



# Virtual Insight Engagement Solutions



Delivering Precision Medicine through Insight Activation

**Activate the right Treaters &  
ThoughtLeaders in your market**

## THE KNOWLEDGE YOU NEED TO DRIVE SUCCESS —●

### ENGAGED

- ▶ Timely topics with medical experts and influencers
- ▶ High Caliber moderators trained to facilitate meaningful dialog
- ▶ Engage with TLs at virtual congresses

### EFFICIENT

- ▶ Instant Polling and post-meeting measurement that deliver Results
- ▶ Timely and iterative learning
- ▶ Fast and relevant insights in real time

### EVOLVED

- ▶ Translate clinical development into commercial success
- ▶ Uncover current therapeutic approaches and deliver meaningful insights
- ▶ Disseminate knowledge from experts to the community

### The Why of RWE

Activeer uncovers competitive dynamics and the treatment rationale of Real World Evidence (RWE). Be informed about your brand and your competitors at the same time as the clinicians.

Only 10% of treaters consider any of the 2<sup>nd</sup> generation AAs to have high side effect profile warranting usage of a competitor drug

Impact of Side Effects of 2<sup>nd</sup> Generation AAs on Treatment Choices in Prostate Cancer



**KEY CONCLUSIONS**

- 48% of treaters consider enzalutamide to have low side effects and would choose it over apalutamide and abiraterone acetate
- With the newer 2<sup>nd</sup> generation AAs, enzalutamide has been used widely by treaters compared to apalutamide

**DISCUSSION:** Considering your experience in all stages of prostate cancer, how do the overall side effects of the different 2<sup>nd</sup> generation antiandrogens impact your treatment choice?

MD  
OUTLOOK

Initial Clinical Landscape for mCRPC and mHSPC in Europe

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### Novel Activation

Activeer engages expert clinicians virtually and deepens the clinical understanding of managing challenging patients. Be informed about real world clinical practice in advance of your competitors.

### Activate Through Clinical Insights

Activeer disseminates insights to relevant clinicians and their professional networks for meaningful impact on their clinical practice. Differentiate from your competitors on the right clinical parameters.

**Schedule a Demo Today**

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