

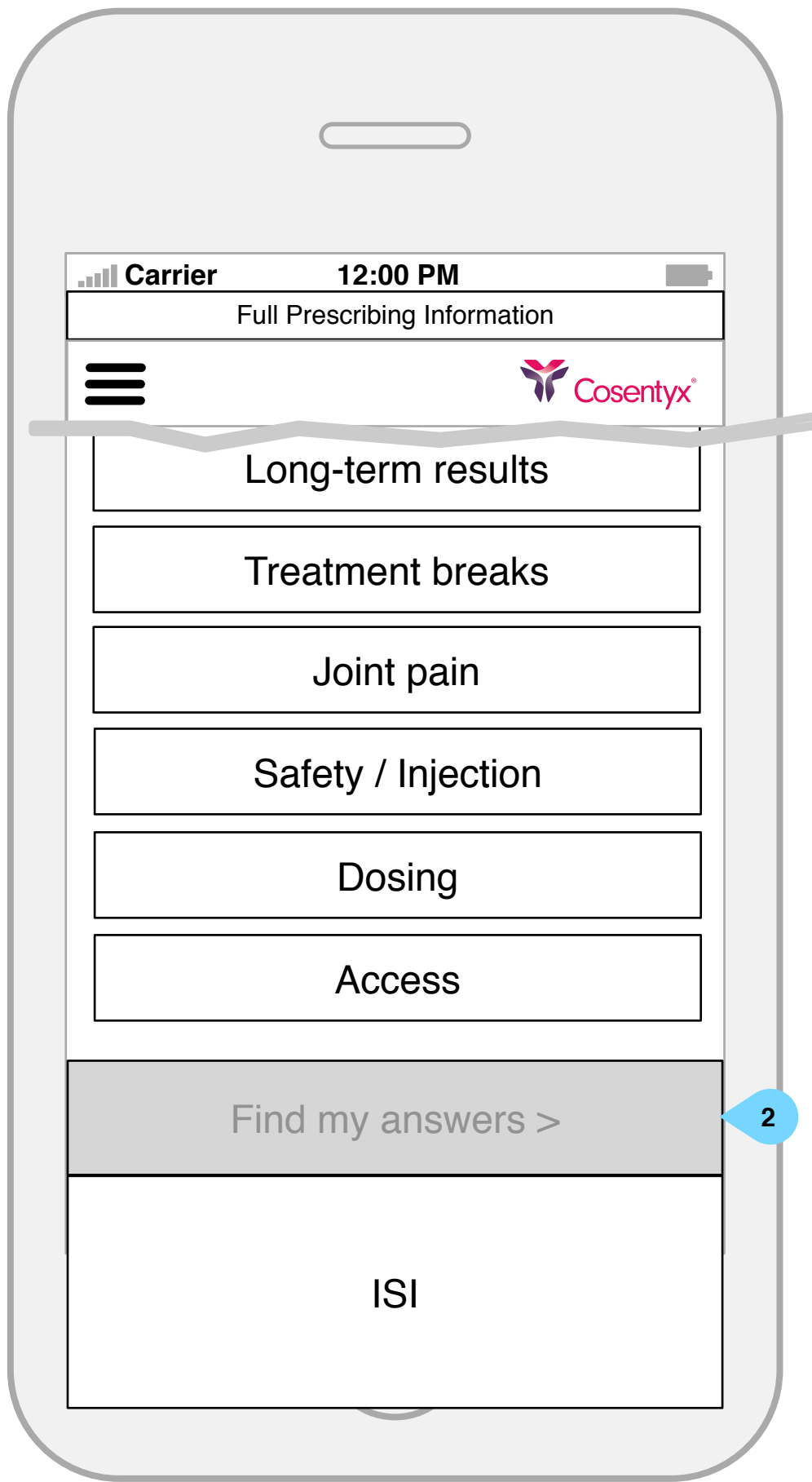
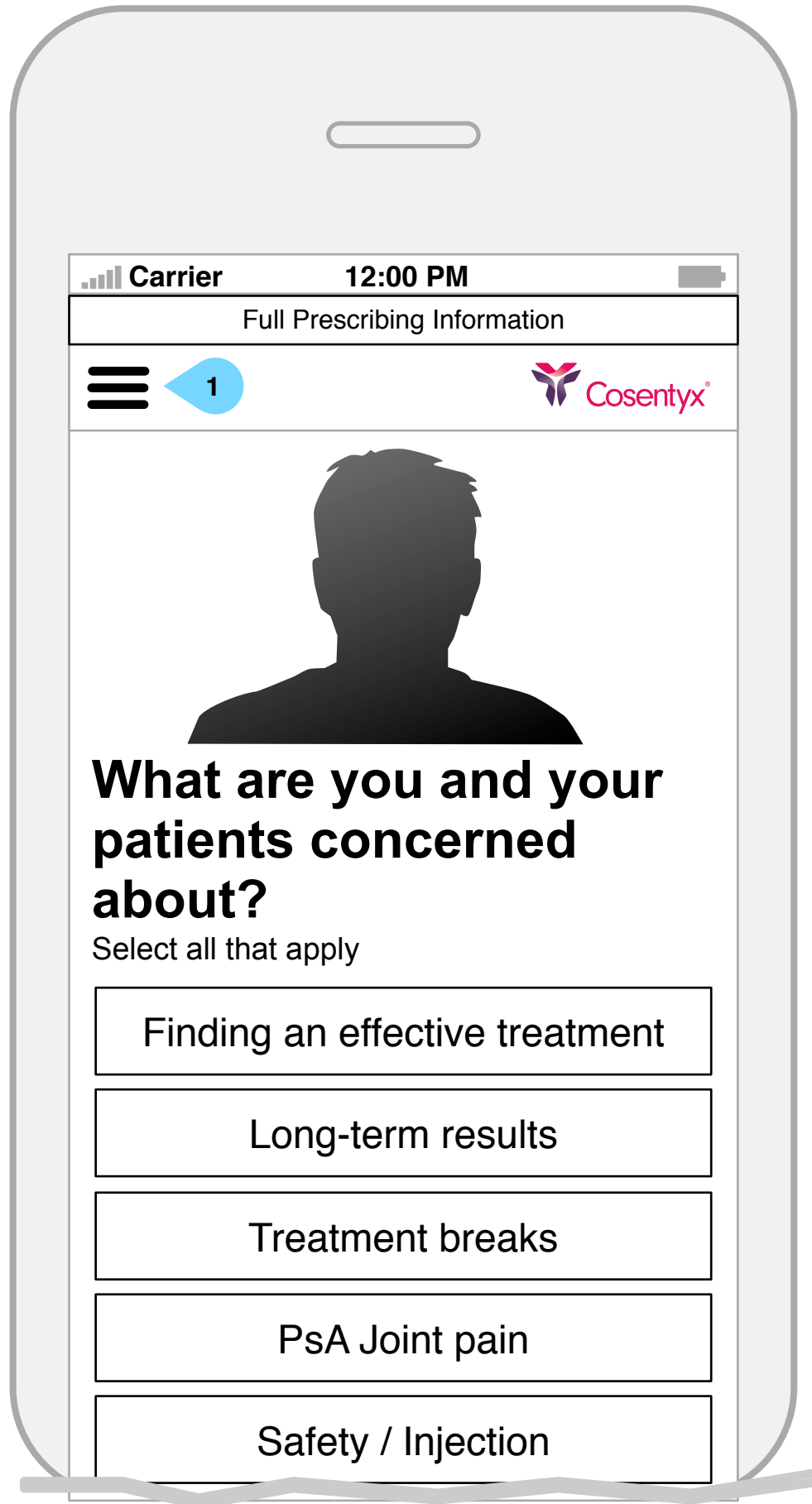


Cosentyx: One Simple Question

Wireframe

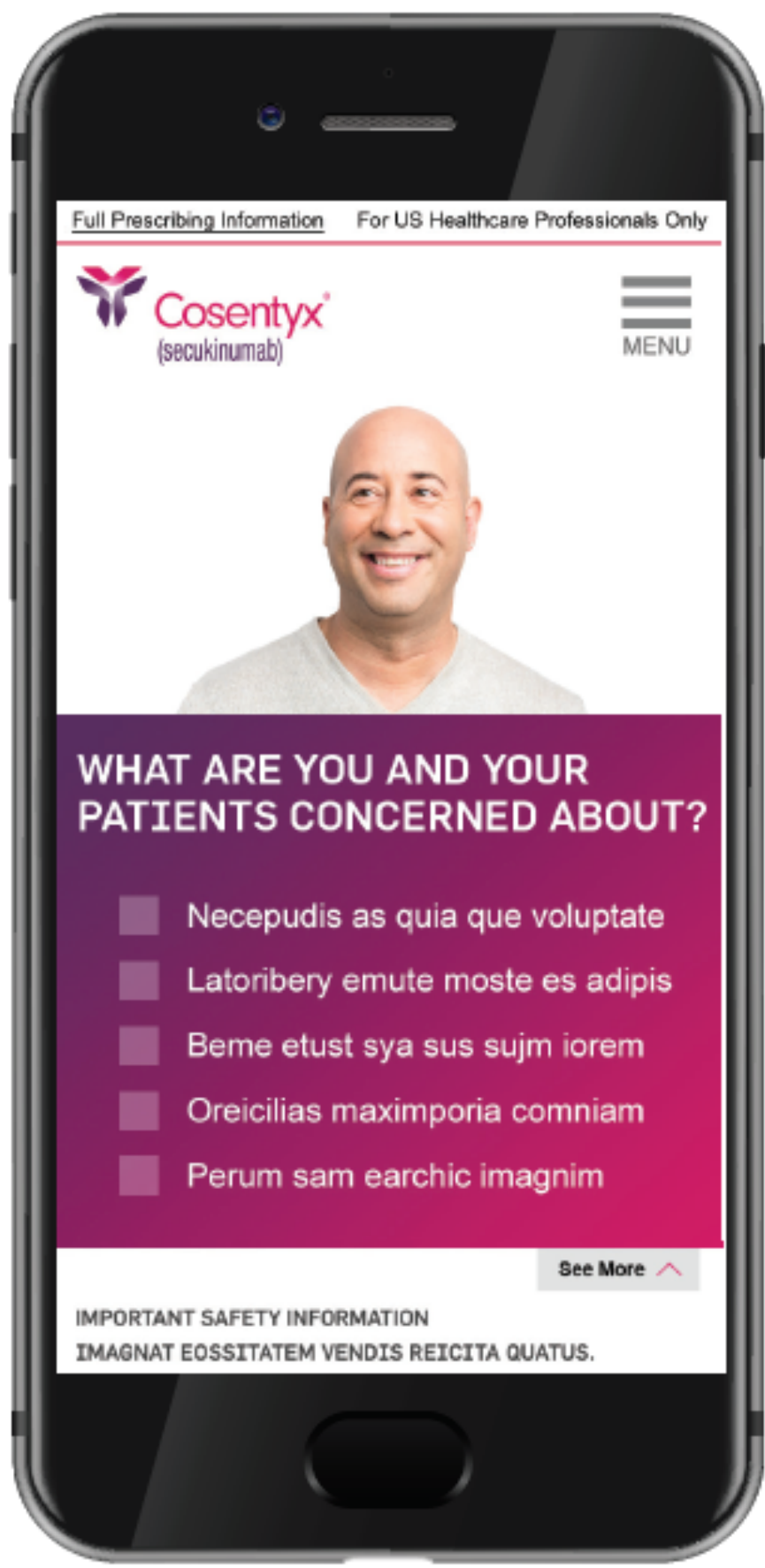
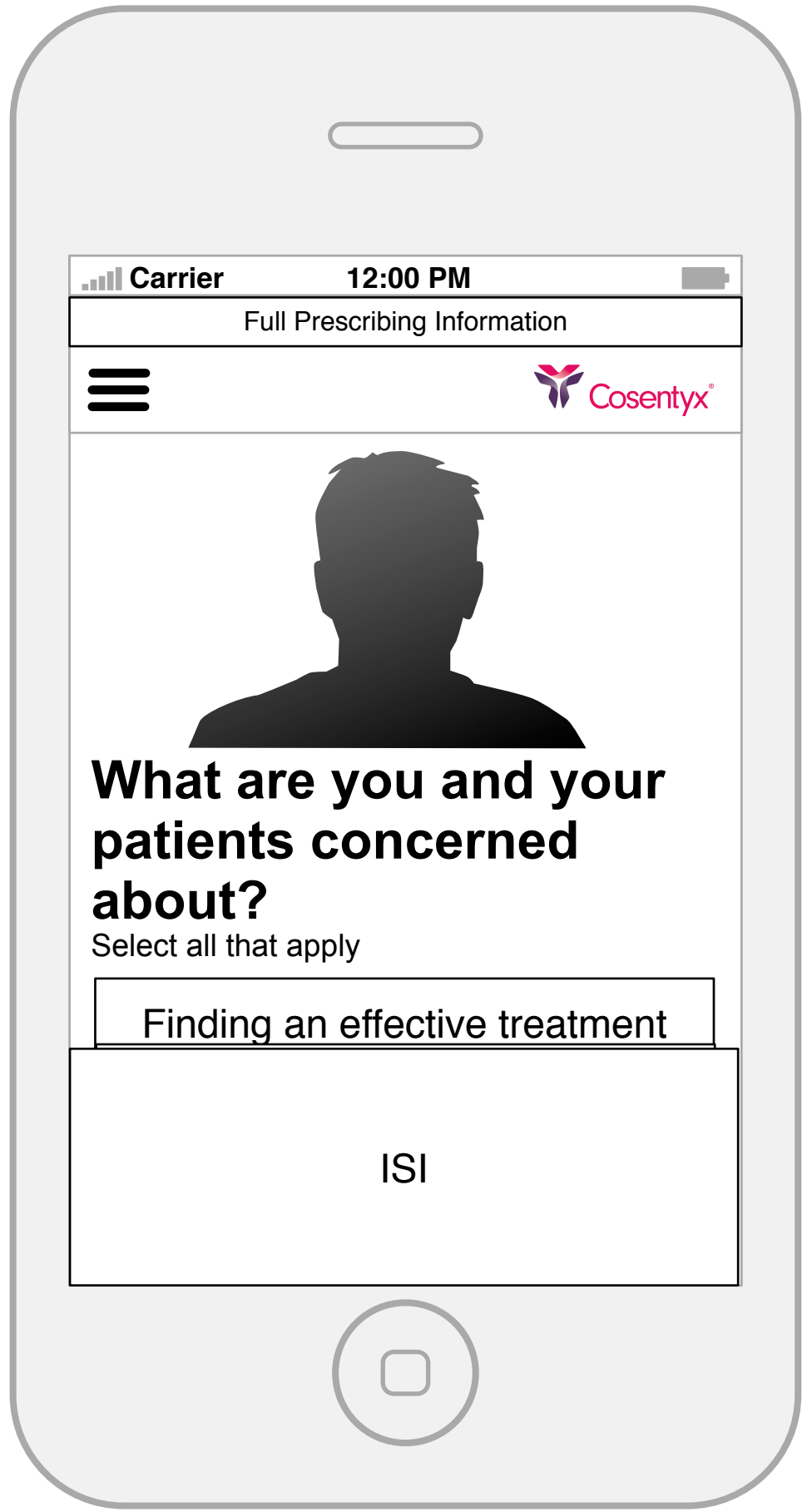
Modification Date: Wednesday, April 19, 2017

Mobile



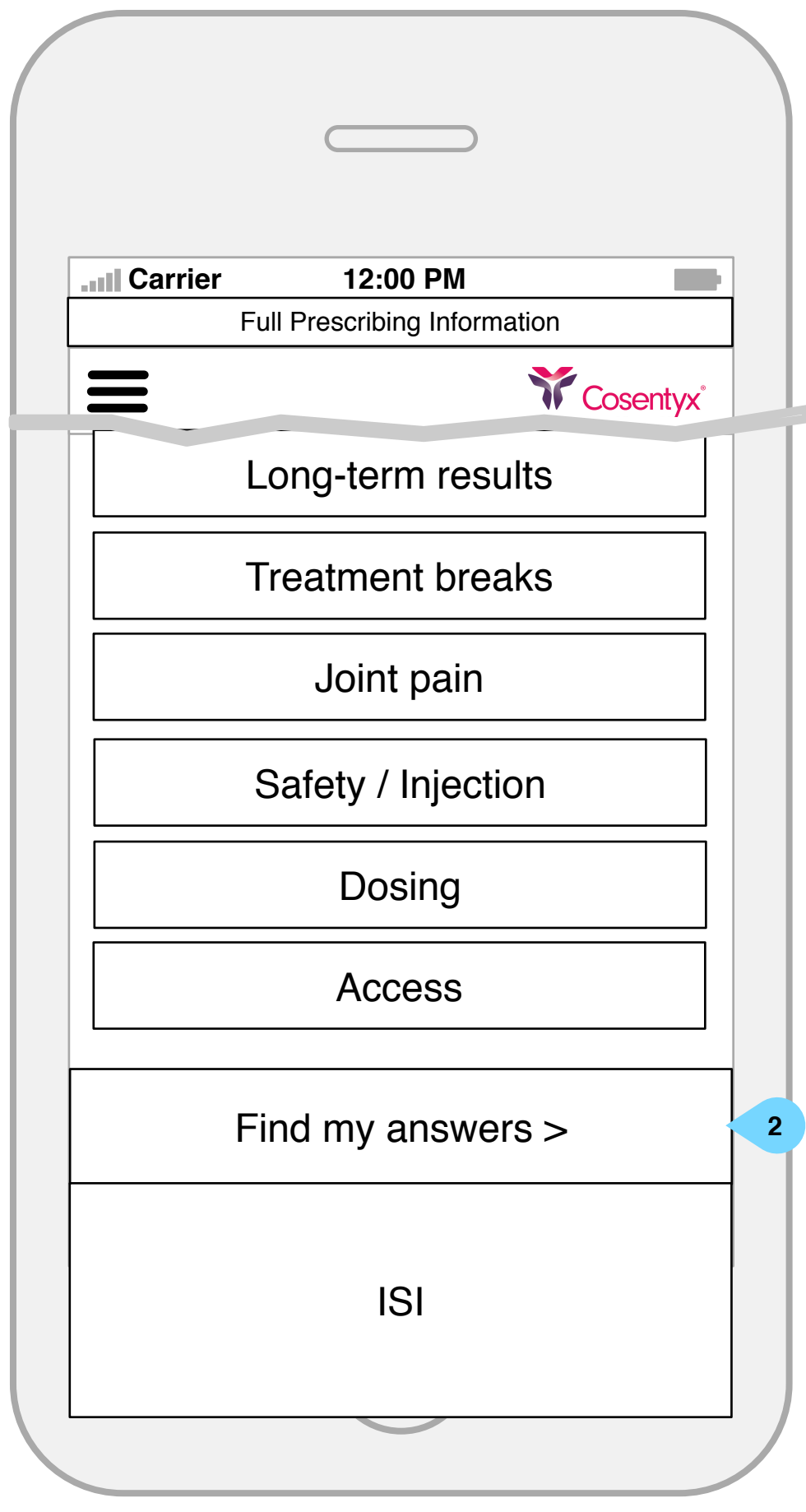
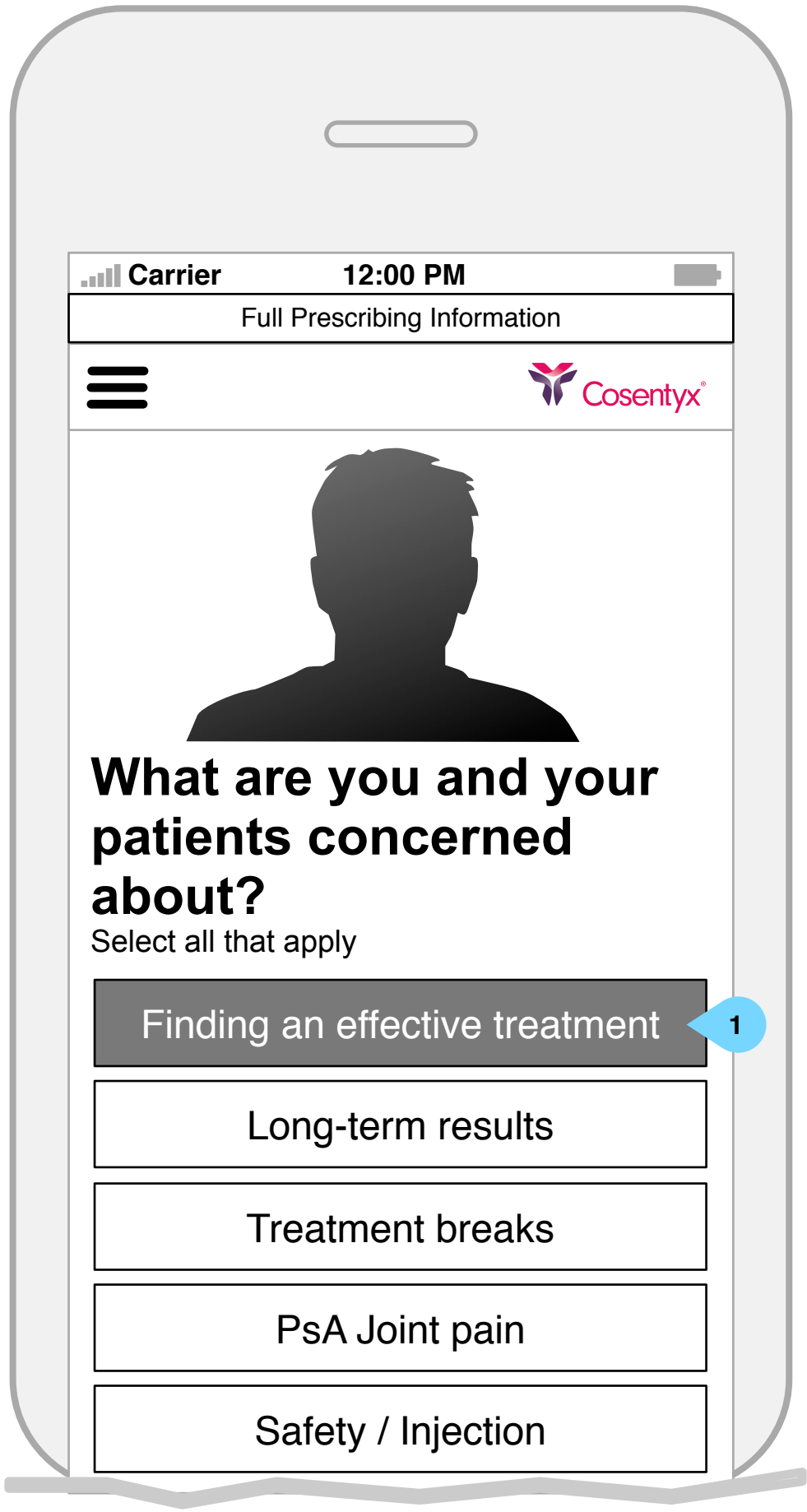
Interaction Notes:

1. Opens the menu.
2. On page load, <Find my answers> will be disabled (until at least one selection is made above).



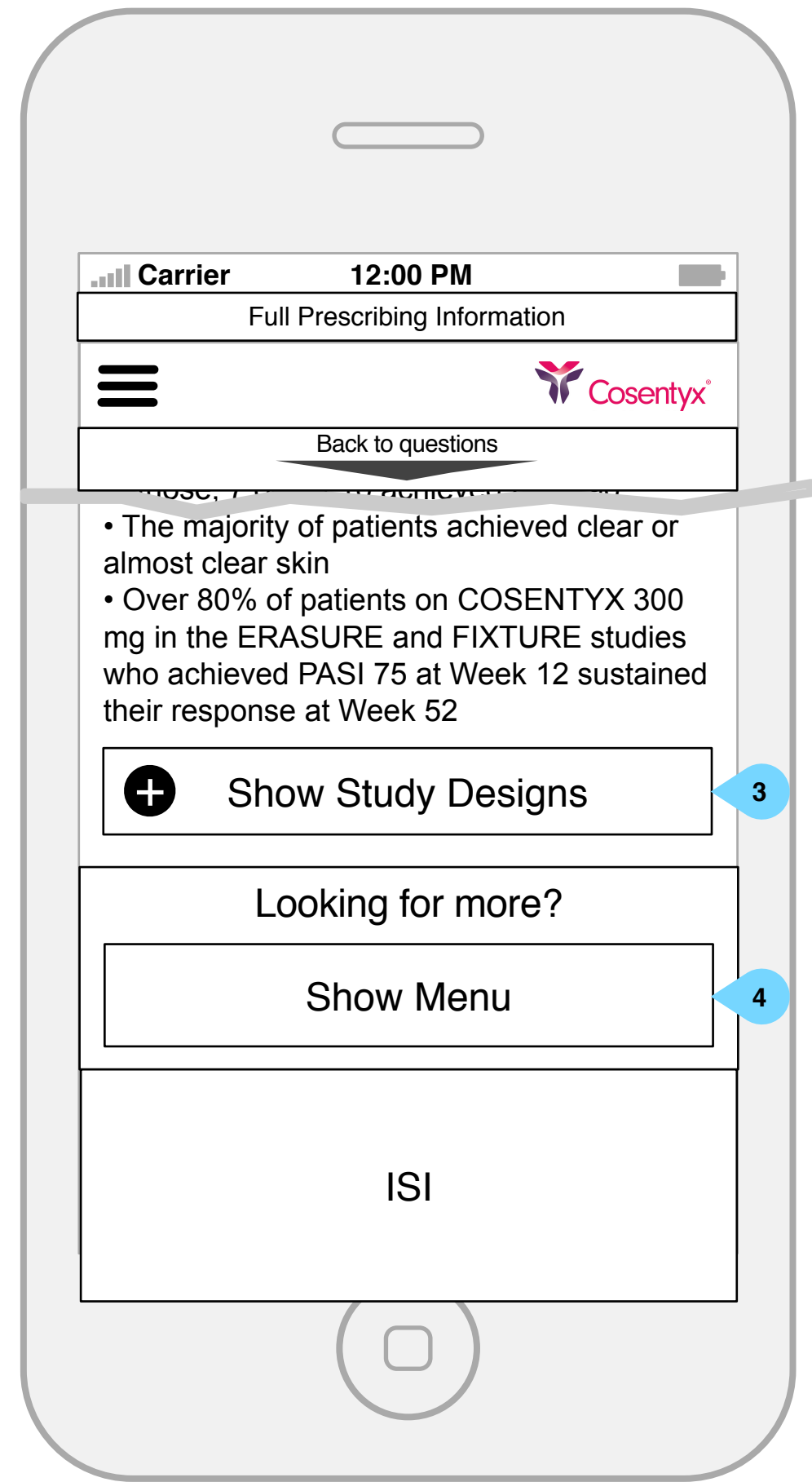
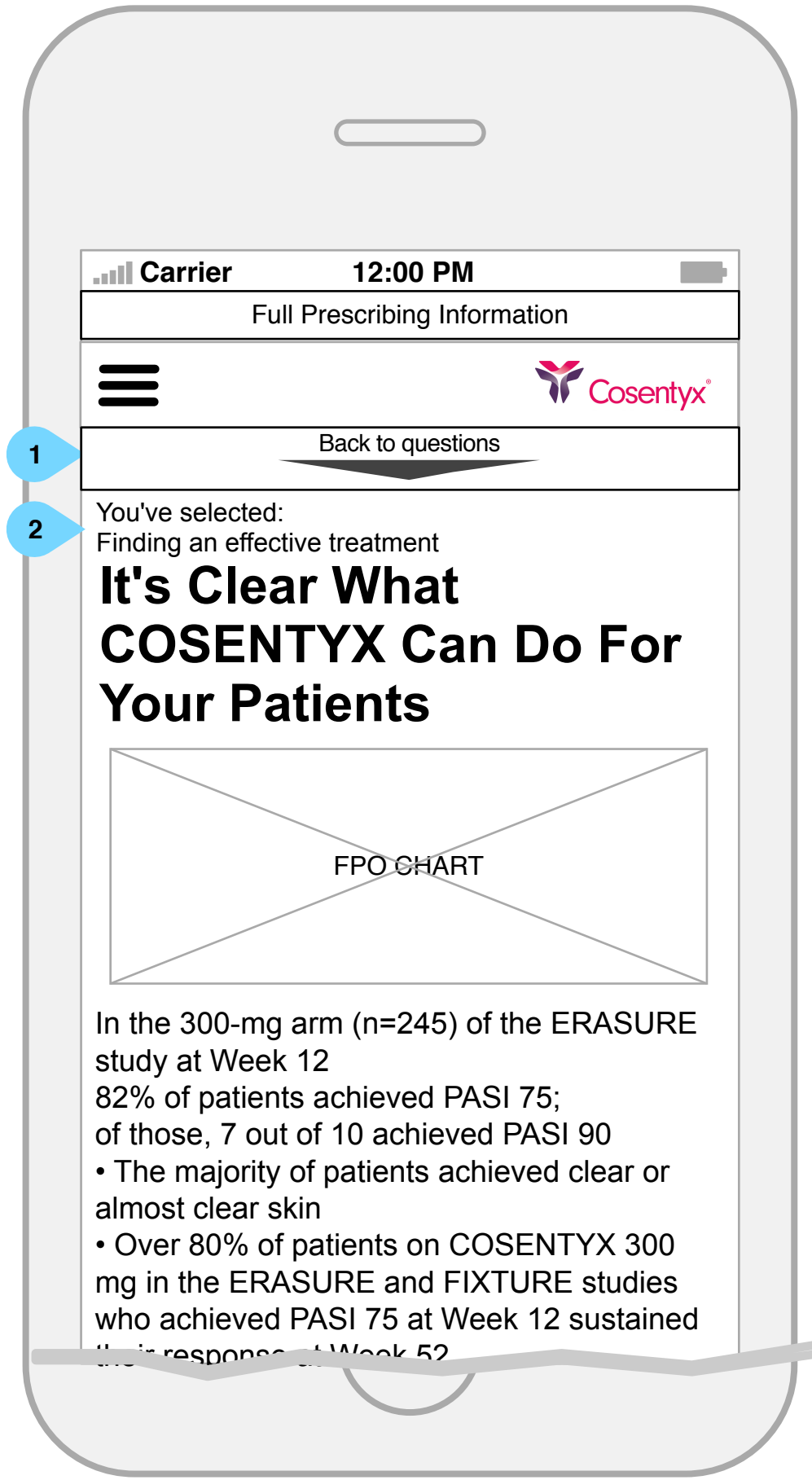
Interaction Notes:

This view shows the Question page with sticky ISI overlaying the content.



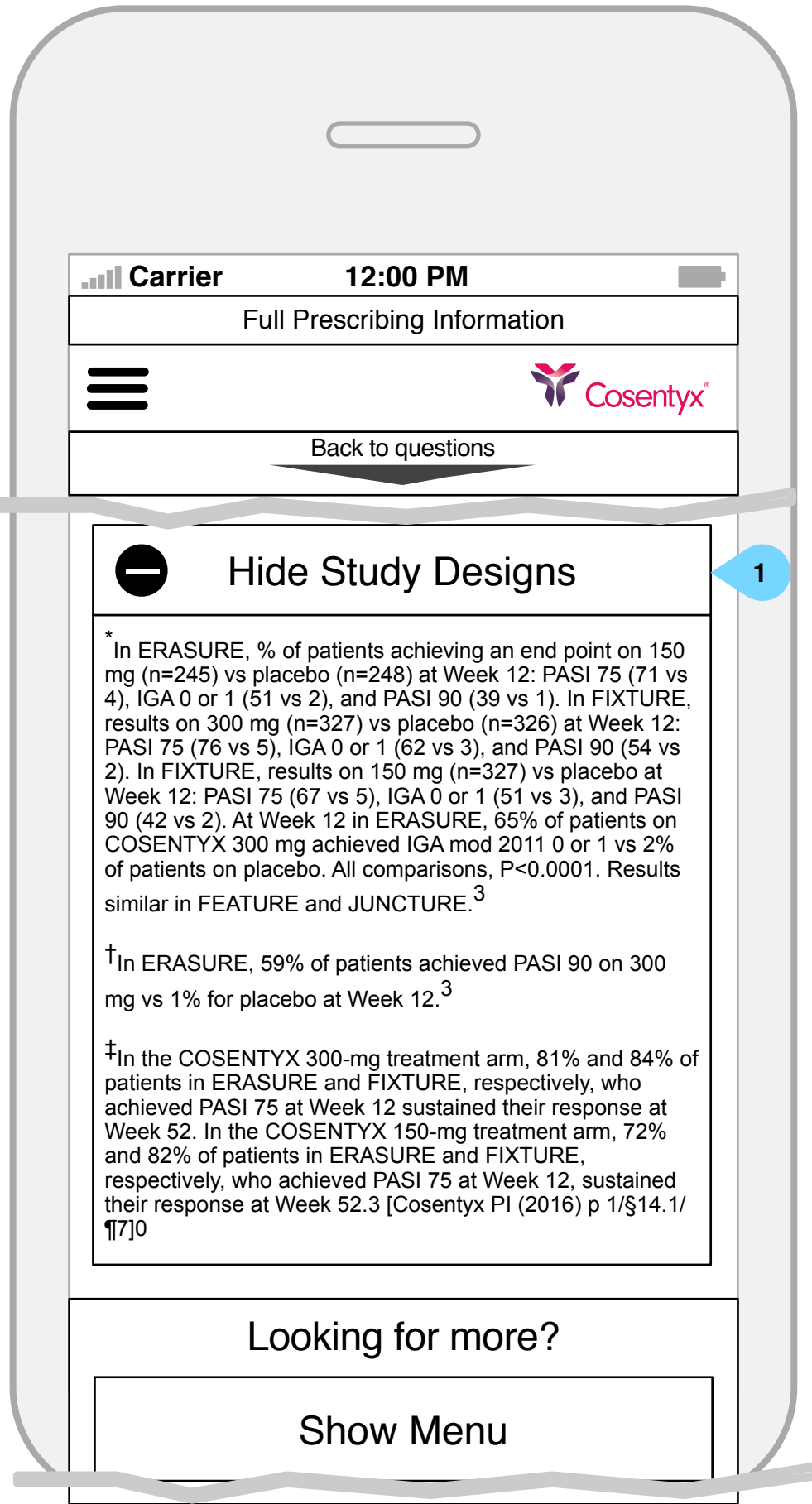
Interaction Notes:

1. Once a subject is selected, it will change in appearance and enable the <Find my answers> button (2). The user may select as many as they would like.
2. Once at least one selection is made, the <Find my answers> button becomes enabled. Tapping the button will generate a page of content displaying only the subjects the user has selected.



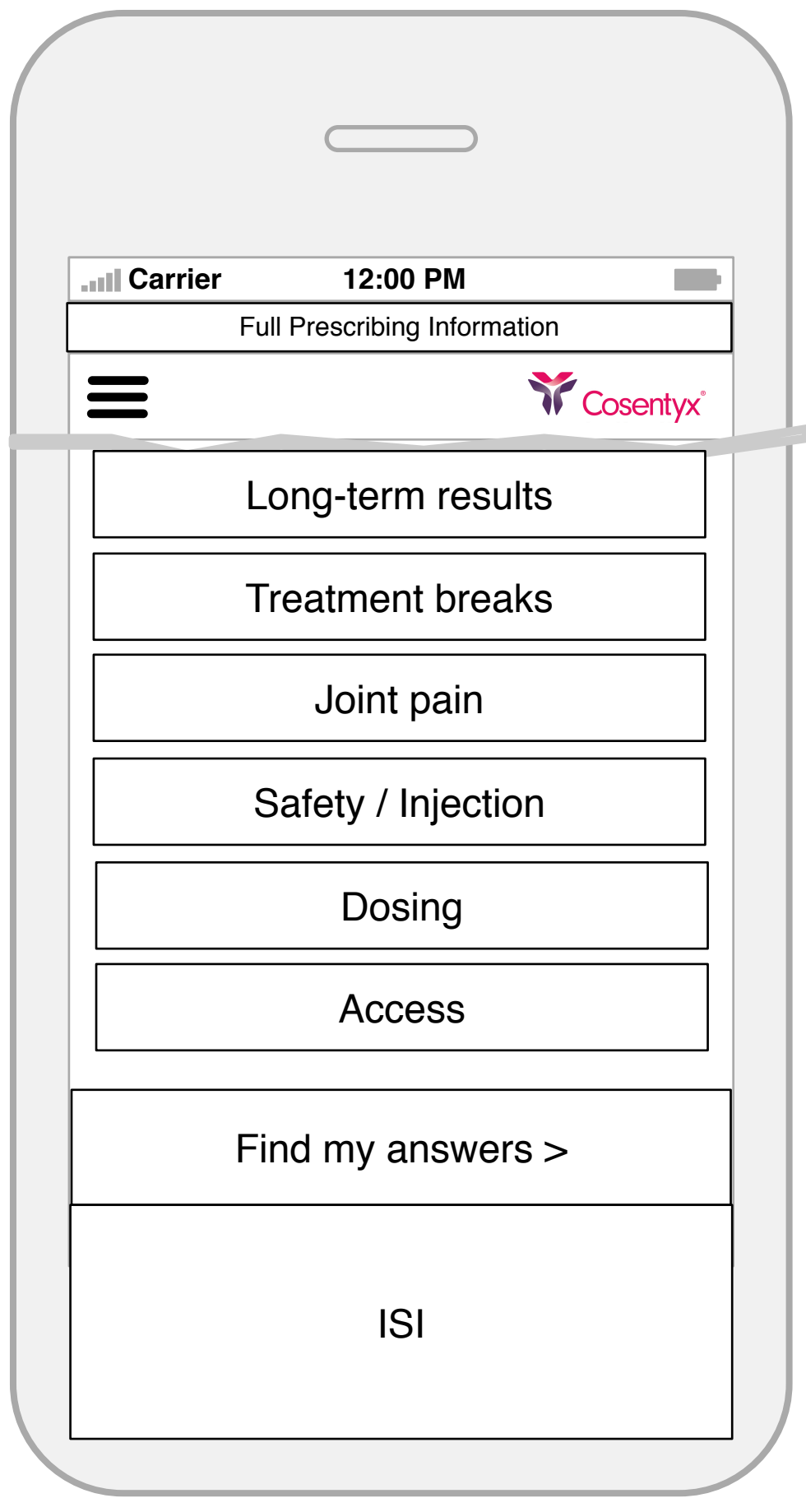
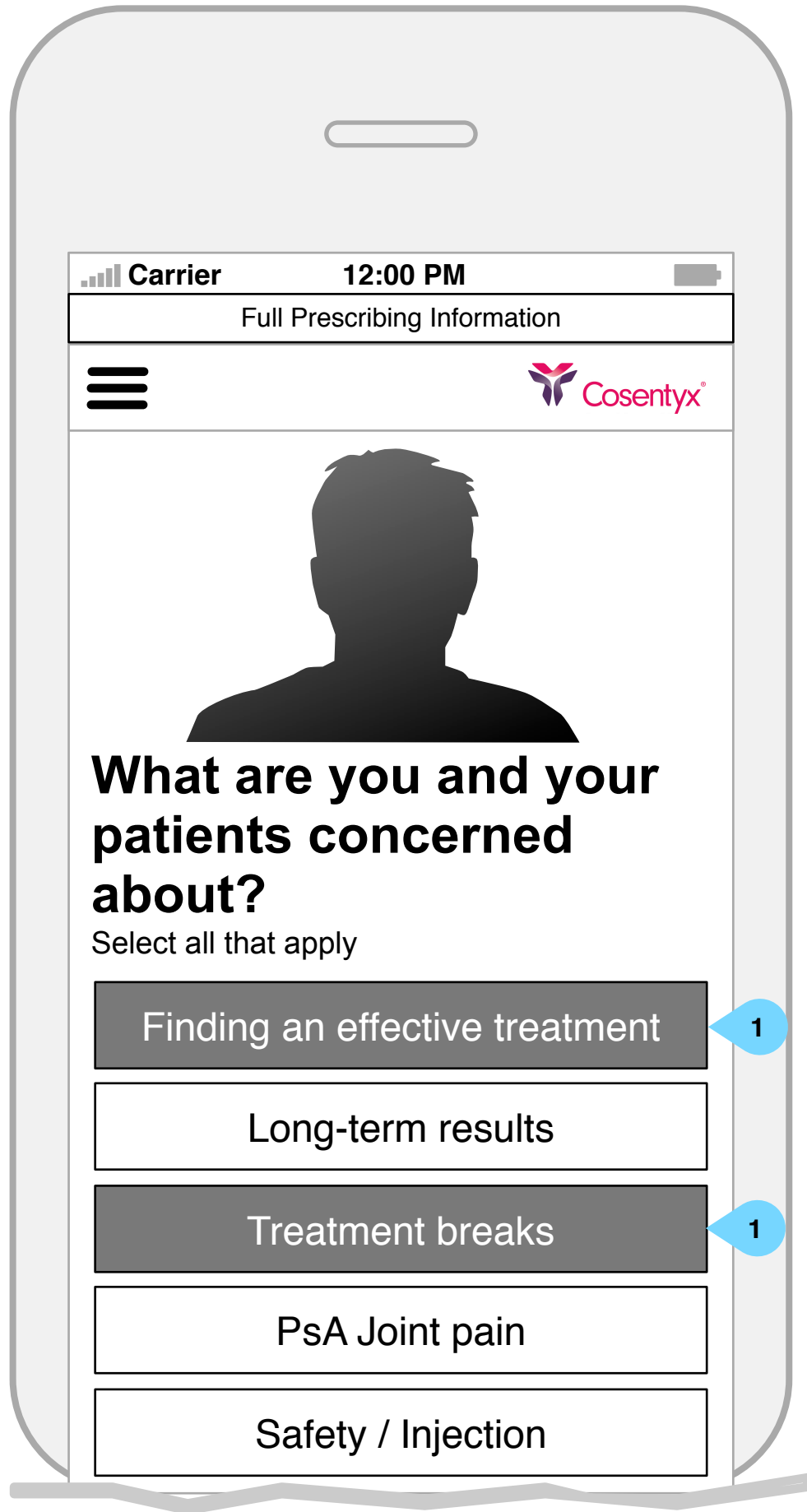
Interaction Notes:

1. Tapping <Back to questions> will slide the questions back into view, displaying the user's selections and allowing them to modify them.
2. This copy will indicate which subjects the user has selected.
3. Displays Study Design content, changing the <+> to a <-> (see next page).
4. Opens menu.



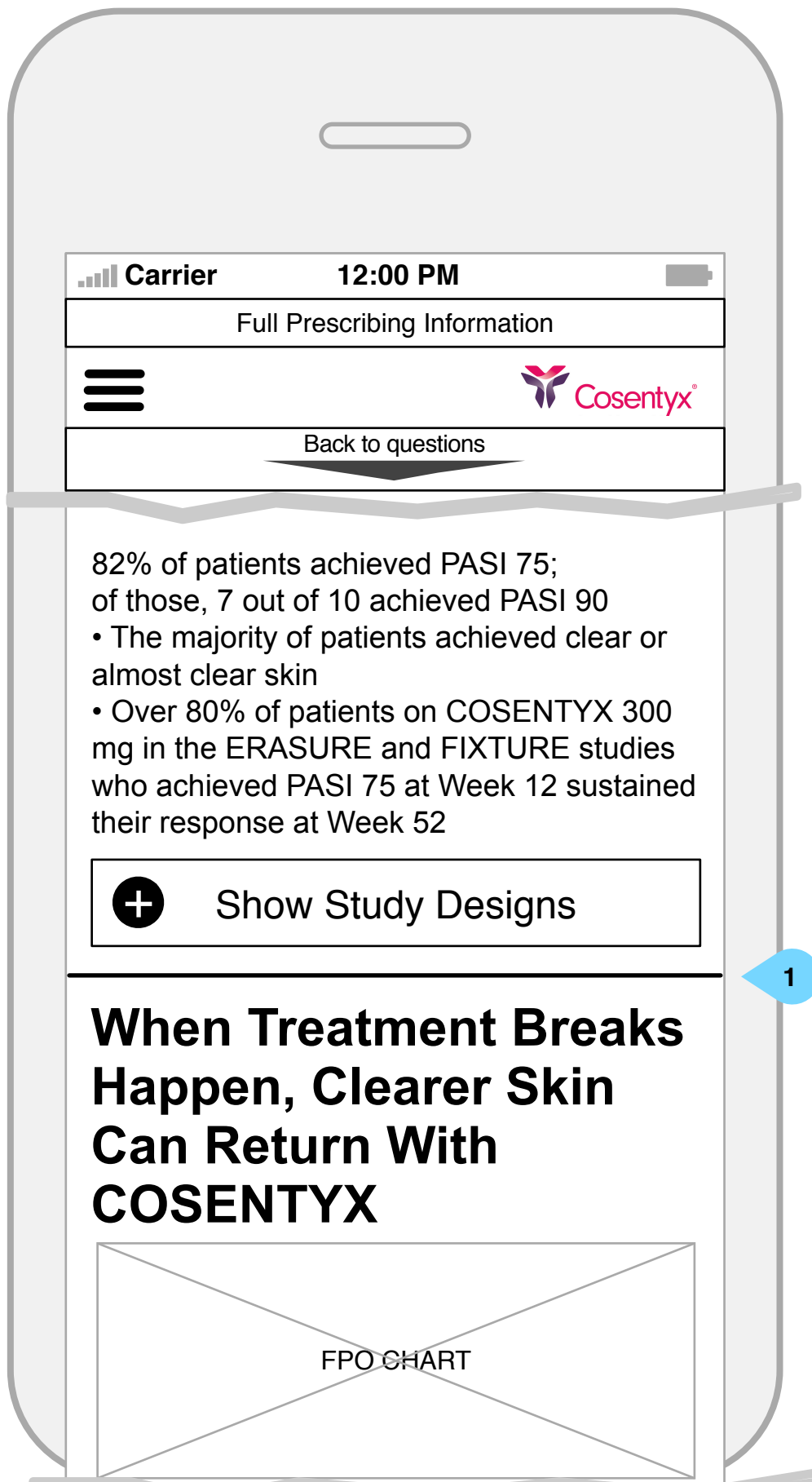
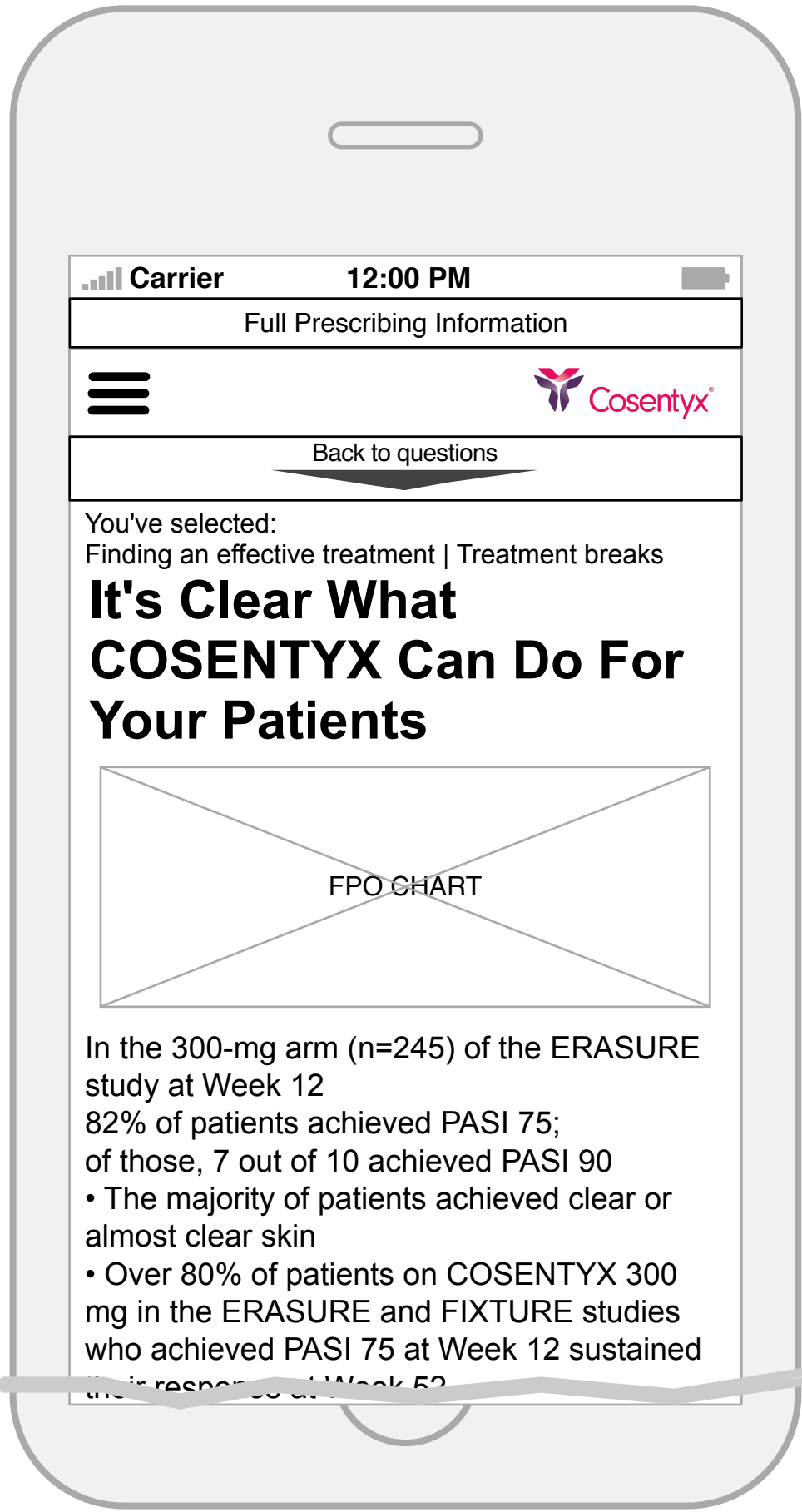
Interaction Notes:

- 1. Hides Study Design content, reverting to a <+>.



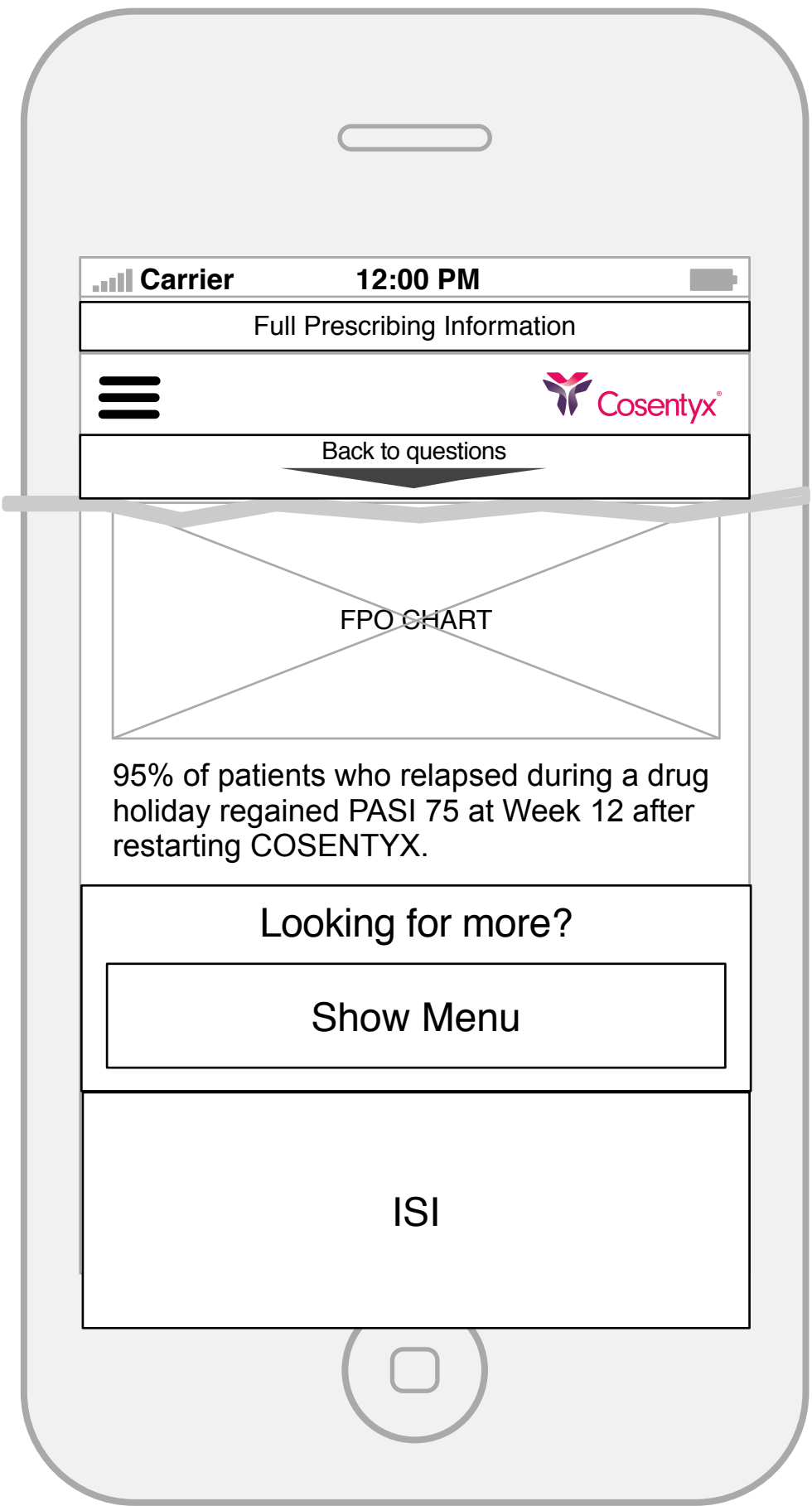
Interaction Notes:

1. This screen shows a case where the user has chosen two subjects to view.



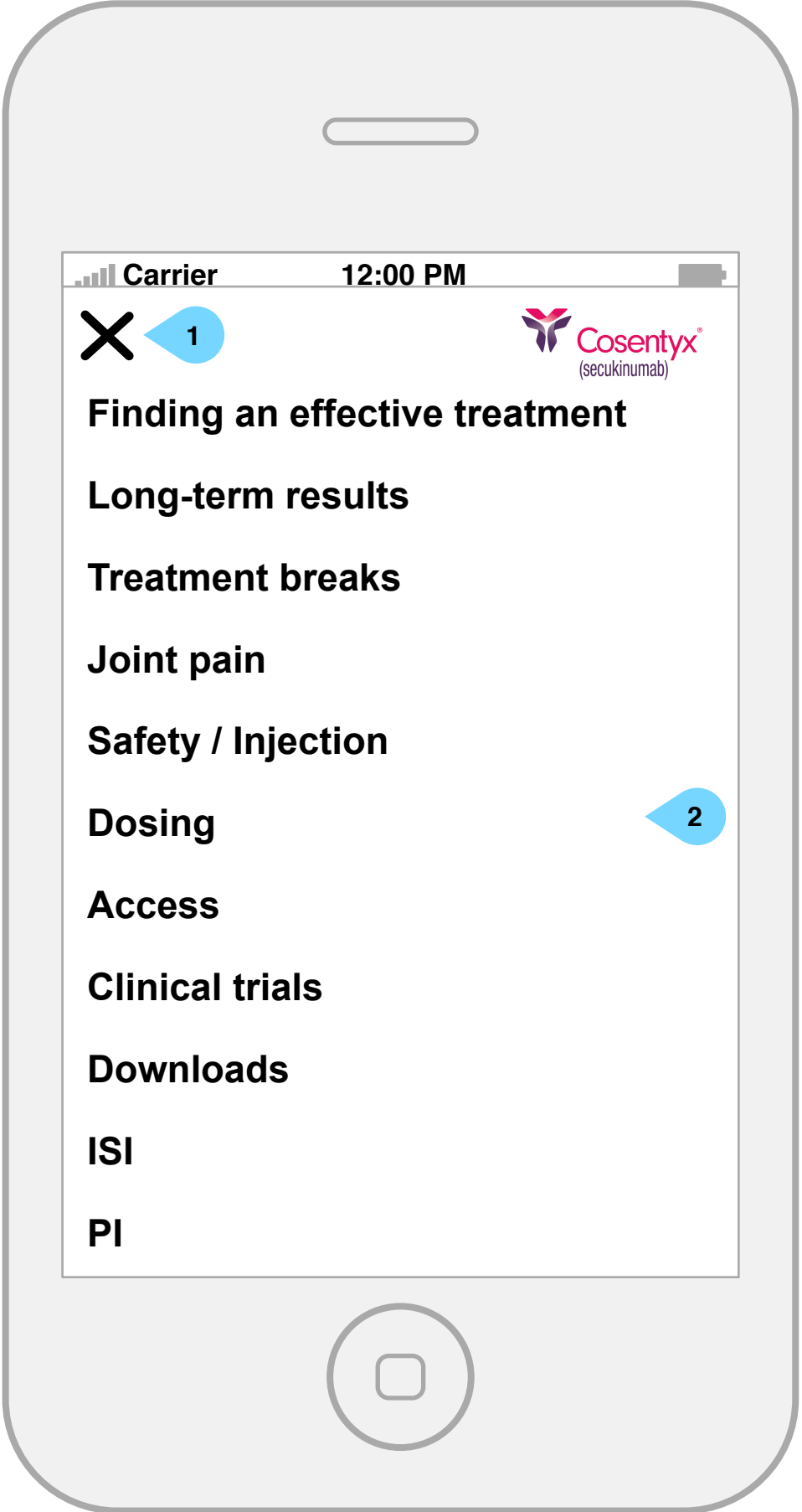
Interaction Notes:

1. If a user selects multiple subjects from the home page, they will be stitched together in the order they appear on the home page/menu listing.



Interaction Notes:

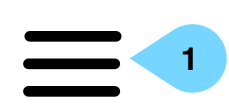
N/a



Interaction Notes:

- 1. Closes menu and returns user to previous screen they were on.
- 2. Tapping any navigation item will take the user to a content page populated by that one subject.

Desktop



What are you and your patients concerned about?

Select all that apply

- Finding an effective treatment
- Long-term results
- Treatment breaks
- Joint pain
- Safety / Injection
- Dosing
- Access

Find my answers >



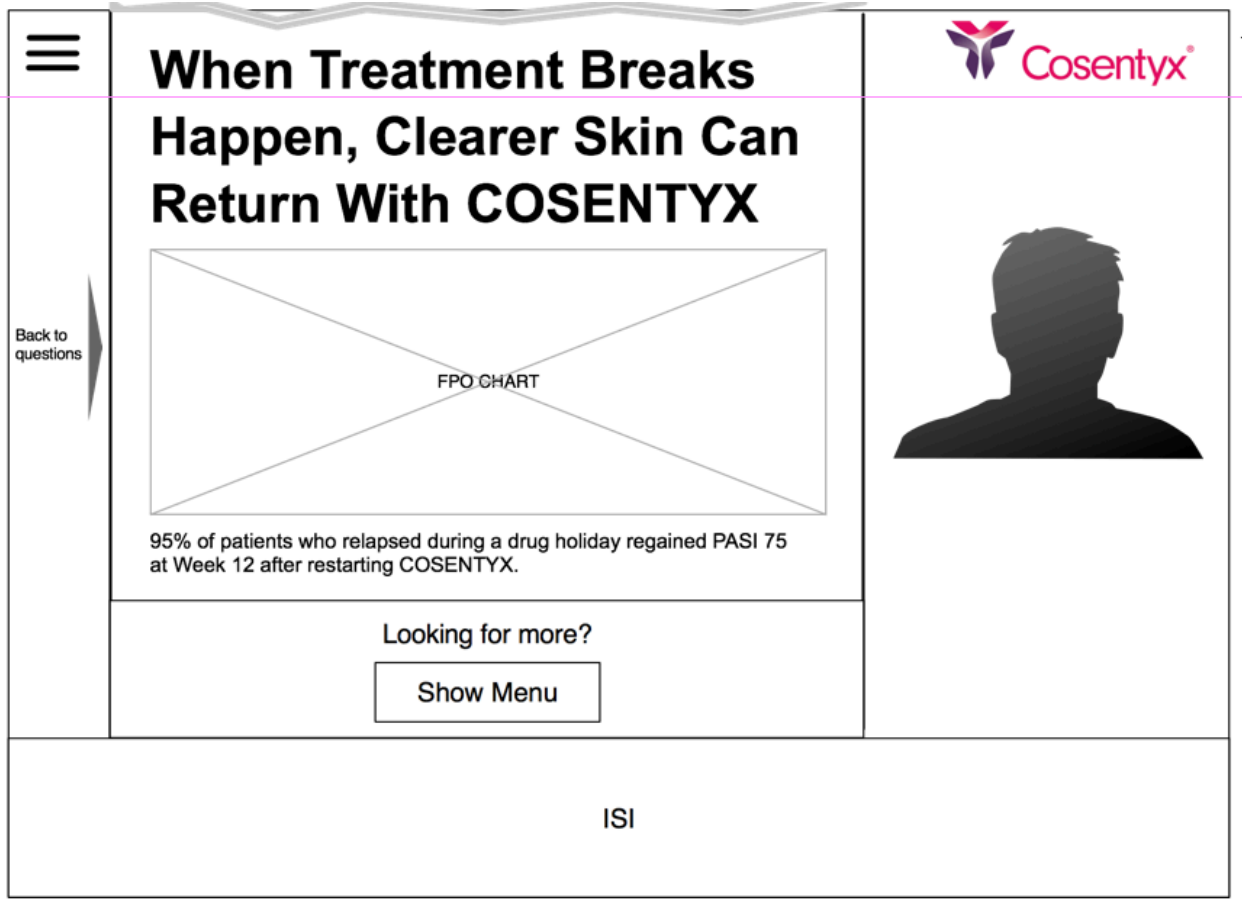
Interaction Notes:

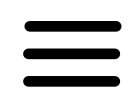
1. Opens the menu.
2. On page load, <Find my answers> will be disabled (until at least one selection is made above).

ISI

Interaction Notes:

This view shows the Question page with sticky ISI overlaying the content.





What are you and your patients concerned about?

Select all that apply

- Finding an effective treatment
- Long-term results
- Treatment breaks
- Joint pain
- Safety / Injection
- Dosing
- Access

1

Find my answers >

2



Interaction Notes:

1. Once a subject is selected, it will change in appearance and enable the <Find my answers> button (2). The user may select as many as they would like.
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ISI

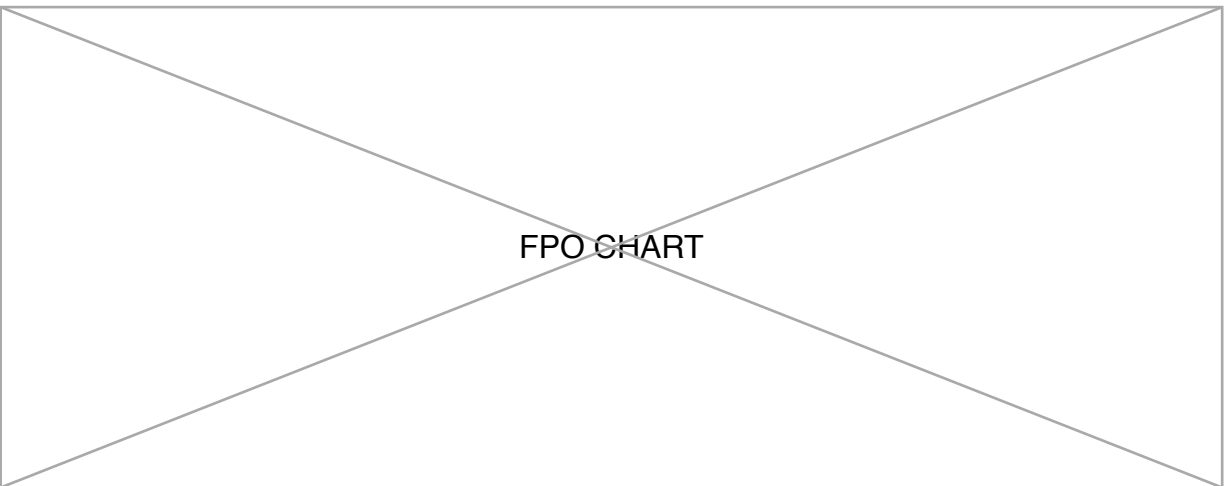


Back to questions

You've selected:
Finding an effective treatment



It's Clear What COSENTYX Can Do For Your Patients



In the 300-mg arm (n=245) of the ERASURE study at Week 12 82% of patients achieved PASI 75; of those, 7 out of 10 achieved PASI 90

- The majority of patients achieved clear or almost clear skin
- Over 80% of patients on COSENTYX 300 mg in the ERASURE and FIXTURE studies who achieved PASI 75 at Week 12 sustained their response at Week 52

+ Show Study Designs




Looking for more?


Show Menu



Interaction Notes:

1. Tapping <Back to questions> will slide the questions back into view, displaying the user's selections and allowing them to modify them.
2. This copy will indicate which subjects the user has selected.
3. Displays Study Design content, changing the <+> to a <-> (see next page).
4. Opens menu.





⊖
Hide Study Designs
1

* In ERASURE, % of patients achieving an end point on 150 mg (n=245) vs placebo (n=248) at Week 12: PASI 75 (71 vs 4), IGA 0 or 1 (51 vs 2), and PASI 90 (39 vs 1). In FIXTURE, results on 300 mg (n=327) vs placebo (n=326) at Week 12: PASI 75 (76 vs 5), IGA 0 or 1 (62 vs 3), and PASI 90 (54 vs 2). In FIXTURE, results on 150 mg (n=327) vs placebo at Week 12: PASI 75 (67 vs 5), IGA 0 or 1 (51 vs 3), and PASI 90 (42 vs 2). At Week 12 in ERASURE, 65% of patients on COSENTYX 300 mg achieved IGA mod 2011 0 or 1 vs 2% of patients on placebo. All comparisons, P<0.0001. Results similar in FEATURE and JUNCTURE.³


† In ERASURE, 59% of patients achieved PASI 90 on 300 mg vs 1% for placebo at Week 12.³

‡ In the COSENTYX 300-mg treatment arm, 81% and 84% of patients in ERASURE and FIXTURE, respectively, who achieved PASI 75 at Week 12 sustained their response at Week 52. In the COSENTYX 150-mg treatment arm, 72% and 82% of patients in ERASURE and FIXTURE, respectively, who achieved PASI 75 at Week 12, sustained their response at Week 52.³ [Cosentyx PI (2016) p 1/§14.1/ ¶7]0

Looking for more?

Show Menu

ISI



Interaction Notes:

- 1. Hides Study Design content, reverting to a <+>.

Back to questions



What are you and your patients concerned about?

Select all that apply

- Finding an effective treatment 1
- Long-term results
- Treatment breaks 1
- Joint pain
- Safety / Injection
- Dosing
- Access

Find my answers >



Interaction Notes:

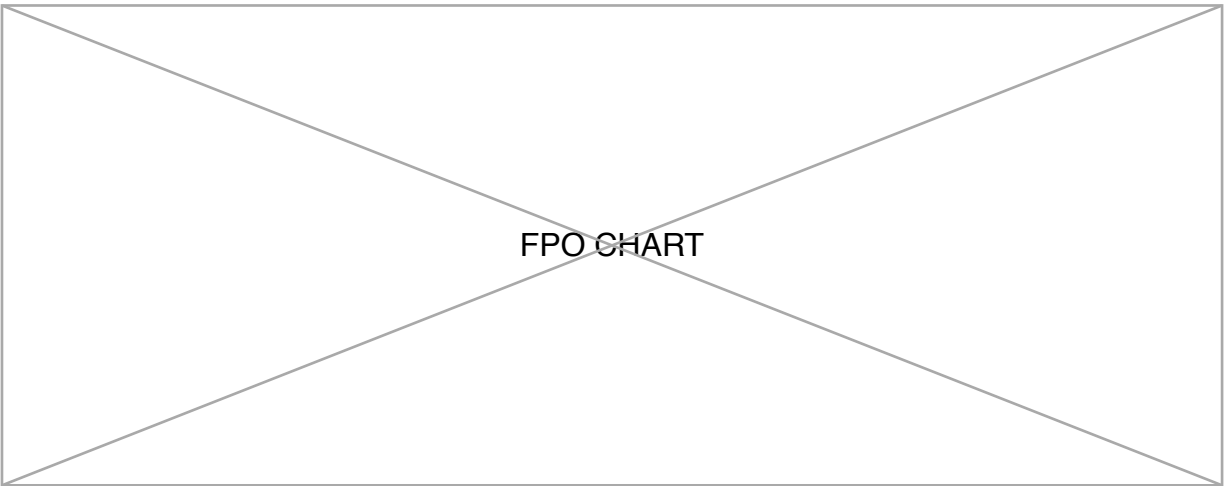
1. This screen shows a case where the user has chosen two subjects to view.

ISI




You've selected:
Finding an effective treatment | Treatment breaks

It's Clear What COSENTYX Can Do For Your Patients



In the 300-mg arm (n=245) of the ERASURE study at Week 12 82% of patients achieved PASI 75; of those, 7 out of 10 achieved PASI 90

- The majority of patients achieved clear or almost clear skin
- Over 80% of patients on COSENTYX 300 mg in the ERASURE and FIXTURE studies who achieved PASI 75 at Week 12 sustained their response at Week 52

 Show Study Designs



Interaction Notes:

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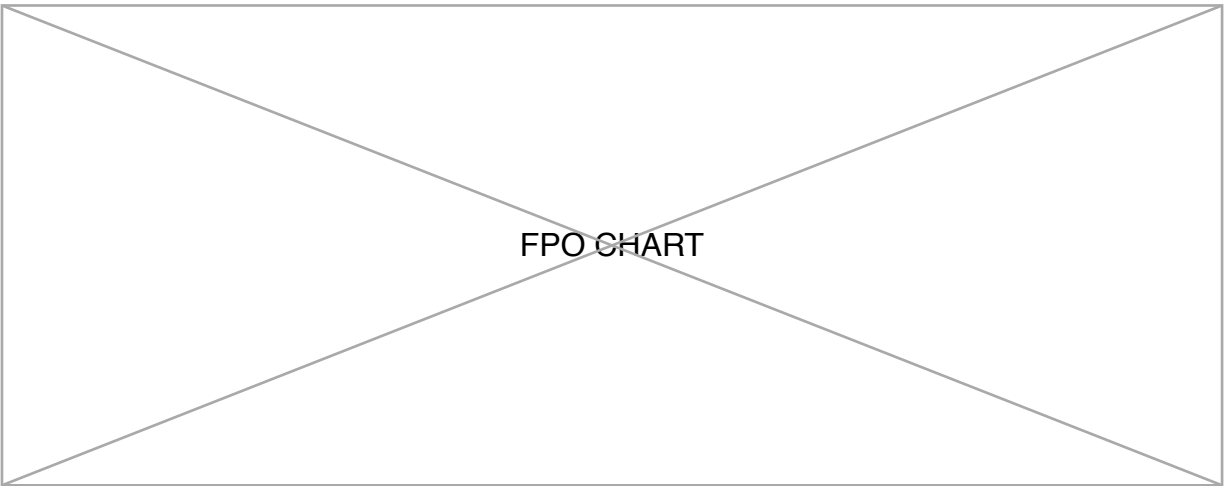
Back to questions

When Treatment Breaks Happen, Clearer Skin Can

1



When Treatment Breaks Happen, Clearer Skin Can Return With COSENTYX



95% of patients who relapsed during a drug holiday regained PASI 75 at Week 12 after restarting COSENTYX.

Looking for more?

Show Menu





Interaction Notes:

N/a

Back to questions

ISI

<p>X 1 Finding an effective treatment</p> <p>Long-term results</p> <p>Treatment breaks</p> <p>Joint pain</p> <p>Safety / Injection</p> <p>Dosing 2</p> <p>Access</p> <p>Clinical trials</p> <p>Downloads</p> <p>ISI</p> <p>PI</p>	 
<p>ISI</p>	

Interaction Notes:

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2. Tapping a navigation item will take the user to a content page populated by that one subject.