



good works  health

EXAMPLES



# PROGRAM EXAMPLES

Dynamic Content

## TWO PART KOL VIDEO, FIVE-MINUTES PER SECTION WITH SURVEY

GOOD WORKS HEALTH

PROGRAMS ABOUT CHARITIES CONTACT SIGN OUT

## Importance of Treatment

### Many factors increase the risks



Important Safety Information | Prescribing Information

**INDICATION**

**SANCUSO® (Granisetron Transdermal System)** is indicated for the prevention of nausea and vomiting in patients receiving moderately and/or highly emetogenic chemotherapy regimens of up to 5 consecutive days duration.

**IMPORTANT SAFETY INFORMATION FOR PATIENTS****Contraindications**

Sancuso is contraindicated in patients with known hypersensitivity to granisetron or to any of the components of the patch.

**Warning and Precautions**

- **Gastrointestinal:** Sancuso may mask a progressive ileus and/or gastric distention caused by the underlying condition.
- **Serotonin syndrome:** Sancuso is a serotonin -3 (5-HT<sub>3</sub>) receptor antagonist. Serotonin syndrome has been reported with 5-HT<sub>3</sub> receptor antagonists alone but particularly with concomitant use of serotonergic drugs. Avoid prescribing additional products that contain granisetron or other serotonergic drugs.
- **Skin reactions:** Mild application-site reactions have occurred; remove the patch if severe reaction or a generalized skin reaction occurs.
- **External heat sources:** Patients should avoid exposing the Sancuso patch and surrounding area to direct external heat sources, such as heating pads, as plasma concentration continues increasing during the period of heat exposure.
- **Exposure to sunlight:** Patients should avoid direct exposure of application site to natural or artificial sunlight by covering with clothing while wearing the patch and for 10 days after removing it because of potential skin reaction.

**Adverse Reactions**

The most common adverse reaction in patients receiving Sancuso is constipation (5.4%)

To report suspected adverse reactions, contact Kyowa Kirin, Inc. at 1-800-SANCUSO or FDA at 1-800-FDA-1088 or [www.fda.gov/medwatch](http://www.fda.gov/medwatch).

**Please click on the link above for full Prescribing Information.**

[f](#) [t](#) **PRIVACY** **FAQ**

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## SURVEY QUESTIONS FOLLOWING KOL VIDEO CONTENT

GOOD WORKS HEALTH

PROGRAMS ABOUT CHARITIES CONTACT SIGN OUT

## Importance of Treatment

Many factors increase the risks

### COMPLETE THE SURVEY

#### 1. What is your role as a healthcare professional?

 a. Oncologist b. Nurse/Nurse Manager c. Physician's Assistant d. Nurse Practitioner e. Other

#### 2. What is your practice setting?

 a. Solo or Group Clinic b. Academic/ Teaching Hospital c. Community Hospital d. Government (VA, Military) e. Other

#### 1. How often you calculate the relative dose intensity of the treatment administered?

 a. Always b. Sometimes c. Rarely d. Never e. Not familiar with treatment

SUBMIT

## KOL VIDEO WITH SURVEY



good works health™

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### IXEMPRA® (ixabepilone) in Practice

Please click below for Important Safety Information and Full Prescribing Information, including boxed WARNING regarding hepatic impairment.



IXEMPRA  
(ixabepilone) for injection,  
for intravenous infusion



 **My Account**

Lara Revin RN  
Charitable balance: \$0



00:00/07:09

 **Important Safety Information**

 **U.S. Full Prescribing Information** [PDF]

**WARNING: Toxicity in hepatic impairment**

- IXEMPRA in combination with capecitabine is contraindicated in patients with AST or ALT >2.5 x ULN or bilirubin >1 x ULN due to increased risk of toxicity and neutropenia-related death

**INDICATIONS**

IXEMPRA® (ixabepilone) is indicated as **monotherapy** for the treatment of metastatic or locally advanced breast cancer in patients whose tumors are resistant or refractory to anthracyclines, taxanes, and capecitabine.

IXEMPRA is indicated in **combination** with capecitabine for the treatment of patients with metastatic or locally advanced breast cancer resistant to treatment with an anthracycline and a taxane, or whose cancer is taxane resistant and for whom further anthracycline therapy is contraindicated.

- Anthracycline resistance is defined as progression while on therapy or within 6 months in the adjuvant setting or 3 months in the metastatic setting
- Taxane resistance is defined as progression while on therapy or within 12 months in the adjuvant setting or 4 months in the metastatic setting

 **Tech Support**

ABC

How Good Works

Sample

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Charities

Charities

## KOL VIDEO WITH SURVEY



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## The Landmark EXTREME Trial

EXTREME = ERBITUX in first-line Treatment of REcurrent or MEtastatic head and neck cancer

**Step 1: Watch this Video Presentation**

Donations can only be made to Public, 501(c)(3) charities. Donations cannot be made to charities in which you, or your medical practice, have a financial interest. Additional restrictions may apply.

Participating healthcare professionals receive recognition from the selected charity for the donation. However, you do not receive any money or any other material benefits. You also may not take a tax deduction.

Bristol-Myers Squibb will report to Centers for Medicare & Medicaid Services (CMS) under the Federal Sunshine Act the charitable donation that will be made to the public charity selected by you under this Good Works Health program. Your name (and other information), as well as the name of the public charity and the amount of the donation will be included in the data submitted by Bristol-Myers Squibb to CMS.



[Important Safety Information  
Including Boxed WARNINGS](#)

[U.S. Full Prescribing Information](#)

**My Account**

*Dr. Martin Tharp MD*  
Charitable balance: \$0

 **Tech Support**

 **How Good Works**

 **Sample Check**

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**INDICATIONS**

- ERBITUX® (cetuximab), in combination with radiation therapy, is indicated for the initial treatment of locally or regionally advanced squamous cell carcinoma of the head and neck (SCCHN)
- ERBITUX is indicated in combination with platinum-based therapy with 5-FU for the first-line treatment of patients with recurrent locoregional disease or metastatic squamous cell carcinoma of the head and neck

**IMPORTANT SAFETY INFORMATION INCLUDING BOXED WARNINGS**

**Infusion Reactions**

- Grade 3/4 infusion reactions occurred in approximately 3% of patients receiving ERBITUX® (cetuximab) in clinical trials, with fatal outcome reported in less than 1 in 1000
  - Serious infusion reactions, requiring medical intervention and immediate, permanent discontinuation of ERBITUX, included rapid onset of airway obstruction (bronchospasm, stridor, hoarseness), hypotension, shock, loss of consciousness, myocardial infarction, and/or cardiac arrest
  - Immediately interrupt and permanently discontinue ERBITUX infusions for serious infusion reactions
- Approximately 90% of the severe infusion reactions were associated with the first infusion of ERBITUX despite premedication with

### 3 PART KOL VIDEO, 6-MINUTES PER SECTION WITH SURVEYS FOLLOWING



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## A Crisis of Confidence

Recognizing the Risk of Chemotherapy-Induced Neutropenia

63169-R1-V3

**Step 1:** Watch this Video Presentation



02:41 / 07:09

**AMGEN** A Crisis of Confidence: Assessing Risk for Chemotherapy-Induced Neutropenia

Part 1



-  Watch Again
-  Finish Survey
-  \$100.00 Available

Part 2



-  Watch Video
-  Finish Survey
-  \$100.00 Available

Part 3



-  Presentation
-  Survey
-  \$100.00 Available



**Charitable Balance**  
\$0

**During this program:**  
By completing all parts your donation account will be credited \$300. Your account has been credited \$0 so far. There's \$300 still available.

Completed 
  Active 
  Upcoming

**Tech Support**

**ABC** How Good Works

Sample Check

 Charities

**My Account**

*Dr. Martin Tharp MD*  
Charitable balance: \$0

2 PART KOL VIDEO, 7-MINUTES PER SECTION WITH SURVEYS FOLLOWING



MC 45246-D-7

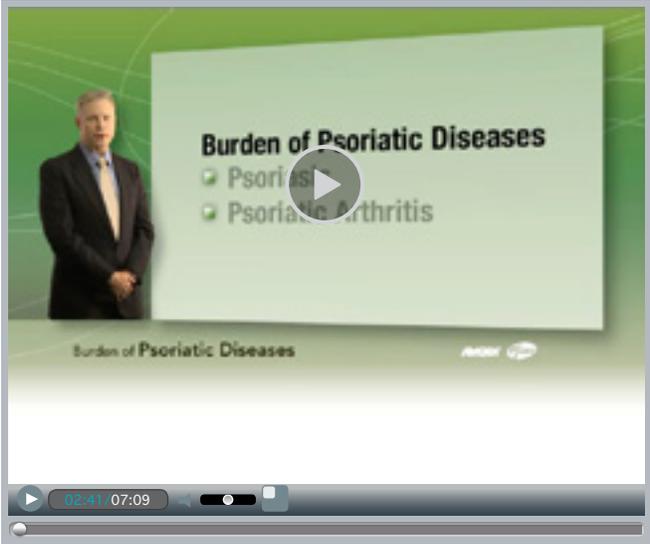
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# Burden of Psoriatic Diseases

AMGEN Pfizer



02:41 07:09

**Transcript**

Let's move on to psoriatic arthritis.

Psoriatic arthritis is an inflammatory arthritis associated with skin lesions. It is a progressive disease that results in erosion and deformation of the joints. The age of onset of psoriatic arthritis is usually between 30 and 50 years. In most cases, skin symptoms of psoriasis precede arthritis by about 10 years, although joint symptoms can develop prior to or concurrently with skin symptoms. The most commonly affected joints are those in the wrist, knees, ankles, lower back, and neck.

← PREV | NEXT →

**My Account**

*Dr. Martin Tharp MD*  
Charitable balance: \$0

---

 **Tech Support**

 **How Good Works**

 **Sample Check**

 **Charities**

**Burden of Psoriatic Diseases**

Part 1



-   Watch Video
-  Survey
-  \$75 Available

Part 2



-  Presentation
-  Finish Survey
-  \$75 Available

 **Charitable Balance**  
\$0

**During this program:**  
By completing all parts your donation account will be credited \$150. Your account has been credited \$0 so far. There's \$150 still available.

Completed 
  Active 
  Upcoming

# PROGRAM EXAMPLES

Static Content



### DISEASE STATE SLIDE DECK WITH POST-SLIDE SURVEY.

The screenshot shows a web browser window with the URL 'goodworkshealth.com'. The page features the 'good works health' logo and navigation links: 'about us | privacy | contact us | log out'. A sidebar on the right contains a 'my account' section with the name 'Martin Tharp RN' and a 'Charitable balance: \$0', along with links for 'tech support', 'how good works', 'sample check', and 'charities'. The main content area displays a slide titled 'Impact of Walking Impairment on Patients with MS' with a 'Step 1: View Content' button and instructions to review information and answer survey questions. A photo of Mark Cascione, MD, Medical Director of the South Tampa Multiple Sclerosis Center, is shown. The slide footer includes '©2014 Acorda Therapeutics®. Inc. All rights reserved. 12/14 MS3237' and the 'ACORDA THERAPEUTICS' logo. A navigation bar at the bottom of the slide indicates 'Slide 1 of 10'. Below the slide, a 'Charitable Balance' section shows a piggy bank icon, '\$0', and text explaining that \$50 will be credited upon completion of the program.

## POST-SLIDE SURVEY FOR DISEASE STATE SLIDE DECK.



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### Impact of Walking Impairment on Patients with MS



 my account  
*Martin Tharp RN*  
 Charitable balance: \$0

**Step 2:** Answer Survey Questions

Please answer the survey questions below.

1) How often do you assess your patients for walking difficulty?

- a. At all new patient visits
- b. At every visit
- c. Every few months
- d. Annually
- e. Only when the patient or caregiver mentions trouble with walking
- f. Other:

---

2) Who most often initiates a discussion about walking difficulty?

- a. I do
- b. Nurse or physician assistant
- c. Patient
- d. Patient's caregiver

---

3) Which of the following do you (or your practice team) use to assess your patient's level of walking difficulty? (Please select all that apply.)

- a. 12-Item MS Walking Scale (MSWS-12)
- b. Timed 25-foot Walk Test (T25FW)
- c. 2-Minute Walk Test (2MWT)
- d. 6-Minute Walk Test (6MWT)
- e. Physician observation
- f. Patient/caregiver report
- g. Other:

---

4) Of your patients with MS-related walking difficulty, when were signs of walking difficulty most commonly recognized by you?

- a. At diagnosis of MS
- b. Within 2 years of MS diagnosis
- c. Within 5 years of MS diagnosis
- d. 6-10 years after MS diagnosis
- e. More than 10 years after MS diagnosis
- f. Other:

---

5) What percentage of your patients with MS consider walking one of their biggest concerns?

- a. 0%–20%
- b. 21%–40%
- c. 41%–60%
- d. 61%–80%
- e. 81%–100%

---

6) Do "walking difficulty" and "walking impairment" generally mean the same thing?

- a. Yes
- b. No
- c. "Walking impairment" is more severe than "walking difficulty"
- d. "Walking impairment" is less severe than "walking difficulty"
- e. Other:

---

2) I acknowledge xxxx?

- a. yes
- b. no

Submit Answer(s)



**ACORDA** Impact of Walking Impairment on Patients with Multiple Sclerosis (MS)

Charitable Balance | During this program:  
\$0 By completing all parts your donation account will be credited \$50.  
 Your account has been credited \$0 so far. There's \$50 still available.

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 my account

*Martin Tharp RN*  
Charitable balance: \$0

 tech support

 how good works

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Help your favorite charities while learning about advances in your medical field.  
good works.

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**Announcing an opportunity to help your favorite charities while reviewing important information in the field of oncology.**

This program is intended for Physicians, Nurse Practitioners, Physician Assistants and Nurses in the United States specializing in Oncology, Hematology, or Oncology-Hematology

To participate, you must provide a valid DEA, ME, or license number

**Explore the impact of length of therapy in multiple myeloma**  
Provided by: Millennium Pharmaceuticals, Inc.

Log in or Register to begin

**Treatment of Relapsed Mantle Cell Lymphoma**  
Provided by: Millennium Pharmaceuticals, Inc.

**New Program!**

Log in or Register to begin

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PRE-SURVEY FOR INTEGRATED CONTENT PROGRAM.



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## Treatment of Relapsed Mantle Cell Lymphoma

**Step 1:** Answer Survey Questions  
Please answer survey questions below.

1) How many MCL patients do you see in a given year?

- Zero
- One
- Two
- Three
- Four
- Five or more

2) Please rank in order of importance these considerations when treating a patient with relapsed mantle cell lymphoma (with 1 as most important and 5 as least important):

	1	2	3	4	5
Complete Response	<input type="radio"/>				
Partial Response	<input type="radio"/>				
Duration of Response	<input type="radio"/>				
Time to first response	<input type="radio"/>				
FDA approval of therapy for this use	<input type="radio"/>				

Please see Important Safety Information for VELCADE® (bortezomib), discussed later in this presentation.

Submit Answer(s)

 **my account**  
*Martin Tharp RN*  
 Charitable balance: \$0

 **tech support**

 **how good works**

 **sample check**

 **charities**

Treatment of Relapsed Mantle Cell Lymphoma



Charitable Balance

**\$00.00**

During this program:

By completing all parts you will earn \$75. You have earned \$0 so far. There's \$75 yet to be earned.



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## DETAIL AID WITH SURVEY QUESTIONS INTERSPERSED



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### Treatment of Relapsed Mantle Cell Lymphoma

Step 2: View Content

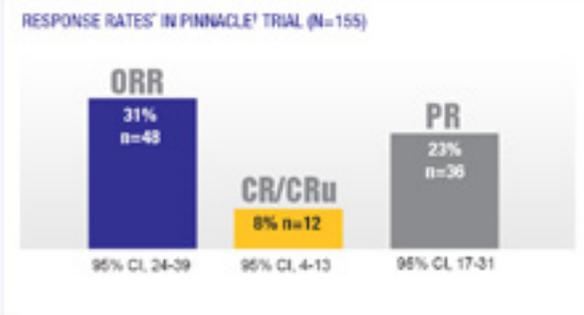
Please review the information and continue.

VELCADE® (bortezomib) is indicated for the treatment of patients with mantle cell lymphoma (MCL) who have received at least 1 prior therapy.

VELCADE is contraindicated in patients with hypersensitivity (not including local reactions) to bortezomib, boron, or mannitol, including anaphylactic reactions. VELCADE is contraindicated for intrathecal administration. Fatal events have occurred with intrathecal administration of VELCADE.

In a single-arm, multicenter, open-label phase 2 trial (N=155) VELCADE (bortezomib) delivered high overall response rates, including CRs in patients with relapsed MCL

RESPONSE RATES\* IN PINNACLE<sup>1</sup> TRIAL (N=155)



Response Rate	Percentage	n	95% CI
ORR	31%	48	24-39
CR/CRu	8%	12	4-13
PR	23%	36	17-31

▼ Median time to first response was 40 days

CRs resulted in more durable responses

MEDIAN DURATION OF RESPONSE IN PINNACLE<sup>1</sup> TRIAL (n=48)



Group	Median Duration (Months)	95% CI
All Responders (n=48)	9.3	8.8-10.0
Complete Responders (CR/CRu) (n=12)	15.4	13.8-17.0

▼ Results demonstrated delayed onset of disease progression in responding patients, especially those achieving CR<sup>1</sup>

ADVERSE REACTIONS IN THE PINNACLE TRIAL

- ▶ The most commonly reported grade ≥3 adverse reactions (ARs) in patients with relapsed MCL (N=155) were peripheral neuropathy NEC (12%), fatigue (10%), thrombocytopenia (8%), and diarrhea NOS (7%)
- ▶ The most commonly reported serious adverse reactions were nausea, vomiting NOS, abdominal pain NOS, and syncope (3% each); pyrexia, pneumonia NOS, and sepsis NOS (2% each)<sup>2</sup>

Please see Important Safety Information for VELCADE (bortezomib) discussed later in this presentation.

\*Response rates to VELCADE (bortezomib) were determined according to the International Workshop Response Criteria (IWRC)<sup>3</sup> based on independent radiologic review of CT scans.

<sup>1</sup>PINNACLE TRIAL: a single-arm, multicenter, phase 2, open-label trial (N=155) evaluating the efficacy and safety of VELCADE (bortezomib) in patients with mantle cell lymphoma who had received at least 1 prior therapy. Primary endpoint was TTP and secondary endpoints were ORR, CR, DOR, and overall survival. As an appropriate cohort of historical controls could not be found for comparison to the results of this study, the formal statistical comparisons of TTP and survival specified in the protocol could not be performed.

References: 1. Fisher RI, Bernstein SH, Kahl BS, et al. Multicenter phase II study of bortezomib in patients with relapsed or refractory mantle cell lymphoma. *J Clin Oncol*. 2006;24(30):4867-4874. 2. Data on file 51, Millennium Pharmaceuticals, Inc. 3. Cheson BD, Horning SJ, Coiffier B, et al. Report of an international workshop to standardize response criteria for non-Hodgkin's lymphomas. *J Clin Oncol*. 1999;17(6):1244-1253.

3) In the PINNACLE trial, VELCADE delivered a median duration of response of 9.3 months in responding patients (ORR=31%). On a scale of 1-7, how clinically meaningful is this data (where 1 is not clinically meaningful and 7 is very meaningful).

← Choose 1 →

Please see Important Safety Information for VELCADE® (bortezomib), discussed later in this presentation.



Treatment of Relapsed Mantle Cell Lymphoma



Charitable Balance  
**\$50.00**

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# INVITATION EXAMPLES

Email, invitations, & door-drops

## PHARMA DIRECT EMAIL INVITATION



Dear Dr. Smith,

Halaven and Eisai invite you to participate in an informative program:

**Halaven Overview & Phase III Clinical Trial Data.**

After viewing a short presentation and answering a survey, Eisai will make a \$100 donation to a charity of your choosing.

**How to access the presentation and select a charity:**

- 1 Go to [www.goodworkshealth.com/halaven](http://www.goodworkshealth.com/halaven)
- 2 Find your invitation with your email or DEAME number
- 3 Watch the presentation
- 4 Answer a short survey
- 5 Select any US (501(c)(3)) charity\* and make the donation

You will be notified when the donation has been made.

Note: You will not be entitled to any tax deduction or other monetary benefit from this donation.

\*Not available to physicians in MA, VT, and MN.

**Indication**  
Halaven is indicated for the treatment of patients with metastatic breast cancer who have previously received at least two chemotherapeutic regimens for the treatment of metastatic disease. Prior therapy should have included an anthracycline and a taxane in either the adjuvant or metastatic setting.

**Important Safety Information**

**Neutropenia**

- Monitor complete blood counts prior to each dose, and increase the frequency of monitoring in patients who develop Grade 3 or 4 cytopenias. Delay administration and reduce subsequent doses in patients who experience febrile neutropenia or Grade 4 neutropenia lasting longer than 7 days
- Severe neutropenia (ANC <500/mm<sup>3</sup>) lasting more than 1 week occurred in 12% (62/503) of patients. Patients with elevated liver enzymes >3 x ULN and bilirubin >1.5 x ULN experienced a higher incidence of Grade 4 neutropenia and febrile neutropenia. Two patients died from complications of febrile neutropenia

**Peripheral Neuropathy**

- Patients should be monitored closely for signs of peripheral motor and sensory neuropathy
- Grade 3 peripheral neuropathy occurred in 8% of patients, and Grade 4 in 0.4% of patients who received Halaven. Delay administration of Halaven until resolution to Grade 2 or less
- Neuropathy lasting more than 1 year occurred in 5% of patients. Twenty-two percent of patients developed a new or worsening neuropathy that had not recovered within a median follow-up duration of 269 days (range 25-662 days). Peripheral neuropathy (5%) was the most common adverse reaction resulting in discontinuation

**Pregnancy Category D**

- Halaven is expected to cause fetal harm when administered to a pregnant woman and patients should be advised of these risks

**QT Prolongation**

- In an uncontrolled ECG study in 26 patients, QT prolongation was observed on Day 8, with no prolongation on Day 1. ECG monitoring is recommended for patients with congestive heart failure; bradyarrhythmias; concomitant use of drugs that prolong QT interval, including Class Ia and III antiarrhythmics; and electrolyte abnormalities
- Correct hypokalemia or hypomagnesemia prior to initiating Halaven and monitor electrolytes periodically during therapy. Avoid in patients with congenital long QT syndrome

**Most Common Adverse Reactions**

- Most common adverse reactions (≥25%) reported in patients receiving Halaven were neutropenia (82%), anemia (58%), asthenia/fatigue (54%), alopecia (45%), peripheral neuropathy (35%), nausea (35%), and constipation (25%)
- The most common serious adverse reactions reported were febrile neutropenia (4%) and neutropenia (2%)

Please [click here](#) for Halaven full Prescribing Information.

Please [click here](#) to get started.

Please note that this donation is made by Eisai Inc. and, in keeping with the Office of Inspector General (OIG) advisory opinion and tax laws, is not eligible for a personal tax deduction.

Good Works Health is an innovative program that enables physicians to partner with the health care industry and give back to their communities while receiving educational information relevant to their practice and patients. Good Works Health is proud to be the first and only program of its kind to receive a favorable advisory opinion from the US Department of Health and Human Services OIG.



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PHARMA DISEASE STATE INVITATION

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1. Go to [goodworkshealth.com/mnp](http://goodworkshealth.com/mnp)  
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.....
3. Participate in a brief online presentation and survey  
.....
5. Select any US public charity\* for the donation  
.....
6. You will be notified when the donation has been sent

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\* *Certain limitations apply.* While the charitable donation will be made to the public charity of your choice you will not be entitled to claim this donation as a tax-deductible contribution. As this charitable donation does not constitute a transfer of value, the donation will not be reported under the Physician Payments Sunshine Act. See [goodworkshealth.com](http://goodworkshealth.com) for more information.

## PHARMA BRANDED PRINT INVITATION

Halaven™ and Eisai invite you to participate in an informative program.

### Halaven Overview and Phase III Clinical Trial Data

After viewing a short presentation and answering a survey, Eisai will make a **\$100 donation** to a charity of your choosing.



### How to access the presentation and select a charity:

- 1 Go to [www.goodworksmd.com](http://www.goodworksmd.com)
- 2 Log in with your invitation ID
- 3 Watch the presentation
- 4 Answer a short survey
- 5 Select any US (501(c)(3)) charity\* and make your donation

\*You will not be entitled to any tax deduction or other monetary benefit from this donation.

PHARMA PRINTED DOOR DROP BOOTH INVITATION

# DISCOVER

## HOW 10 MINUTES CAN MAKE YOUR CHARITY \$100

Visit **Eisai Booth #309**, with the card below, to participate in Good Works MD, an innovative program that will give you \$100 toward a charity\* of your choice in exchange for learning more about **Halaven**.

Don't have 10 minutes? Stop by to learn how you can participate in Good Works MD from home!

Remove card below

**EARN \$100 TOWARD  
YOUR CHARITY\* OF CHOICE**



**REDEEMABLE AT EISAI BOOTH #309**

\*US (501(c)(3)) charity. Not available to physicians in MA, VT, and MN. Please note that this donation is made by Eisai, and in keeping with the Office of the Inspector General advisory opinion and tax laws, is not eligible for a personal tax deduction.

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For US health care professionals only.

PHARMA DISEASE STATE PRINT INVITATION

# Breaking the inflammatory cycle of Rosacea

*An interactive series exploring your insights and opinions about Oracea® as an effective anti-inflammatory therapy*

**Inflammation and Rosacea**



**Dr. David E. Cohen, MD, MPH**

**Clinical Trials with Oracea®**



**Dr. Julie C. Harper, MD**

**Treating Rosacea in the Age of Increasing Antibiotic Resistance**



**Dr. Diane Thiboutot, MD**

**View three short online presentations and provide your feedback. Galderma will make a \$150 donation in your name to the charity of your choice (\$50 for each presentation viewed)**

Presented by **GALDERMA**   
Committed to the future of dermatology

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## Breaking the inflammatory cycle of Rosacea

*An interactive series exploring your insights and opinions about Oracea® as an effective anti-inflammatory therapy*

**Inflammation and Rosacea**  
**Dr. David E. Cohen, MD, MPH**  
Assistant Professor of Dermatology  
New York University School of Medicine

**Clinical Trials with Oracea®**  
**Dr. Julie C. Harper, MD**  
Clinical Associate Professor of Dermatology  
University of Alabama-Birmingham

**Treating Rosacea in the Age of Increasing Antibiotic Resistance**  
**Dr. Diane Thiboutot, MD**  
Professor of Dermatology  
College of Medicine  
Penn State Milton S. Hershey Medical Center

We at Galderma look forward to getting your opinions and insights about key clinical data and exciting new research on this disease state.

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Fort Worth, TX 76177

**good works**

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Please note that this donation is made by Galderma, and is not eligible for a personal tax deduction.

1. Go to [www.goodworkshealth.com/bicr](http://www.goodworkshealth.com/bicr) .....
2. Log in with Invitation ID: GALD3267 .....
3. Watch up to three brief presentations .....
4. Answer a short survey after each .....
5. Select any US public charity\* for your donation .....

You will be notified when the donation has been made

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PHARMA DISEASE STATE PRINT INVITATION



INVITES YOU TO PARTICIPATE IN A UNIQUE EDUCATIONAL PROGRAM:

# A Crisis of Confidence:

Assessing Risk for Chemotherapy-Induced Neutropenia

View 3 brief online presentations.  
Amgen will make a \$225 donation  
in your name to the charity of your choice  
(\$75 for each presentation viewed)

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## PHARMA BRANDED PRINT INVITATION

good works for everyone

Good Works Health allows healthcare professionals to review practice relevant information online, and for their time, accrue grants from our sponsors to direct in their own name to public charities of their choice.\*

**KYOWA KIRIN**  
135 Route 202/206, Suite 6  
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**good works health**  
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**Keep it Simple:**  
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View a brief online presentation, answer a few questions, and direct a \$100 donation in your name, provided by Kyowa Kirin, Inc., to any public charity of your choice.

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PHARMA BRANDED PRINT INVITATION

**Individual results will vary**

Nplate<sup>®</sup> is indicated for the treatment of thrombocytopenia in patients with chronic immune (idiopathic) thrombocytopenic purpura (ITP) who have had an insufficient response to corticosteroids, immunoglobulins or splenectomy. Nplate<sup>®</sup> should be used only in patients with ITP whose degree of thrombocytopenia and clinical condition increases the risk for bleeding. Nplate<sup>®</sup> should not be used in an attempt to normalize platelet counts.

**IMPORTANT SAFETY INFORMATION**

- Serious adverse reactions associated with Nplate<sup>®</sup> in clinical studies were bone marrow reticulin deposition and worsening thrombocytopenia after Nplate<sup>®</sup> discontinuation. Additional risks include Bone Marrow Fibrosis, Thrombotic/Thromboembolic Complications, Lack or Loss of Response to Nplate<sup>®</sup>, Hematological Malignancies and Progression of Malignancy in Patients with a Pre-existing Hematological Malignancy or Myelodysplastic Syndrome (MDS).
- Nplate<sup>®</sup> is not indicated for the treatment of thrombocytopenia due to MDS or any cause of thrombocytopenia other than chronic ITP.
- Monitor CBCs, including platelet counts and peripheral blood smears, prior to initiation, throughout, and following discontinuation of Nplate<sup>®</sup> therapy.
- Nplate<sup>®</sup> is available only through a restricted distribution program called Nplate<sup>®</sup> NEXUS (Network of Experts Understanding and Supporting Nplate and Patients) Program.
- In the placebo-controlled studies, headache was the most commonly reported adverse drug reaction.
- Please see full Prescribing Information and Medication Guide enclosed.



**invites you to participate in a unique educational program:**

IN ADULT CHRONIC ITP

# COUNT ON IT

Individual results will vary





1122 Aurora Ave.  
Des Moines, IA 50322



515 Madison Ave.  
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646.783.4530

**Nplate<sup>®</sup> Live Rep Support**  
Speak with an Nplate rep, view information, and Amgen will make a \$100 donation in your name to the charity of your choice

**Good Works Health™**  
*A new way for physicians to further their "good works"*

Good Works Health™ is an innovative program that enables physicians to partner with the healthcare industry by giving back to their communities while receiving educational information relevant to their practice and patients. Good Works Health™ is proud to be the first and only program of its kind to receive a favorable advisory opinion from the U.S. Department of Health and Human Services Office of Inspector General (OIG).

As a global leader committed to innovation in the biotechnology industry, Amgen Oncology is excited to be a part of this cutting-edge program. Participants will receive an invitation to view four brief online presentations, which may be viewed individually or together at one time. In return, a charitable donation will be made in your name to the U.S. public charity\* of your choice. Please note that this donation is made by Amgen Oncology, and in keeping with the OIG advisory opinion and tax laws, is not eligible for a personal tax deduction.

### How it Works

1. Go to [www.goodworkshealth.com/nplate](http://www.goodworkshealth.com/nplate)
2. Log in with DEA Number<sup>1</sup>
3. Watch up to four presentations (4-6 minutes each)
4. Answer a short survey
5. Select any US public charity<sup>2</sup> for your donation

*You will be notified when the donation has been made.*

\*Certain limitations apply. See [GoodWorksHealth.com](http://GoodWorksHealth.com) for more information.

<sup>1</sup> In certain states, providers may be prompted to log-in to the website by creating a username and password instead of using his/her DEA number.

<sup>2</sup> Although the charitable donation will be made to the public charity of your choice, you will not be entitled to claim this donation as a tax-deductible contribution.



**Dr. <LastName>,  
The Treatment Information  
You Need Is Right At Your Fingertips.**

**NON-SPLENECTOMIZED PATIENTS:**  
Lead with Nplate<sup>®</sup> after insufficient response to corticosteroids

**SPLENECTOMIZED PATIENTS:**  
Proven in patients refractory to splenectomy

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PHARMA DISEASE STATE PRINT INVITATION

**good works**

Announcing Good Works Health™  
*A new way for physicians to further their "good works"*

Good Works Health™ is an innovative program that enables physicians to partner with the healthcare industry by giving back to their communities while receiving educational information relevant to their practice and patients. Good Works Health™ is proud to be the first and only program of its kind to receive a favorable advisory opinion from the U.S. Department of Health and Human Services Office of Inspector General (OIG).

As a global leader committed to innovation in the biotechnology industry, Amgen is excited to help launch Good Works Health™. Participants in this ground-breaking program will receive an invitation to view two brief online presentations, which may be viewed individually or together at one time. In return, a charitable donation will be made in your name to the U.S. public charity\* of your choice. Please note that this donation is made by Amgen, and in keeping with the OIG advisory opinion and tax laws, is not eligible for a personal tax deduction.

your invitation ID: ZY9X8W7V

Amgen and Pfizer invite you to participate  
in a unique educational program:

**Burden of Psoriatic Diseases**

View two short online presentations.  
Amgen and Pfizer will make a \$150 donation  
in your name to the charity of your choice  
(\$75 for each presentation viewed)

This is a limited offer.  
Please see [www.goodworkshealth.com/amgenbpd](http://www.goodworkshealth.com/amgenbpd) for details.



One Amgen Center Drive  
Thousand Oaks, CA



New York, NY 10017



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New York, NY 10022  
646.450.6131

\*Certain limitations apply. See Good Works Health for more information. MD 45246-D-6

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How to view  
**Burden of Psoriatic Diseases**  
and  
**Make a Donation**

1. Go to [www.goodworkshealth.com/amgenbpd](http://www.goodworkshealth.com/amgenbpd)
2. Log in with Invitation ID: ZY9X8W7V
3. Watch up to two presentations (11 minutes each)
4. Answer a short survey after each (1 minute)
5. Select any US public charity\* for your donation

*You will be notified when the donation has been made.*

**Burden of Psoriatic Diseases**

Presented by  
**Frank Dann, MD**  
Assistant Clinical Professor of Dermatology  
Los Angeles, CA

The objectives of this educational program include:

- Expanding the understanding of the impact of psoriatic diseases on the psychosocial and physical functioning of patients, and the impact on their ability to perform daily life activities
- Reviewing the evidence supporting the potential association between psoriasis and comorbid conditions, such as metabolic syndrome and cardiovascular disease




\*Although the charitable donation will be made to the public charity of your choice, you will not be entitled to claim this donation as a tax-deductible contribution.