



REMARKABLE IMPACT

A PATIENT JOURNEY



abbvie

ARE YOU READY TO MAKE YOUR MARK?

The markets in which we do business around the world are different, requiring patient knowledge, innovation, creativity and flexibility.

What remains consistent for us as AbbVie in every part of the world is the need to keep patients at the center of everything we do. Seeing, feeling and living our patients, their journeys, their diseases, and their needs keeps us focused on what matters most.

That starts with **Transforming Our Organization** to help us know our patients better than they know themselves. Then, we must **Drive Big Ideas** to become the voice of our patients in front of all key stakeholders. Only then can we truly **Advance Standards of Care** and have a remarkable impact on patients' lives. Let's remember, they're our fathers, mothers, sons, daughters, friends and co-workers. They expect nothing less. Don't you?

Now is our time. Now is your time. Now is the time to **Make Your Mark**. Are you ready? That is what being a New Pharma Leader is all about.

Carlos Alban
Executive Vice President
Commercial Operations

NEW PHARMA LEADER



MAKE YOUR MARK

2013 ABBVIE GM MEETING

SEE, FEEL, LIVE OUR PATIENTS

TRANSFORM
OUR ORGANIZATION

Know Our Patients
Better Than They
Know Themselves

DRIVE
BIG IDEAS

Become the Voice of
Our Patients With
All Stakeholders

ADVANCE
STANDARDS IN CARE

Make a Remarkable
Impact on
Patients' Lives

That is what being a New Pharma Leader is all about





BEAUTICIANS IN TRAINING LEARN TO UNDERSTAND PSORIASIS

To commemorate World Psoriasis Day, Abbott Japan hosted “Beauticians in Training Learn to Understand Psoriasis,” a psoriasis awareness event at Tokyo Max Beauty College involving multi-stakeholders. The event aimed to reduce the level of discomfort that psoriasis patients face when visiting a hair salon by educating future beauticians on psoriasis and how to accommodate clients with the condition.

Though it's not an infectious disease, psoriasis is pronounced the same way as “infection” in Japanese. More needs to be done to overcome the low public awareness and stigma associated with the condition and its physical characteristics.

Far too often, psoriasis patients face unreasonable prejudice, which leads to distress and an unwillingness to participate in society. According to a report by a Japanese key opinion leader (KOL), the two highest stress factors for psoriasis patients are: 1) having people look or stare at the affected areas of their skin, and 2) visiting a beauty salon. Patients are also using the internet to share their stories and reluctance to visit beauty salons. Many note that it's too painful to explain psoriasis, and that they are afraid of being turned away if beauticians presume that it is contagious. The event was designed to make inroads toward overcoming this stigma.



PATIENTS @ HEART

Patients @ Heart transforms the experience of AbbVie clinical trials, as it is about becoming truly patient-centric and putting patients at the heart of clinical research.

Current research processes focus on transactional relationships between pharma companies and the physicians who supply the “raw materials” (a.k.a. the patients). Patients feel disengaged from the process — feeling that they are used for the sole purpose of generating data.

Patients @ Heart’s main objectives are to educate, acknowledge, and engage patients in order to transform AbbVie trials into a more attractive experience, where patients are active partners in clinical research.

Based on patients’ insights and in collaboration with numerous internal and external stakeholders, they created a support program for clinical trial patients which allows various types of interaction with patients: online, paper, or face-to-face.

- **The website www.patientsatheart.com answers the patients’ need for pedagogical and practical information around participating in clinical trials.**
- **Thank you cards sent to 800 REACH study participants acknowledge their participation and share study results.**
- **A social media campaign drives patients to an online screening questionnaire to reach patients outside of the regular patient pool of research sites.**
- **A first-of-its-kind meeting between Duodopa study participants, caregivers, physicians, and AbbVie personnel allows a dialogue on the research process and study results.**





SAUDI ARABIA [AAAME]

RSV AWARENESS CAMPAIGN WITH A ROYAL TOUCH

Following Synagis reimbursement, the Neonatology Brand Team uncovered that their main challenge was low respiratory syncytial virus (RSV) awareness and government focus on prematurity. To reach the brand's vision of a higher level of care for premature infants, achieved by getting RSV prophylaxis on the national vaccination schedule, they adopted a patient-focused approach and took the cause to Saudi parents.

The first step was to obtain endorsements from a high-profile celebrity and prominent KOLs in the neonatology field, all who genuinely believed in the campaign. The team engaged Princess Areeb Al Saud, daughter of the Saudi King, as well as two eminent KOLs representing the main medical societies dealing with premature babies: the Saudi Neonatology Society and Saudi Pulmonologist Group.

Despite a small budget, the campaign exceeded expectations. It generated high levels of awareness amongst parents through the media, changed the views of non-governmental organizations and policymakers towards prematurity, and secured the endorsement of well-known strategic partners such as McDonald's and NewBoy.

To date, the campaign has resulted in more than 30 press releases and eight TV interviews with an estimated 22 million impressions. Website hits are expected to reach around one million by January 2013.

On the policymaker level, the Ministry of Health assigned a neonatology board to create the optimum "standard of care" for premature infants.



UNITED STATES

U.S. IMMUNOLOGY: INNOVATING AROUND THE PATIENT JOURNEY

The patient journey can be complex and filled with many challenges. By understanding and mapping out this journey, the U.S. team developed and implemented several innovative, patient-focused initiatives that will help patients during the most critical times of their journey.

Patient Advocates: Patient Advocates are field-based professionals who provide disease state education for patients and facilitate access to high-quality care. This program is designed to drive market growth, resulting in more patients seeking appropriate care and treatment for their disease.

Talking Training Pen: Performing a self-injection can be frightening for patients. More than 50 percent of patients state that they don't receive adequate training. The U.S. team developed the first of its kind Talking Training Pen, in both English and Spanish, which simplifies the instructions for patients and gives them more confidence. This has been widely accepted and appreciated by both healthcare providers (HCPs) and patients.

HLink: The insurance approval process for biologics can be time consuming, loaded with paperwork, and varied by payer. HLink is an innovative, in-office technology that simplifies, standardizes, and automates the benefit verification and prior authorization process for patients exclusively starting on HUMIRA, which leads to a better, more optimal start to therapy.

U.S. IMMUNOLOGY: INNOVATIVE PROGRAMS TO ASSIST PATIENTS ALONG THEIR TREATMENT JOURNEY



BOOMERANG

Boomerang - A weapon that, after being thrown, comes back to its point of origin due to its profile and special way of launching, and has the ability to come back to the launcher when it does not find the target.

This program is a classic example of the importance of listening to the patients we serve, as patients are truly at the center of everything we do.

The Boomerang Project grew from a need for earlier diagnosis in spondyloarthritis (SpA) patients living in Venezuela. The only way to improve the quality of life for a patient suffering from SpA is through an early diagnosis.

A widespread lack of knowledge in the Venezuelan medical community led to years of misdiagnosis and mistreatment for this condition. Learning that it often takes up to seven years for Venezuelan patients to receive an accurate SpA diagnosis, and that primary care practitioners (PCPs) often take this journey with the patient, the HUMIRA team launched the Boomerang Project to help break this cycle.

The Boomerang Project was designed to foster an educational relationship between PCPs and rheumatology specialists, helping them work together to develop screenings that detect early warning signs of SpA. Nearly 500 Venezuelans have been screened under the Boomerang Project, 23 percent of whom tested positive for SpA. Where patients once waited seven years for a SpA diagnosis, the Boomerang Project is enabling HCPs to recognize SpA after only three months.



GIVE US A CHANCE TO GROW HEALTHY!

We know your morning thoughts... You are thinking of how to get to work, spend your day effectively, have some time with family, and build your own work-life balance. You can make plans. Can Ukrainian children with juvenile idiopathic arthritis (JIA) and their parents plan their days? In 2013, 250 children should be able to say, “we can.” But this was not true three years ago when there were:

- **3,000 patients diagnosed with JIA and 250 needing biological treatment as soon as possible**
- **NO reimbursement systems**
- **NO patient organizations**
- **NO state financing for biologics**
- **NO strong national KOLs**

To reverse the situation, we inspired parents to create a patient organization called “**Joy of Movement.**” The “**Give Us a Chance to Grow Healthy!**” campaign was the most fruitful:

- The number one Ukrainian football club “Dynamo” supported the patient organization to draw attention to JIA as a problem and enable families to have biological treatment.
- During Easter, children from all over the Ukraine wrote letters with personal stories asking the President and the Minister of Health for help. These stories touched their hearts and a state treatment budget was allocated immediately.
- The “I Want to Go to School” initiative demonstrated the desire of children with JIA to go to school as regular kids. City budget was allocated.

Culmination: JIA Awareness Day.

Sand artist Ksenia Simonova created a special sand story about JIA patients. Ninety plus children, their parents, and top-level officials participated. There is a \$2.5MM budget allocated for biological treatment in 2013 and “Joy of Movement” is equipped to keep the winning on track and ensure more children will receive treatment every year.



WILL I EVER BE ABLE TO GO TO SCHOOL?

MARSCHA: 8 YRS. OLD
DIAGNOSIS: JIA

YES! THANKS TO ABBVIE UKRAINE, MARSCHA CAN NOW GET TREATMENT. IN KYIV, THEY ORGANIZED 5 EVENTS TO CREATE AWARENESS AND RAISE FUNDS FOR THE MOST PATIENT-CENTRIC CAMPAIGN IN CEE!





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JOURNEY MAP

