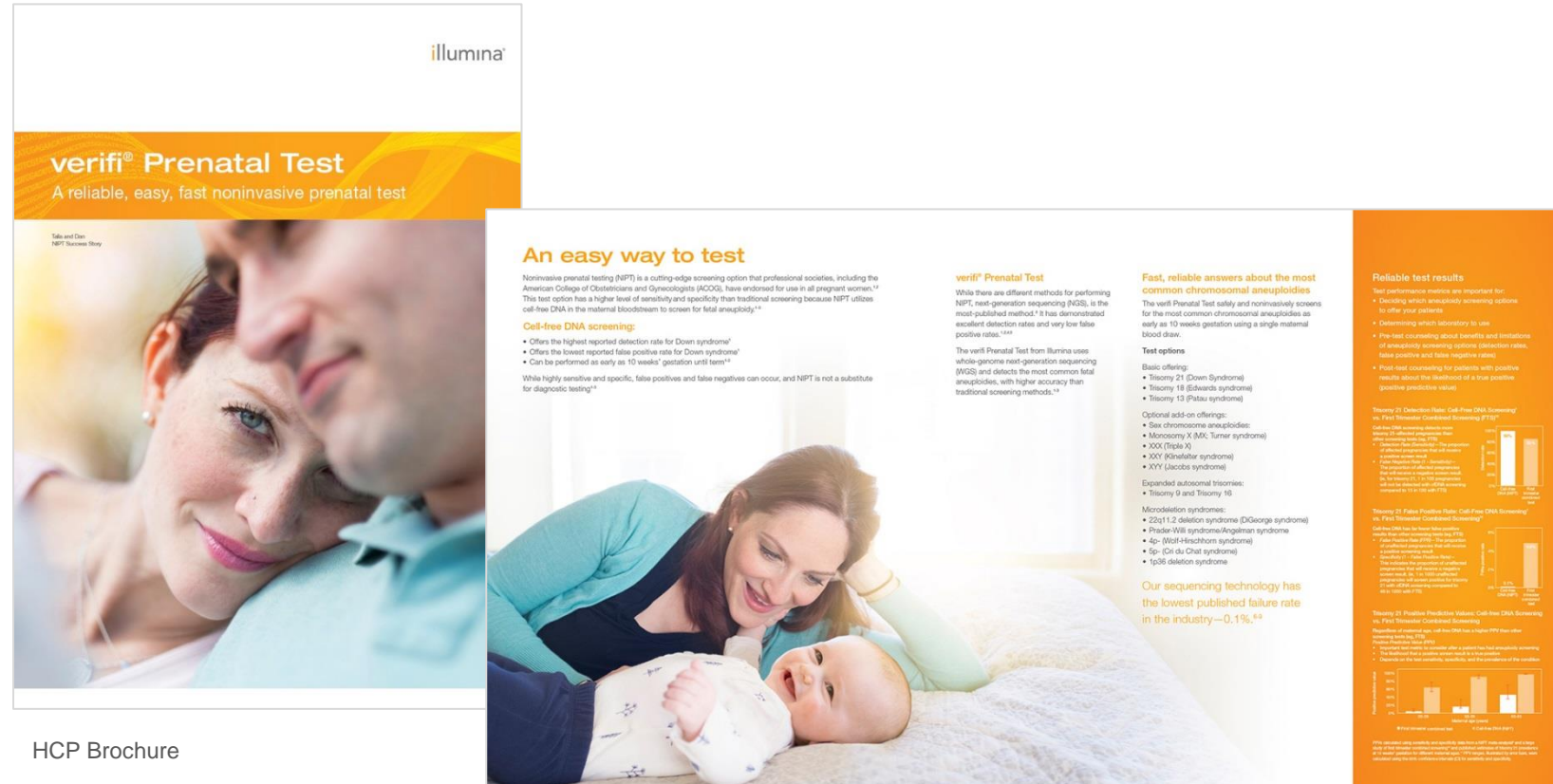
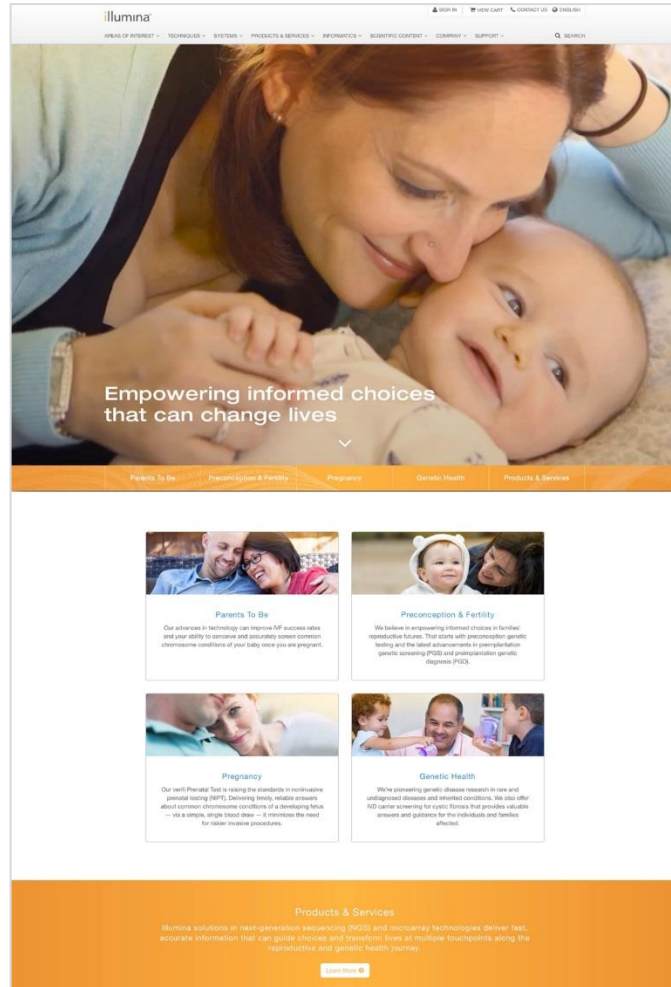
# SAMPLE WORK – ADDITIONAL CREATIVE







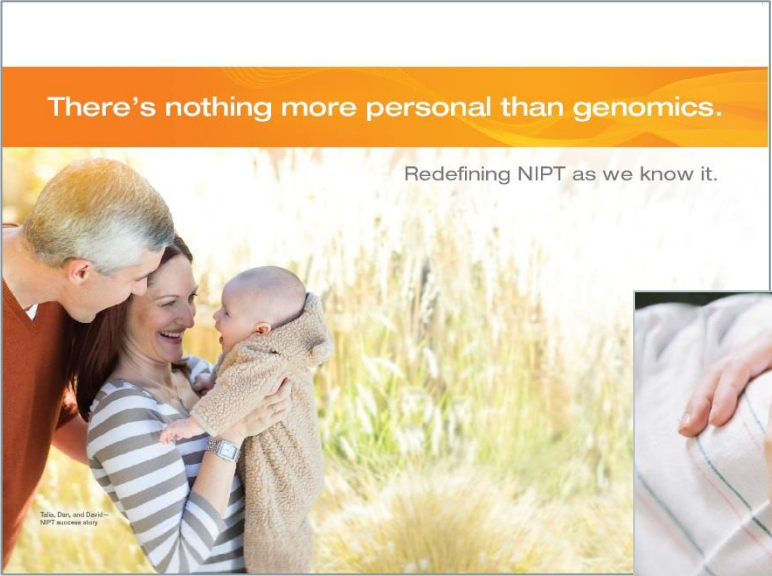
# CAMPAIGN DEVELOPMENT



HCP Brochure

<https://www.illumina.com/rgb>

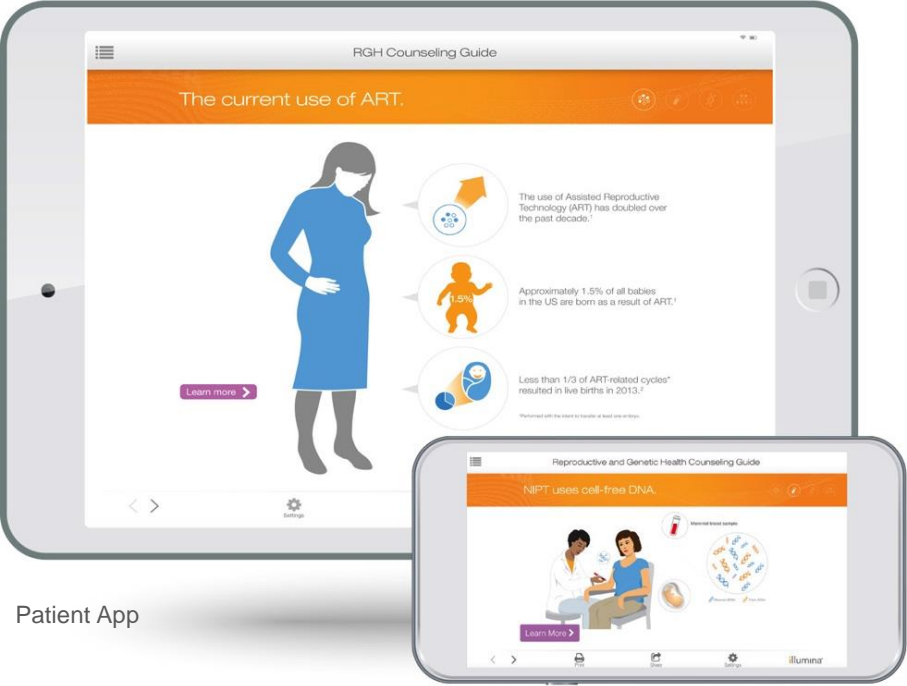
# CAMPAIGN DEVELOPMENT



Convention Booth Panel



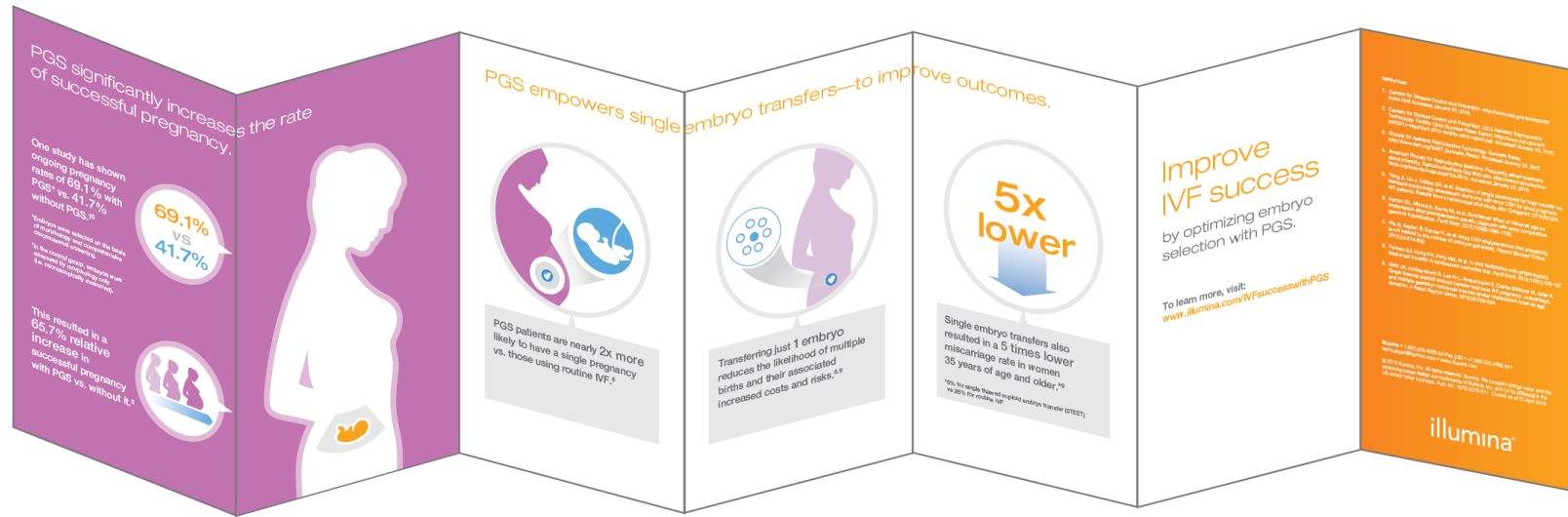
Patient Print Ad



Patient App



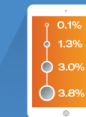
# INFOGRAPHICS



## The veriFi® Prenatal Test Send Out (TSO) Partner Program

Get the competitive edge

Illumina is taking its leadership position in noninvasive prenatal testing (NPT) to the next level with the creation of our veriFi Prenatal Test Send Out Partner Program. This enterprise underscores our unwavering commitment to you—our valued clinical lab partners. It combines our whole-genome sequencing technology with clinical and marketing expertise. The goal is to collaboratively provide you with everything you'll need to deliver the highest quality NPT results to your customers—and competitively grow your business in the process.



### Confidence you can count on

Among NPT options, the veriFi Prenatal Test has the lowest test failure rate of only 0.1%, excluding administrative failed samples.<sup>1</sup> That's more than 10x lower than its closest competitor.<sup>2-4</sup> This means the veriFi Prenatal Test provides results 99.9% of the time—minimizing delays and potentially minimizing the need for invasive testing, which in turn should reduce patient anxiety.

### Comprehensive onboarding

As our NPT Partner, you will automatically receive a thorough onboarding package, including a checklist of important Illumina contacts, complete ordering, reporting, and shipping information, and customizable marketing tools and training to keep you a step ahead of your competitors.

### Customizable marketing materials

You'll also be provided with a valuable toolbox of downloadable resources, including competitive and customizable marketing materials to support and help grow your lab's customer base and business.

### Clinical expertise and access

Our TSO Partner Program gives you access to clinically relevant publications and scientifically accurate information and data on NPT—potentially helping to increase your credibility and respect as a leader in this dynamic field. You can also have access to ongoing interactions with our clinical genetic experts and other specialists—to ensure the competitive edge you need to thrive in this rapidly changing market.

### Communications to keep you informed

Receive monthly articles, quarterly e-newsletters, and other newsworthy communications to keep you in the know about the latest advances in NPT—and help you accelerate and expand your experience and optimize your implementation of NPT in clinical practice.

# PARTNER BIOS



# BETSY DENNIG



Principal/  
Managing Director

Betsy has over 20 years of experience working in healthcare marketing communications. She has extensive experience in corporate and product branding and tactical execution and has a background in medical education, publication planning and KOL/advocacy development. Betsy develops strategically driven communication plans and builds lasting relationships with her clients and colleagues. Her strong leadership, decision-making and organizational skills along with her dedication, positive nature and can-do attitude, has enabled her to build a successful marketing company over the last 15 years. She's an expert at listening to her client's interests and voices and translating them into one-of-a-kind solutions that generate outstanding results. She received her bachelor's degree in business communications and art from Bucknell University.



# HABEEBA CLARK



Principal/  
Creative Director

Habeeba is an exceptionally experienced and innovative marketer, with unparalleled abilities to see the big picture, build cohesive brands, lead teams, and produce something unique and impactful with every project she touches. Highly skilled in branding and conceptual work, Habeeba's been involved with pharmaceutical, device and diagnostic products spanning virtually every disease category. She's worked extensively with product launches and campaigns, corporate communications, patient and physician educational initiatives and in the digital realm. Habeeba specializes in big ideas and honing-in on unusual creative approaches.

THANK YOU