

REACHING OUT TO THE WORLD'S SECOND LARGEST POPULATION

A Clinical and Educational Journey into the Pharmaceutical Market of India

SAAACI HIGHLIGHTS

PLENARY SESSION

The event featured Douglas Johnston, DO, FAAAAI, FAAAAI, FAAAAI, leading the SAAACI plenary session on HAE.

EDUCATIONAL EXHIBIT™

As a top tier sponsor of SAAACI, ViroPharma also presented a 10x30 foot Educational Exhibit.

EDUCATIONAL EXCHANGE

Dr. Johnston met with SAAACI delegates at the Disease State Educational Exhibit, discussing aspects of the management and treatment of HAE patients.

SAAACI – TAKE AWAY POINTS

- New markets present new challenges
- Securing a firm grasp on the local market is essential
- Local knowledge saves a great deal of time
- Communication with event organizers achieves results



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Following the successful launch in the US market of Cinryze® (a treatment for Hereditary Angioedema [HAE]), ViroPharma was looking to expand into targeted key global markets. ISC was chosen to direct that effort in Australia, India, and the United Kingdom. A vital aspect of this effort was to secure the appropriate entrée in each market via the proper clinical thought leaders.

Contextual Significance: The inaugural conference of the South Asia Association of Allergy, Asthma and Clinical Immunology (SAAACI) was held at the Patel Chest Institute, on the campus of the University of Delhi, in New Delhi, India.

ISC initiated the participation of ViroPharma at this event via both research and outreach performed on the allergy market in India, with specific focus on pulmonologists, who are the clinicians treating HAE patients in that country.

With the world's second largest population, India represented a substantial opportunity for ViroPharma. The SAAACI served as the ideal event, taking place at just the right time to present clinical data to the assembled pulmonologists.

ISC's Solution: ISC was able to secure top tier sponsorship for ViroPharma at the event. This sponsorship included:

- Lead speaker for the plenary session
- Disease state Educational Exhibit™
- Daily "Educational Exchange" sessions held in the Educational Exhibit™.

Each of the communications organized by ISC provided the assembled audience with global insights on the management and treatment of HAE patients.

The featured speaker at the Plenary Session was Douglas Johnson, DO—a physician specializing in HAE within the broader allergy and immunology practice area. Dr. Johnston provided a global overview of HAE that focused on differential diagnosis, available therapies and management of patients with HAE.

Long-Term Results: The collective outcomes of the organized activities aided in establishing a clinical foundation for ViroPharma and Cinryze within India's allergy and pulmonology marketplace.

As a result of the activities developed and executed by ISC, the product entered a period of expedited clinical review in India several months after the SAAACI meeting.

Pre-Market AWARENESS