



Hands-On Creative Director/GAS

Pharma and Multi-Vertical Samples

MAIMONIDES MEDICAL CENTER, Desktop & Mobile Website

Creative direction, design, and production



MAIMONIDES MEDICAL CENTER, Post-COVID Campaign

Creative direction and design of digital, print, and OOH materials

acquires state-of-the-art surgery system



Photo courtesy of NYC Health + Hospitals

The surgical team at Maimonides Medical Center may help retain young talent at the southern Brooklyn hospital.

The latest significant capital investment for NYC Health + Hospitals Maimonides Medical Center is the acquisition of the critical services

they provide every patient that they serve, and build upon a greater vision for the hospital and our community," Dr. Harrison said. "Additionally, we believe this investment will help attract and keep top medical talent for the hospital to

provide excellent quality care for southern Brooklyn residents." The new technology will be put to good use right away, according to hospital administrators, who said it is expected to assist in 300 surgeries in the first year.

Cancer: Are You At Risk?

ever wait for warning signs. Instead, at-risk individuals should be thinking about lung health as early as possible. Dr. Harrison says, "Unfortunately, about 40 percent of patients are not diagnosed until the cancer is at stage IV, and at that late stage, fewer treatment options will be effective."

What is the leading cause of lung cancer?
a. Asbestos exposure
b. Family history
c. Secondhand smoke
d. Smoking



- a. Chemotherapy
- b. Radiation
- c. Surgery
- d. All of the above

Answer: c. Surgical resection is typically the first line of defense against early lung cancer. Once the disease has progressed, doctors may recommend chemotherapy, radiation, and additional surgery.

Fact or fiction: If you have a clear chest X-ray, you don't need to be concerned about lung cancer. Answer: Fiction. Other tests may be needed to identify lung cancer during various stages of the disease. "Multiple studies have shown that a chest X-ray is not an appropriate screening method," Dr. Harrison says. "A high-risk person should also have a computed tomography scan of the chest."

velop lung cancer. "Roughly 15 percent of all patients diagnosed with lung cancer have never smoked and have no other identifiable risk factors," Dr. Harrison says. "If you experience symptoms, it is never too early to see a doctor and discuss risks and options for diagnosis."

NewYork-Presbyterian Brooklyn Methodist Hospital offers free lung cancer screenings through the Fred L. Mazzailli Lung Cancer Screening Program. The Program is designed for people between the ages of 55 and 74 who smoke or have smoked in the past and have a history of smoking one pack a day for 30 years, two packs a day for 15 years, etc. These people are at the highest risk for developing lung cancer. Call 718.780.1234 to learn more about the Program.

Nationally recognized excellence, built for Brooklyn

 **Maimonides**
Medical Center

Extraordinary times.

Extraordinary care.

The future of healthcare begins in Brooklyn.

For over 100 years, we've been known for clinical excellence and innovation. We faced the pandemic together, and we're stronger as a result.

Healthcare today may look and feel a little different, but our steadfast commitment to your health and safety hasn't changed. Our 360-degree approach to safety includes continuous disinfection of all areas, the creation of separate spaces and safe care pathways, and monitoring the health of our staff. Whether in person or via a virtual visit, you can be confident that Maimonides Medical Center is ready to serve you.

DON'T PUT YOUR HEALTH ON HOLD.

CALL 888-MMC-DOCS
(888-662-3627)
or visit

MAIMONIDESMED.ORG

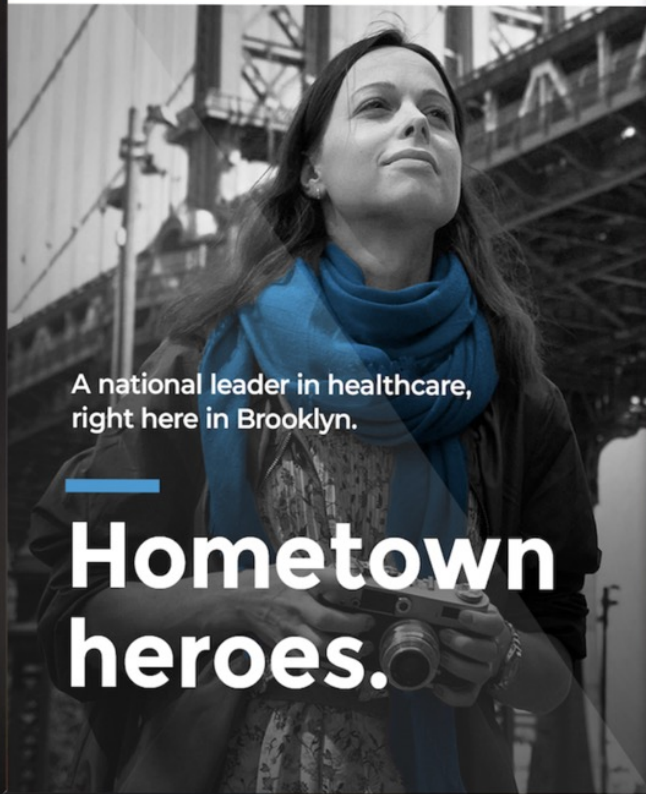
Now more than ever, you can rely on our team of doctors and healthcare professionals for extraordinary care—right here in Brooklyn.

MAIMONIDES MEDICAL CENTER, Post-COVID Campaign

Creative direction and design of digital, print, and OOH materials



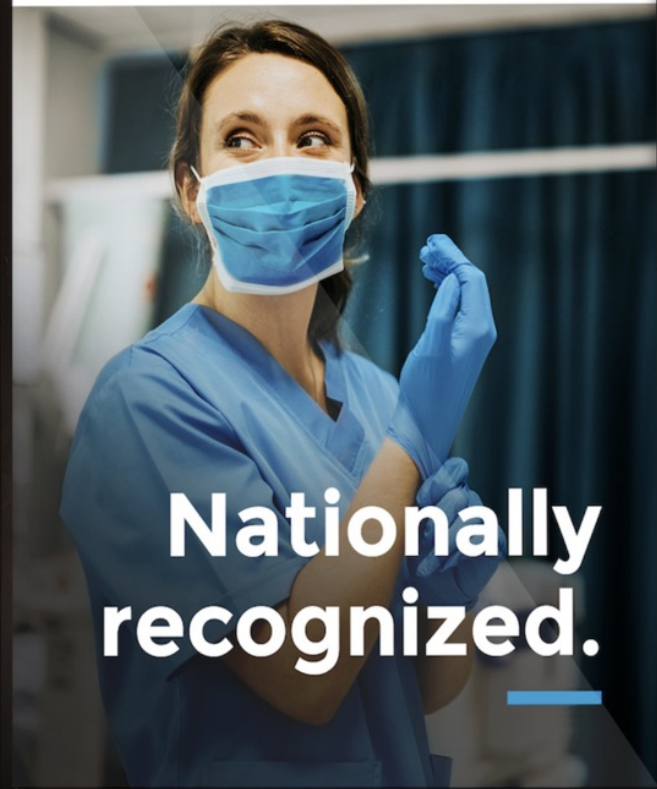
Maimonides



A national leader in healthcare,
right here in Brooklyn.

**Hometown
heroes.**

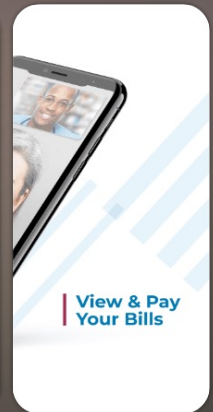
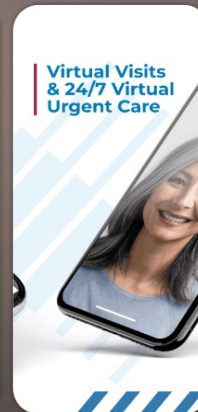
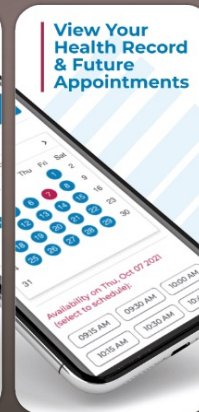
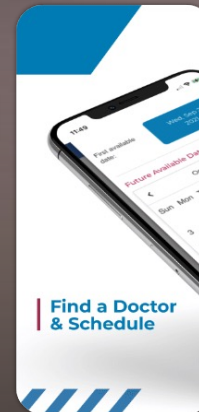
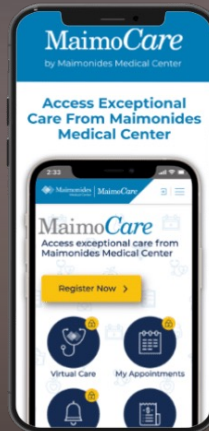
Medical Center



**Nationally
recognized.**

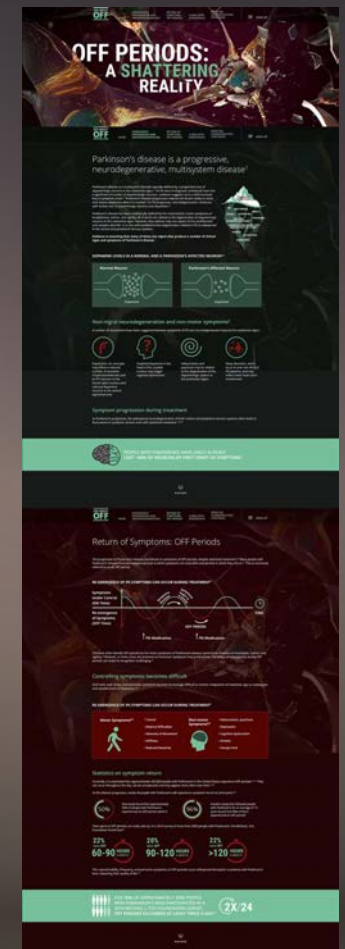
MAIMONIDES MEDICAL CENTER, MaimoCare Mobile Application

Creative direction, branding, and application store graphics



PARKINSON'S DISEASE STATE, OFF Periods Awareness Campaign

Campaign direction, website, print pieces, event booth, broadcast, and CRM materials



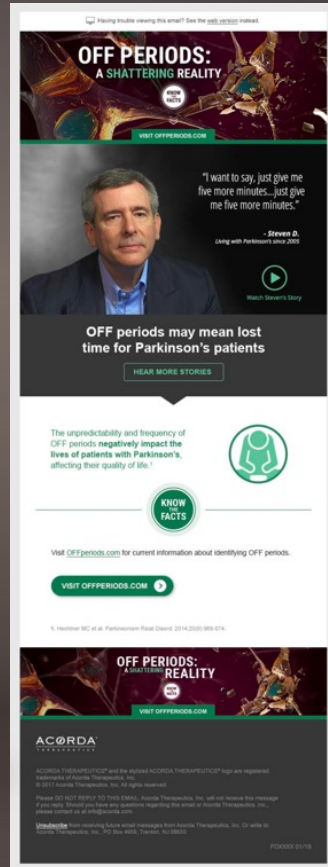
PARKINSON'S DISEASE STATE, OFF Periods Awareness Campaign

Campaign direction, website, print pieces, event booth, broadcast, and CRM materials



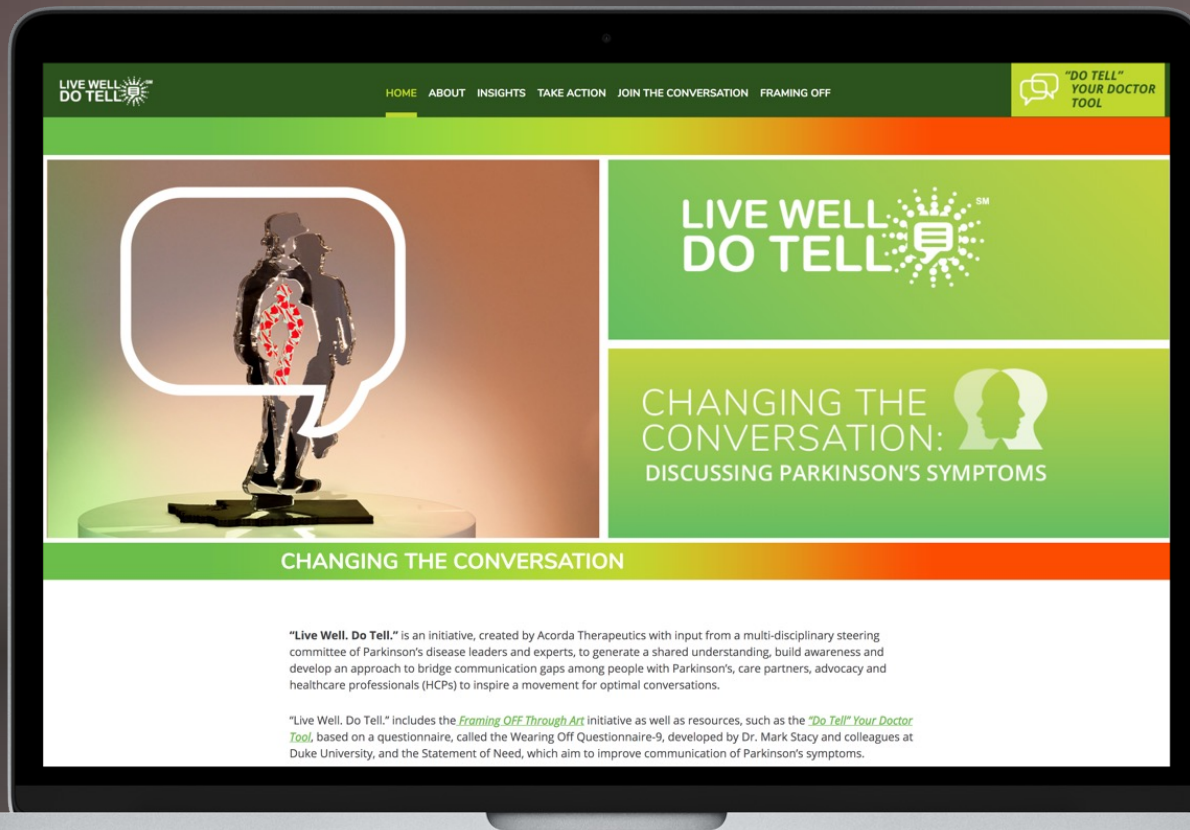
PARKINSON'S DISEASE STATE, OFF Periods Awareness Campaign

Campaign direction, website, print pieces, event booth, broadcast, and CRM materials



PARKINSON'S ADVOCACY CAMPAIGN, "LIVE WELL. DO TELL."


Art direction, website, speaking events, and design of multimedia materials



LiveWellDoTell.org

AMPYRA, HCP Rebrand

Art direction, production of print materials, web, and CRM campaign



Think MS
Think WALKING
Think AMPYRA

THINKFREETRIAL.COM

AMPYRA is the first and only prescription brand medication indicated to improve walking in adults with multiple sclerosis (MS). This was demonstrated by an increase in walking speed.

Selected Important Safety Information

AMPYRA is contraindicated in patients with history of seizures, moderate or severe renal impairment (CrCl < 50 mL/min), or history of hypersensitivity to AMPYRA or 4-aminopyridine.

Please see additional Important Safety Information on pages 14-15.

ampyra
(dalfampridine)
Extended Release Tablets

**WALKING DIFFICULTY.
ASK YOUR PATIENTS ABOUT
THEIR DAILY CHALLENGES.**

87%
OF PEOPLE WITH MS SAID THEY
EXPERIENCED SOME LIMITATION TO THEIR WALKING
ABILITY AND LIMITED ACTIVITIES THAT INVOLVED
WALKING, IN A POLL OF MORE THAN 2,000 PEOPLE*

Patients may not ask for help—that doesn't mean they don't need it

There's the misperception that if the person is not using a cane, walker, or wheelchair, their walking must be fine. But clearly it is not. The person can definitely have trouble with walking even if they're not using one of those types of equipment.

REAL NEUROLOGY SPECIALIST

THINK MS THINK WALKING

**EVERY VISIT COUNTS
ASK YOUR PATIENTS ABOUT
WALKING DIFFICULTY TODAY**

In a poll of more than 2,000 US adults with MS, 584 patients reported having trouble walking...

39%
OF THOSE WHO HAD TROUBLE
WALKING EXPERIENCED A
MOBILITY ISSUE BY THE TIME
THEY WERE DIAGNOSED WITH MS*

Selected Important Safety Information

AMPYRA (dalfampridine) can cause seizures. The risk of seizures increases with increasing doses. Permanently discontinue AMPYRA if seizures occur. In the post-marketing period, seizures have been reported. The majority of seizures occurred at the recommended dose, in patients without a history of seizures, and generally within days to weeks of starting therapy.

Please see additional Important Safety Information on pages 14-15.

THINK MS THINK WALKING

**UNCOVER THE MS-RELATED
WALKING DIFFICULTY THAT
PATIENTS ARE FACING DAILY**

The Multiple Sclerosis Walking Scale (MSWS-12) may help with symptom assessment

The 12-item Multiple Sclerosis Walking Scale (MSWS-12) is a validated, self-reported patient questionnaire rating the effect of MS on walking†

THINK MS THINK WALKING

**HAVE YOU ASKED YOUR
PATIENTS ABOUT WALKING
DIFFICULTY USING THESE
CONCRETE EXAMPLES?**

STANDING	MAINTAINING BALANCE
ABILITY TO TURN	CLIMBING STAIRS
NEED FOR SUPPORT DEVICES	WALKING DISTANCES
NEED FOR SUPPORT PERSONS	OFFICE BUSES TO WALK
CONCENTRATION NEEDED TO WALK	ABILITY TO WALK
WALKING SPEED	CAT

Selected Important Safety Information

AMPYRA has not been evaluated in patients with history of seizures or with epileptiform activity on EEG. In these patients, the risk of seizures to patients with epileptiform activity on an EEG is unknown, and could be substantially higher than that observed in clinical studies.

Please see additional Important Safety Information on pages 14-15.

THINK MS THINK WALKING

**IN CLINICAL STUDIES,
AMPYRA (dalfampridine)
IMPROVED WALKING SPEED
IN SIGNIFICANTLY MORE
PATIENTS THAN PLACEBO**

In 2 randomized Phase 3 clinical trials, improvements were demonstrated in patients with all major types of MS, with ages ranging from 25 to 75 years, with or without use of disease-modifying therapies (DMTs), regardless of baseline disability.

Improvements in walking speed, regardless of treatment, were shown to be associated with improvements in the EDSS†12*

A drug-placebo difference was not demonstrated for this outcome measure.

25%
AVERAGE INCREASE IN WALKING
SPEED FROM BASELINE IN
AMPYRA RESPONDERS*1,2

PROPORTION OF AMPYRA RESPONDERS*4

Study 1 (NCT00100101)

Group	Responders	n/N
Placebo	3.0%	10/328
AMPYRA	9.9%	31/318

Study 2 (NCT00100102)

Group	Responders	n/N
Placebo	2.9%	10/318
AMPYRA	9.9%	31/318

THINK MS THINK WALKING

Description of studies

AMPYRA was evaluated in 2 randomized, placebo-controlled studies including a total of 640 patients with disease durations ranging from 3.1-48.8 years (mean of 13) and Kurtzke Expanded Disability Status Scale (EDSS) scores ranging from 1.0-7.0 (mean of 6).

Inclusion required a baseline Timed 25-Foot Walk (T25FW) between 8 and 40 seconds. Exclusion criteria included a history of seizures, EEG evidence of epileptiform activity, or an MS exacerbation within the past 60 days. Study 2 also excluded patients with severe renal impairment.

Study 1 was a 21-week study with 14 weeks of double-blind treatment with AMPYRA 10 mg twice daily (n=328) or placebo (n=328). A total of 283 patients completed all study visits (212 AMPYRA and 71 placebo). Study 2 was a 14-week study with 9 weeks of double-blind treatment with AMPYRA 10 mg twice daily (n=328) or placebo (n=318). A total of 227 patients completed all study visits (175 AMPYRA and 154 placebo).

The primary measure of efficacy in both studies was walking speed (in feet per second) as measured by the T25FW, using a responder analysis. A responder was defined as a patient whose walking speed on the T25FW was faster for at least 3 of 4 visits during treatment than the fastest speed measured during 4 off-drug visits.††

Selected Important Safety Information

Clinical studies of AMPYRA did not include sufficient numbers of subjects aged 65 and over to determine whether they respond differently from younger subjects. Because elderly patients are more likely to have decreased renal function, it is important to know the estimated CrCl before initiating AMPYRA.

Please see additional Important Safety Information on pages 14-15.

THINK MS THINK WALKING

**YOUR PATIENT.
YOUR DECISION.**

Prescribe a 60-Day FREE* Trial of AMPYRA

Your eligible patients have the opportunity to try AMPYRA for 60 days free to determine if it is right for them.

**60-DAY
FREE* TRIAL**

TO LEARN MORE, PLEASE VISIT
THINKFREETRIAL.COM

Important Eligibility Requirements

- The patient who MS must be an appropriate patient for AMPYRA.
- Patients participating in Medicaid, Medicare, or any other government-funded programs are not eligible.
- Patients who have received a prescription to AMPYRA in the last 12 months are not eligible.

1 Download the service (provided free, PDF) at www.thinkfreetrial.com

2 Fill the completed form to AMPYRA Patient Support Service (APSS)

3 APSS will take it from them and help arrange your patient's free trial

THINK MS THINK WALKING

**YOUR PATIENT. YOUR DECISION.
WRITE DAW* FOR BRANDED AMPYRA.**

APSS is dedicated to providing the support you know

- AMPYRA Patient Support Service provides personal, 1-to-1 service to support your patients.
- APSS performs benefit investigation, determines eligibility for co-pay assistance, and connects the patient with a specialty pharmacy that will deliver AMPYRA to your patient's door.

Co-pay assistance

- Patients who have commercial insurance may be eligible for assistance with their co-pay from Acorda. Restrictions apply.

ampyra
(dalfampridine)
Extended Release Tablets

Selected Important Safety Information

Concomitant use with OCT2 inhibitors (e.g., cimetidine) may cause increased exposure to AMPYRA and potential risk of seizures.

Please see additional Important Safety Information on pages 14-15.

THINK MS THINK WALKING

Important Safety Information

- AMPYRA is contraindicated in patients with history of seizure, moderate or severe renal impairment (CrCl < 50 mL/min), or history of hypersensitivity to AMPYRA or 4-aminopyridine.
- AMPYRA can cause seizures. The risk of seizures increases with increasing doses. Permanently discontinue AMPYRA if seizure occurs. In the post-marketing period, seizures have been reported. The majority of seizures occurred at the recommended dose, in patients without a history of seizures, and generally within days to weeks of starting therapy.
- AMPYRA has not been evaluated in patients with history of seizures or with epileptiform activity on EEG. In these patients, the risk of seizures to patients with epileptiform activity on an EEG is unknown, and could be substantially higher than that observed in clinical studies.
- Avoid concomitant use of AMPYRA with other forms of 4-aminopyridine (i.e., 4-aminopyridine), since the active ingredient in the same. Instruct patients to discontinue use of any product containing 4-AP prior to initiating AMPYRA to reduce the potential for dose-related adverse reactions.
- AMPYRA can cause anaphylaxis and severe allergic reaction. Signs and symptoms included respiratory compromise, urticaria, and angioedema of the throat or tongue. If an anaphylactic or other serious allergic reaction occurs, permanently discontinue AMPYRA.
- AMPYRA is cleared predominantly by the kidneys. The risk of seizures in patients with mild renal impairment (CrCl 10-49 mL/min) is unknown, but AMPYRA plasma levels in these patients may approach those seen at a dose of 10 mg twice daily, a dose that may be associated with an increased risk of seizures. Estimated CrCl should be known before initiating AMPYRA and monitored at least annually during treatment.
- The most common adverse reactions (incidence > 2% and at a rate greater than placebo) for AMPYRA in MS patients were urinary tract infection, insomnia, dizziness, headache, nausea, asthenia, back pain, balance disorder, multiple sclerosis relapse, paresthesia, nasopharyngitis, constipation, dyspnea, and pharyngolaryngeal pain.
- The risk of adverse reactions, including seizures, increases with increasing AMPYRA doses. There is no evidence of additional benefit at doses greater than 10 mg twice daily.

THINK MS THINK WALKING

Selected Important Safety Information

- Concomitant use with OCT2 inhibitors (e.g., cimetidine) may cause increased exposure to AMPYRA and potential risk of seizures.
- There are no adequate and well-controlled studies of AMPYRA in pregnant women. AMPYRA should be used during pregnancy only if the potential benefits justify the potential risk to the fetus.
- It is not known if AMPYRA passes into breast milk. Discontinue AMPYRA or nursing, taking into consideration the importance of AMPYRA to the mother.
- Safety and effectiveness of AMPYRA in patients younger than 18 years have not been established.
- Clinical studies of AMPYRA did not include sufficient numbers of subjects aged 65 and over to determine whether they respond differently from younger subjects. Because elderly patients are more likely to have decreased renal function, it is important to know the estimated CrCl before initiating AMPYRA.

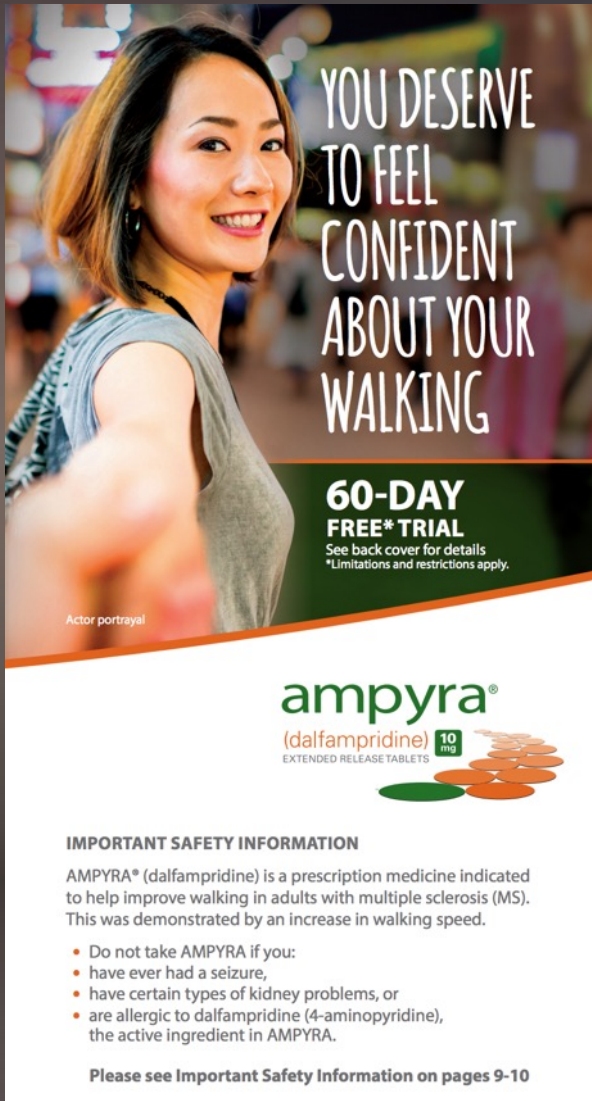
Please see Full Prescribing Information in packet.

ampyra
(dalfampridine)
Extended Release
Tablets
10 mg

THINK MS THINK WALKING

AMPYRA, Patient Rebrand

Art direction, production of print materials, web, and CRM campaign



YOU DESERVE TO FEEL CONFIDENT ABOUT YOUR WALKING

60-DAY FREE* TRIAL
See back cover for details
*Limitations and restrictions apply.

Actor portrayal

ampyra®
(dalfampridine) 10 mg
EXTENDED RELEASE TABLETS

IMPORTANT SAFETY INFORMATION

AMPYRA® (dalfampridine) is a prescription medicine indicated to help improve walking in adults with multiple sclerosis (MS). This was demonstrated by an increase in walking speed.

- Do not take AMPYRA if you:
 - have ever had a seizure,
 - have certain types of kidney problems, or
 - are allergic to dalfampridine (4-aminopyridine), the active ingredient in AMPYRA.

Please see Important Safety Information on pages 9-10



WHY WAIT? ASK YOUR DOCTOR ABOUT YOUR WALKING

More serious challenges could be ahead

IN A POLL OF OVER 1,000 US ADULTS WITH MS:

- 72% of respondents with trouble walking said that walking problems negatively affected their income
- 60% of respondents who had trouble walking reported that walking problems caused them to miss at least one major personal event
- 32% of respondents who had trouble walking said that walking problems caused them to feel isolated and alone

If you're concerned about your walking, speak up—it's the first step toward getting the help you need

"Nobody likes to admit they have an issue. You always want to kind of put on a brave face and say, 'I'm doing great.'"
—Rick, real MS patient

"I hated grocery shopping, because I couldn't make a quick trip in and out...it could take literally hours."
—Sandra, real MS patient

Please see Important Safety Information on pages 9-10



AMPYRA® (DALFAMPRIDINE) CAN MAKE A REAL DIFFERENCE IN YOUR WALKING
Results from 2 clinical studies with AMPYRA

4x RESPONSE RATE

Improvements were demonstrated in patients with all 4 major types of MS.

The rate of patient response to AMPYRA was about 4 times greater than placebo (sugar pill).

25% FASTER

Patients who responded to AMPYRA walked an average of 25% faster, regardless of their level of disability.

Improvements in walking speed were seen with or without the use of disease-modifying therapies (DMTs).

Taking my little walking pill has become a very important piece of my life. I can walk faster than I did before I started taking AMPYRA.
—Sandra, real MS patient

PATIENTS WHO WALKED FASTER IN THE AMPYRA CLINICAL TRIALS ALSO REPORTED IMPROVEMENTS IN WALKING-RELATED ACTIVITIES:

STANDING	NEED FOR SUPPORT INDOORS	MAINTAINING BALANCE	EFFORT NEEDED TO WALK
ABILITY TO RUN	WALKING SPEED	CLIMBING STAIRS	ABILITY TO WALK
NEED FOR SUPPORT OUTDOORS	CONCENTRATION NEEDED TO WALK	WALKING DISTANCE	GAIT

Not every patient responds to AMPYRA. Individual patient response to therapy may vary.

The most common side effects for AMPYRA in MS patients were urinary tract infection, trouble sleeping, dizziness, headache, nausea, weakness, back pain, problems with balance, multiple sclerosis relapse, burning, tingling, or itching of your skin; irritation in your nose and throat; constipation; indigestion; and pain in your throat.

* A responder was defined as a patient whose walking speed on the Timed 25-foot Walk (T25FW) was faster by at least 1 of 4 walks during treatment than the fastest speed measured during 3 off-drug visits.

† 20% included in clinical trials: interferon, glatiramer acetate, or natalizumab.

‡ A drug-placebo difference was not established for this outcome measure.

Please see Important Safety Information on pages 9-10

TREMFYA, HCP & Patient Campaign

Graphic support for web, digital banners, displays, CRM, and video

Learn more about Janssen's COVID-19 response and our continued support to help patients afford and access our medicines. [X]

TREMFYA® is the first FDA-approved medication of its kind to selectively block IL-23 for adults with moderate to severe plaque psoriasis.

Important Safety Information | Full Prescribing Information | Medication Guide | Safe Returns | Información en Español | Instructions for Use | Healthcare Professionals | For US Patients

Moderate to severe PLAQUE PSORIASIS

Take a virtual tour of the ONE-PRESS injector.

FOR ADULTS WITH MODERATE TO SEVERE PLAQUE PSORIASIS

EMERGE TREMFYA®

WITH CLEARER SKIN AND IMPROVED SYMPTOMS

7 out of 10 patients saw 90% clearer skin and improvement in symptoms such as burning, stinging, and itching at 16 weeks. Results may vary.

LEARN MORE ABOUT TREMFYA®

ALSO APPROVED FOR ADULTS WITH ACTIVE PSORIATIC ARTHRITIS

Scroll down

SAVE ON TREMFYA®

Learn how eligible patients can save on their TREMFYA® medication costs.

STAY IN THE KNOW

Sign up to have TREMFYA® news and information delivered to your inbox.

TREMFYA® INJECTION TRAINING SUPPORT PROGRAM

TREMFYA® is a 100 mg injection given at weeks 0 and 4 and then every 8 weeks. Click here to learn more about the program.

janssen Immunology

TREMFYA patients Tell Them It Is

JOE: "WHAT'S ALL OVER YOUR BACK?"

Uncover results with TREMFYA®

For adults with moderate to severe plaque psoriasis

1. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

2. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

3. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

4. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

5. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

6. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

7. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

8. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

9. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

10. CLEARER SKIN (at 16 weeks)

Before	After
7 out of 10 patients saw 90% clearer skin	7 out of 10 patients saw 90% clearer skin

TREMFYA® safety

Stay in the know

Product & resource/clinical guides, value props, and print & digital formulary kits

Product & resource/clinical guides, value props, and print & digital formulary kits

[illegible]



A short, 30-minute infusion is given as 2 starter doses, 4 weeks apart. Then you will receive infusions every 8 weeks.

SELECTED IMPORTANT SAFETY INFORMATION

SIMPONI ARIA® (golimumab) can lower your ability to fight infections. Serious and sometimes fatal events may occur. There have been reports of serious infections including tuberculosis (TB) and infections caused by bacteria, fungi, or viruses that have spread throughout the body. Other possible serious side effects may include lymphoma, a rare and fatal cancer called hepatosplenic T-cell lymphoma, skin cancer, other cancers, hepatitis B, heart failure, nervous system problems, lupus-like symptoms, or allergic reactions. To learn more about these and other risks, please read the Important Safety Information on pages 24-27, and the Medication Guide, and talk with your doctor.



LET'S TALK ABOUT INFUSIONS

FOR ADULTS WITH MODERATE TO SEVERE RA, ACTIVE PsA, AND ACTIVE AS

WE GET IT

Now that your doctor has prescribed SIMPONI ARIA® (golimumab) for your moderate to severe RA, active PsA, or active AS, getting started on an infusion treatment may be a bit overwhelming. We're here to help by showing you the path to your first SIMPONI ARIA® infusion, step by step.



ABOUT SIMPONI ARIA®

SIMPONI ARIA® is a short 30-minute infusion for the treatment of adults with moderate to severe RA, used in combination with MTX, active PsA, and active AS.

After 2 starter doses, 4 weeks apart, SIMPONI ARIA® is given once every 8 weeks.



WHERE TO GO

Many doctors' offices offer infusion services, and if they don't, they can recommend an infusion center. You can ask your doctor if you can see the infusion facility in advance to meet the staff and ask questions, so you'll know what to expect on the day of your first infusion. And if you ever move, your doctor can help you find a new infusion center.



CONFUSION ABOUT GETTING AN INFUSION? WE HEAR YOU.

It's perfectly normal if you don't know what to expect when it comes to an infusion. Let's see if we can help you understand the process. Use this guide to learn about infusions and plan for yours.



WHAT WILL HAPPEN THERE?

Your treatment will be prepared and given by a medical professional at an infusion center or at your doctor's office, so there's always someone there to answer any questions you have during your infusion or help if you have any problems or concerns.



THINGS TO THINK ABOUT THE DAY BEFORE YOUR INFUSION

Taking some steps to prepare yourself can help you feel more comfortable about your infusion.

- Drink a lot of water; being well hydrated makes it easier for the nurse at the infusion center to place the infusion needle in your vein
- Get a good night's sleep so you can awake refreshed
- Confirm your appointment schedule so you can arrive on time

If you drive yourself to your infusion appointment, you should be able to drive afterwards, as advised by your doctor.



TIPS FOR YOUR INFUSION DAY

Way to go! You've gotten to this important step in managing your condition. Here are a few things to do on the day of your infusion appointment:

- Eat a healthy breakfast or lunch before your treatment
- Gather your medical history and a list of your current medications to bring with you
- Bring a book, a puzzle, a podcast, or download a show—you'll want something to help you pass the time during your 30-minute infusion
- Wear cozy clothing and bring a blanket if you'd like; it's important to be comfortable

Simponi **ARIA**
golimumab
for infusion

INBRIJA, "NOW APPROVED" Website

Art direction and design of microsite



Orally inhaled levodopa
A BRIDGE BETWEEN DOSES™
 of carbidopa/levodopa

INBRIJA™ is indicated for intermittent treatment of OFF episodes in patients with Parkinson's disease (PD) treated with carbidopa/levodopa (CD/LD).

SPAN™-PD — Study Results at Week 12
 Unified Parkinson's Disease Rating Scale (UPDRS) Part III motor score change from 0-60 minutes postdose

Time postdose (min)	INBRIJA 84 mg (n=114)	Placebo (n=112)
0	~10	~10
10	~5	~8
20	~3	~7
30	~2	~6
40	~1	~5
50	~1	~4
60	~1	~3

ON through 60 minutes:
 INBRIJA vs placebo (P=0.003)

Clinical Trial Information.

- INBRIJA is contraindicated in patients taking or who have recently taken (within 2 weeks) nonselective monoamine oxidase (MAO) inhibitors (e.g., phenelzine and tranylcypromine) due to risk of hypertensive crisis. Discontinue use of nonselective MAO inhibitors at least 2 weeks prior to initiating INBRIJA.
- INBRIJA is not recommended in patients with asthma, COPD, or other chronic respiratory disease because of the risk of bronchospasm.
- The most common adverse reactions (≥5% and >placebo) were cough (15% vs 2%), upper respiratory tract infection (8% vs 3%), nausea (5% vs 3%), and asthenia (5% vs 0%).
- Additional respiratory-related adverse reactions (≥2% and >placebo) were nasopharyngitis (6% vs 2%), sore throat (4% vs 1%), dysphagia (3% vs 1%), and bronchitis (2% vs 0%).

IMPORTANT SAFETY INFORMATION

- Neuroleptic malignant syndrome-like symptoms (e.g., elevated temperature, muscular rigidity, altered consciousness, autonomic instability) have been reported with rapid dose reduction, withdrawal of, or changes in dopaminergic therapy.
- Hallucinations (with or without confusion, insomnia, and excessive dreaming) may occur and may respond to reducing levodopa therapy. Abnormal thinking and behavior, delusions, hallucinations, confusion, psychotic-like behavior, disorientation, aggressive behavior, agitation, and delirium.
- INBRIJA should ordinarily not be used in patients with major psychotic disorder due to risk of exacerbating psychosis. Dopamine antagonists used to treat psychosis may exacerbate symptoms of PD and may decrease INBRIJA efficacy.

Please see additional Important Safety Information on next page.

Inbrija™
 (levodopa inhalation powder)
 42 mg capsules

60 MINUTES

Continuation of effect at 60 minutes postdose

30 MINUTES

Significant improvement in motor function at 30 minutes postdose

99.8%

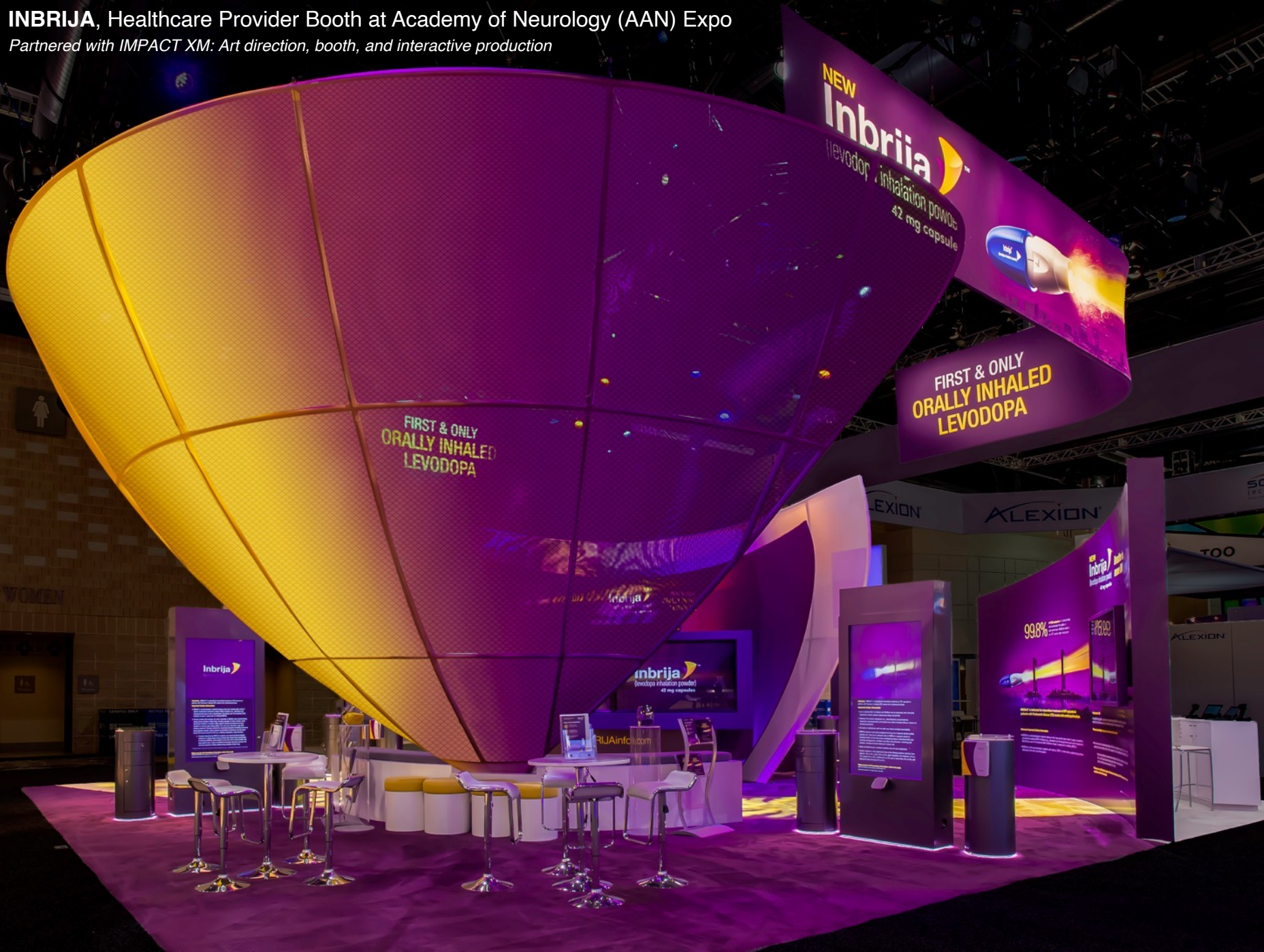
of 629 patients in 2 clinical trials demonstrated the ability to self-administer INBRIJA while in an OFF period after instruction*

Breathe in, move ON™

Capsules to be kept in bottles until ready to use.

INBRIJA, Healthcare Provider Booth at Academy of Neurology (AAN) Expo

Partnered with IMPACT XM: Art direction, booth, and interactive production



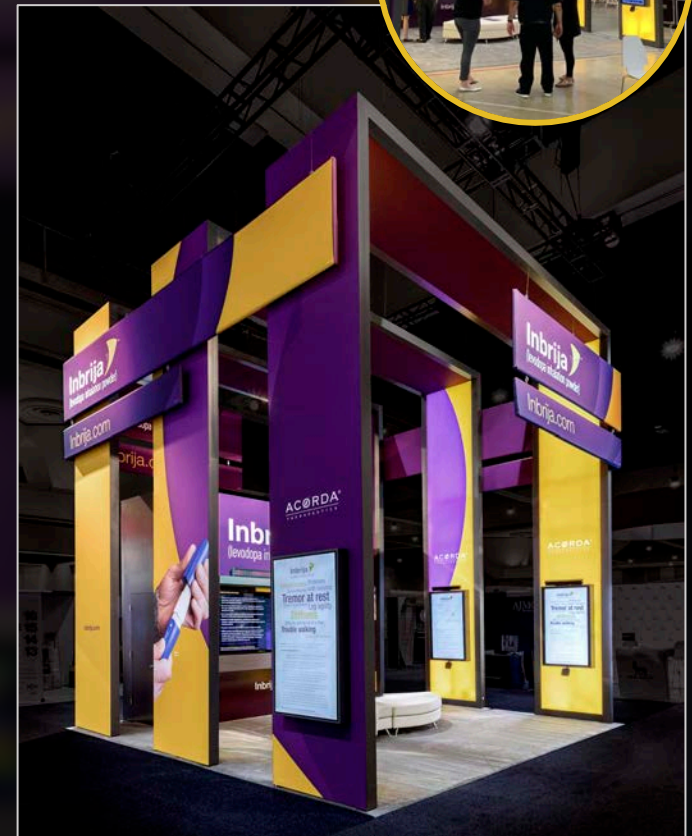
INBRIJA, Healthcare Provider Booth at Academy of Neurology (AAN) Expo

Partnered with IMPACT XM: Art direction, booth, and interactive production



INBRIJA, Payer Booth

Partnered with IMPACT XM: Art direction, booth, and interactive production



Art direction of approved adlob and design/management of campaign materials



INBRIJA, Patient Support Program
Art direction and design of multimedia materials



Inbrija
(levodopa inhalation powder)

LEARN MORE
About inhaled levodopa

Now that you and your doctor have decided that you will try Inbrija, we encourage you to sign up to get:

- ✓ Information about how to use and care for INBRIJA
- ✓ Actions you can take for your doctor visits
- ✓ Helpful tips

Go to InbrijaSignUp.com

Please see the Patient Information Leaflet and Instructions For Use included with your sample.

INBRIJA: HERE'S HOW
Watch a demonstration video about how to use your INBRIJA inhaler at: HowtoUseInbrija.com
Para ver este video en español, por favor visite: ComoUsarinbrija.com



Inbrija
(levodopa inhalation powder)

LEARN MORE
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SIGN UP TO STAY IN THE KNOW
Get updates and more details at InbrijaSignUp.com



PRESCRIPTION SUPPORT SERVICES

The specialists at Prescription Support Services are available to help you with your INBRIJA.

Have questions? We're here for you.

Call us toll-free:
1-888-887-3447
8 AM to 8 PM Eastern Time,
Monday through Friday



INBRIJA, Event Support & Presentations

Art direction, event logistics, and 360 production



INBRIJA, Therapy & Device Packaging

Art direction and production/management of final label FDA-approved materials



PATIENT TESTIMONIALS

*"Everything
was super
easy."*

*"Assured
I was doing
things the
right way."*

Graphis Packaging Awards,
Honorable Mention

[Graphis.com](https://www.graphis.com)



SPROXXY, GTM Materials (Brand & Product Dev., Investor Pres., Market Reports, Social, CRM, Trade Booth)

Creative direction and production

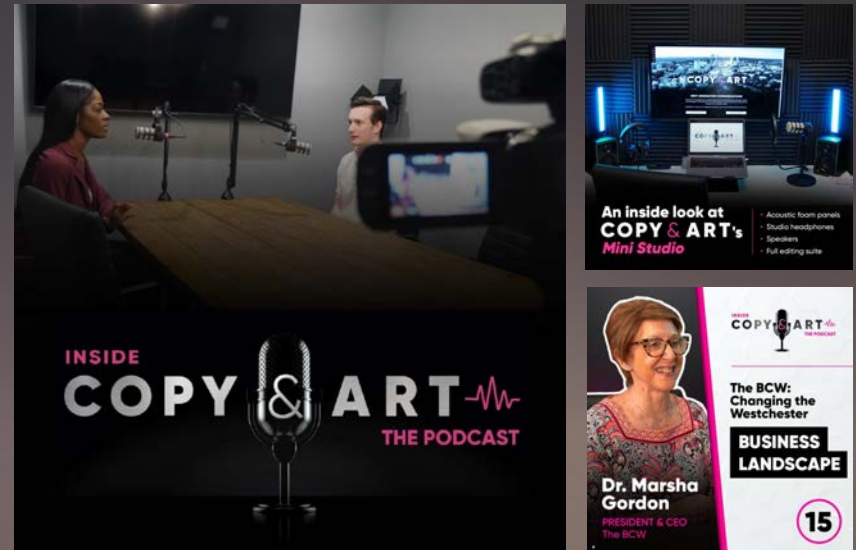


COPY & ART ADVERTISING, Internal Marketing (web, blog, email, podcast, social media...)

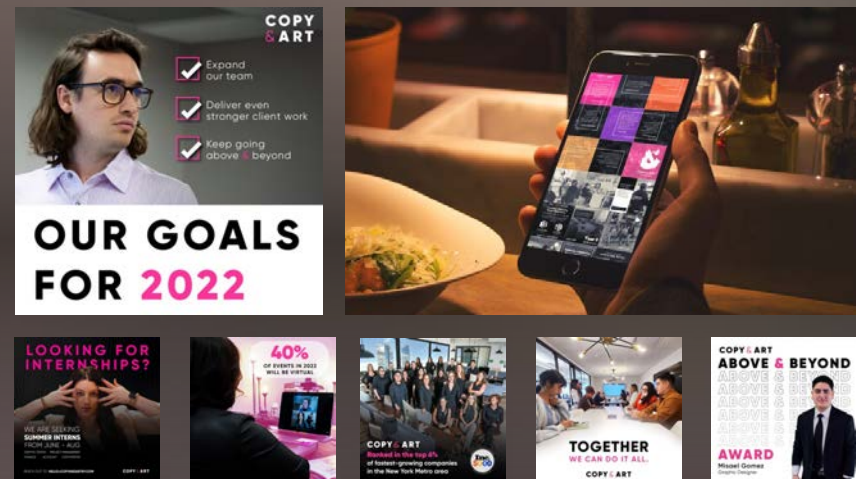
Branding, art direction, and AV production



Print and Digital Ads



Podcast and Social Media Direction



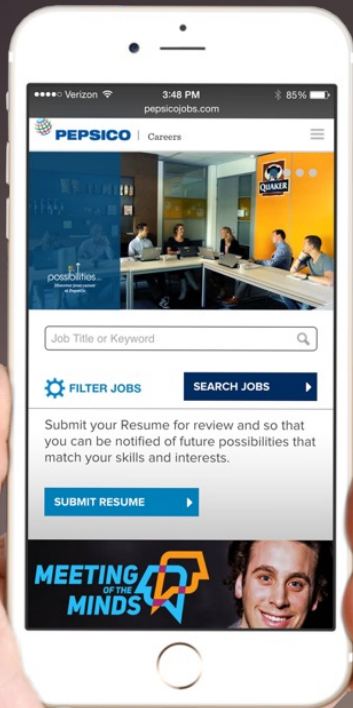
[instagram.com/copyandart/](https://www.instagram.com/copyandart/)

ACORDA THERAPEUTICS, Salesforce Warrior Recognition

Art direction, material sourcing, and self-installation

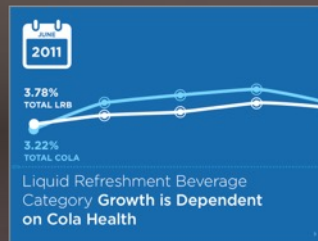


PEPSICO, Experiential Events, Social, and Internal operations support
Art direction, production, and onsite event support



PEPSICO, Digital Selling Tools

Design and production



FOX BET SPORTSBOOK, Promotional Materials

Creative direction and production



Digital Billboards



Motion Broadcast Graphics



Social Media and Animated Digital Ads

PEPSICO, Corporate and Brand/Product Activations

Art direction, production, presentation, and onsite event support

HALL OF FAME TAILGATE PARTY
SPONSORED BY PEPSICO

PepsiCo is proud to be the premier sponsor of the
HALL OF FAME TAILGATE PARTY

The East Lawn
The Phoenixian, Scottsdale
Sunday, January 20th
Party Begins at 4:00pm

Please wear your favorite Football Jersey
Watch the AFC/NFC Championship Game

Meet Hall of Fame Legends

Jerry Rice

Marcus Allen

Barry Sanders

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NFL
FMI
THE VOICE OF FOOD RETAIL

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PEPSICO, Corporate and Brand/Product Activations

Art direction, production, presentation, and onsite event support



PEPSICO, Corporate and Brand/Product Activations

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PEPSICO, Corporate and Brand/Product Activations

Art direction, production, presentation, and onsite event support



INTERNATIONAL FLAVORS & FRAGRANCES, Brand/Product Activations

Art direction, production, presentation, and onsite event support



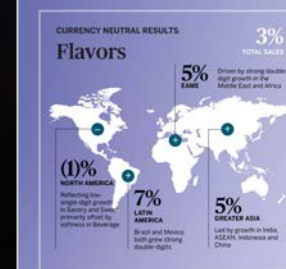
INTERNATIONAL FLAVORS & FRAGRANCES, Brand/Product Activations

Art direction, production, presentation, and onsite event support



INTERNATIONAL FLAVORS & FRAGRANCES, Investor Day

Art direction, production, presentation, and onsite event support

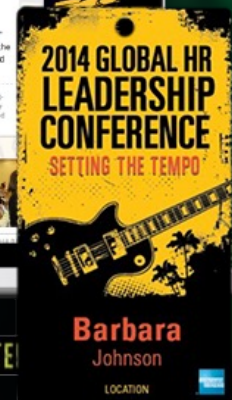
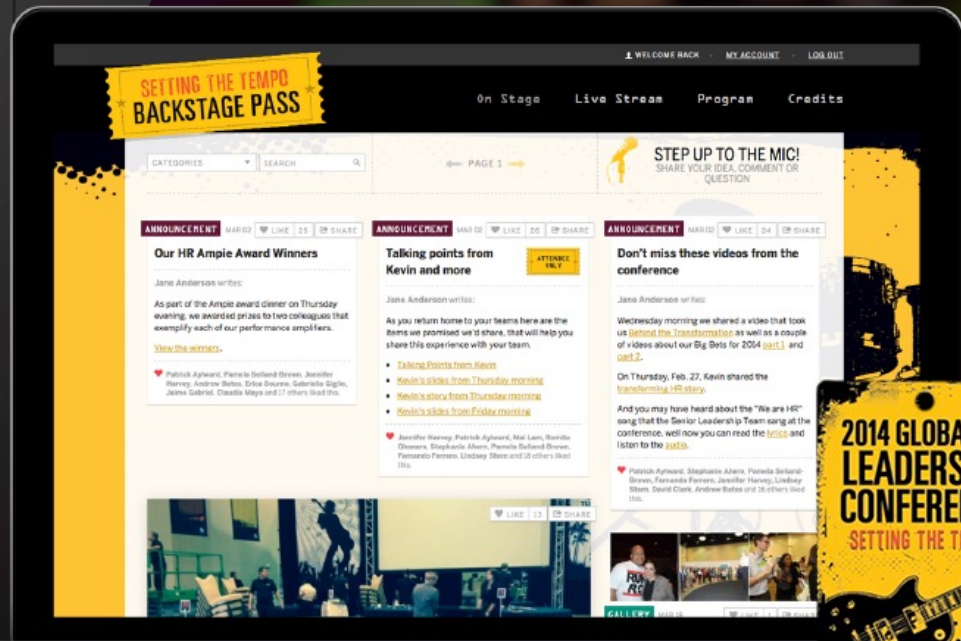


AMERICAN EXPRESS, Global HR Conference

Art direction, production, presentation, and onsite event support

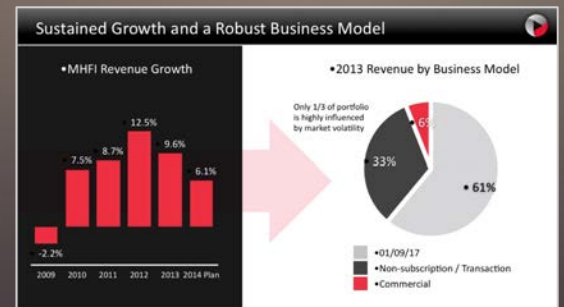


AMERICAN EXPRESS, Global HR Conference
Art direction, production, presentation, and onsite event support



S&P Global, Corporate Conferences

Art direction, production, presentation, and onsite event support



Thank You

Brett Kinkel • [CV](#) • www.brettkinkel.com • linkedin.com/in/brettkinkel • info@brettkinkel.com • M: 845-597-7914

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