



AN FOB HEALTH COMPANY

Invega Sustenna/Trinza UX Audit

December 7, 2016

Executive Summary

- Consistency across navigation and interactive elements is key to helping site visitors easily find the information they seek and complete their goals
- Mobile sites require a different design mindset from desktop sites
- Affordances (anything a visitor to the site can interact with) can be designed to clarify what can or will happen, making the site easier and less frustrating to use

Invegatrinzahcp.com

CTAs

Time (Weeks)

— INVEGA TRINZA® (DB, n=160) — Placebo (D

PANSS=Positive and Negative Syndrome Scale.

[How was INVEGA TRINZA® studied? See the trial design >>](#)

IMPORTANT SAFETY INFORMATION and INDICATION for INVEGA TRINZA® (p

Detailed description: This is a screenshot of a clinical trial webpage. At the top right, there is a legend for a graph titled 'Time (Weeks)', showing 'INVEGA TRINZA® (DB, n=160)' and 'Placebo (D'. Below this, the text 'PANSS=Positive and Negative Syndrome Scale.' is visible. A blue hyperlink 'How was INVEGA TRINZA® studied? See the trial design >>' is highlighted with a black rectangular box. Below the link, the text 'IMPORTANT SAFETY INFORMATION and INDICATION for INVEGA TRINZA® (p' is partially visible.

This content can only be accessed through this link. Consider elevating this to the main navigation.

With 3 months in between doses of INVEGA TRINZA®, your patients can spend less time focusing on other aspects of their treatment plan.

[Examine the safety and tolerability profile of INVEGA TRINZA® >>](#)

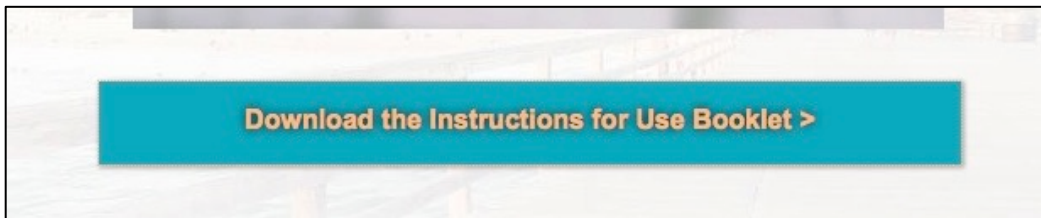
IMPORTANT SAFETY INFORMATION and INDICATION for INVEGA TRINZA® (paliperi

INVEGA TRINZA® (paliperidone palmitate) a 3-month injection, is an atypical antipsychotic schizophrenia in patients after they have been adequately treated with INVEGA SUSTENN

Detailed description: This is a screenshot of a clinical trial webpage. The text 'With 3 months in between doses of INVEGA TRINZA®, your patients can spend less time focusing on other aspects of their treatment plan.' is visible. Below this, a blue hyperlink 'Examine the safety and tolerability profile of INVEGA TRINZA® >>' is highlighted with a black rectangular box. Below the link, the text 'IMPORTANT SAFETY INFORMATION and INDICATION for INVEGA TRINZA® (paliperi' and 'INVEGA TRINZA® (paliperidone palmitate) a 3-month injection, is an atypical antipsychotic schizophrenia in patients after they have been adequately treated with INVEGA SUSTENN' is partially visible.

These CTAs at the bottom of every page are important drivers to the next page of the site, sometimes they are the only way to access a given page. Because these links are so crucial to the flow of the site, it would be beneficial to give them more visual importance while maintaining a balance with the rest of the important content.

CTAs



Another important thing to consider is consistency across CTAs as users build a mental model of how the site works. CTAs that complete similar actions should be similar in style, allowing the user to do less thinking about what they think will happen.

CTAs

Get detailed information on the 4-times-a-year dosing regimen, starting patients, addressing missed doses, and more.
Download the Dosing and Administration Guide >

Ready to transition to INVEGA TRINZA®?

INVEGA TRINZA® dose, INVEGA TRINZA® should be administered once every 3 months. Treatment increments can be made every 3 months in increments within the range of 273 mg to 810 mg. Due to the long-acting nature of INVEGA TRINZA®, the patient's response to an adjusted dose may not be immediate. Patients can maintain scheduled treatment plans and routine interactions with their treatment. Transition your patients to INVEGA TRINZA® after they have been adequately treated with INVEGA TRINZA® for at least 4 months!

Consider prescribing INVEGA TRINZA®

Step-by-step demonstration of how to deliver a dose of INVEGA TRINZA®, including the proper shaking technique.
Watch the Instructions for Use Video >

Interactive

Static

Interactive

Just as CTAs that take similar actions should look alike, it is equally important that elements that are NOT interactive do not appear to be. The center page element appears in the same visual style as the items above and below it, but it is not a CTA, while the other two are.

Mobile CTAs

The screenshot shows a mobile browser interface for the website `invegatrinzahcp.com`. At the top, there is a conversion table with two columns of dosages:

117 mg	410 mg
156 mg	546 mg
234 mg	819 mg

Below the table is a call-to-action (CTA) button that reads: "Get detailed information on the 4 times-a-year dosing regimen, starting patients, addressing missed doses, and more. Download the Dosing and Administration Guide >". The CTA button is highlighted with a black border.

Below the CTA, there is a section titled "When patients are ready to transition to INVEGA TRINZA[®]".

- Following the initial INVEGA TRINZA[®] dose, INVEGA TRINZA[®] should be administered once every 3 months

Below the list, there are two expandable sections:

- INDICATION for INVEGA TRINZA[®] (paliperidone palmitate) [+]
- IMPORTANT SAFETY INFORMATION [+]

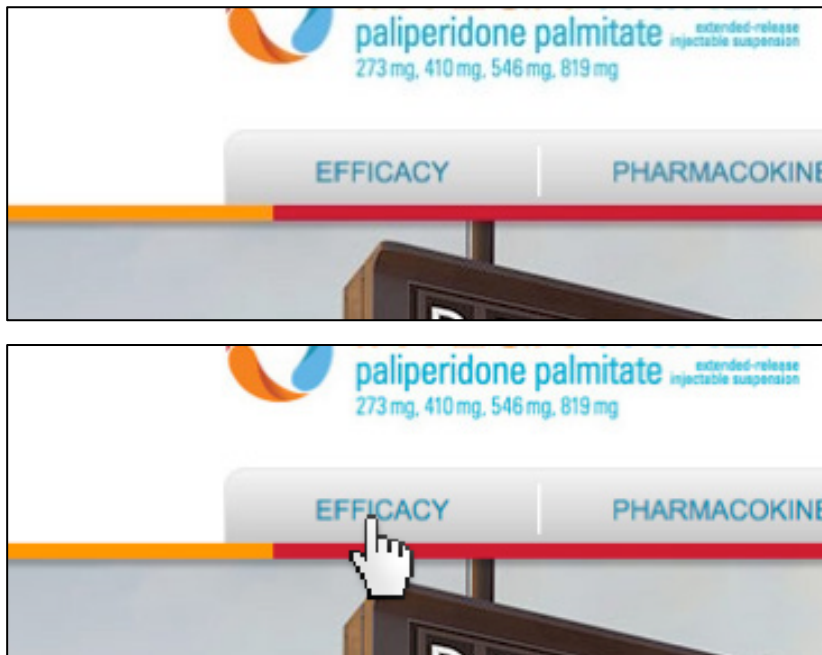
The expanded section for IMPORTANT SAFETY INFORMATION contains the following text:

WARNING: INCREASED MORTALITY IN ELDERLY PATIENTS WITH DEMENTIA-RELATED PSYCHOSIS.

See full Prescribing Information for complete

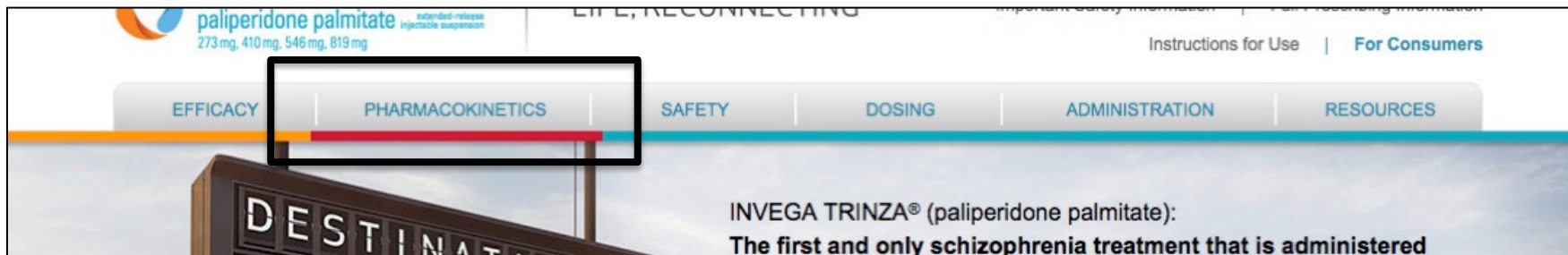
For mobile viewports, one should consider many of the same principles of desktop designs. Maintaining consistency and readability throughout the site allows for a seamless experience across all devices. The screen shown is an example of a CTA that sacrifices readability at the expense of consistency.

Navigation



It can be helpful in navigating a site to receive visual feedback that the item you are looking at may be clicked. This feedback can take the form of a color change, an underline, bolded copy, or a combination of things. The main nav here does not change in style when hovered over.

Navigation



The brand colors appear as a bar beneath the main navigation. Just as it is important to indicate interactivity, as mentioned in the previous slide- it is equally important not to indicate an action where there is not one. In this view, the brand colors appear to underline 'Pharmacokinetics' in red, potentially creating the illusion that this is the page being shown.

Navigation

What should I do if a patient misses a dose?

Does dosing need to be adjusted for elderly patients?

[Get materials to help educate your patients about INVEGA TRINZA® >>](#)

IMPORTANT SAFETY INFORMATION and INDICATION for INVEGA TRINZA® (paliperidone palmitate)

INVEGA TRINZA® (paliperidone palmitate) a 3-month injection, is an atypical antipsychotic indicated for the treatment of schizophrenia in patients after they have been adequately treated with INVEGA SUSTENNA® (1-month paliperidone

It's important to consider the order in which you flow users through your site. This link at the bottom of the FAQ leads to the Resources page, which came before it. This could trap users in a dead end if they continue to click these end-of-page links expecting it to move them forward through the experience as it does on previous pages.

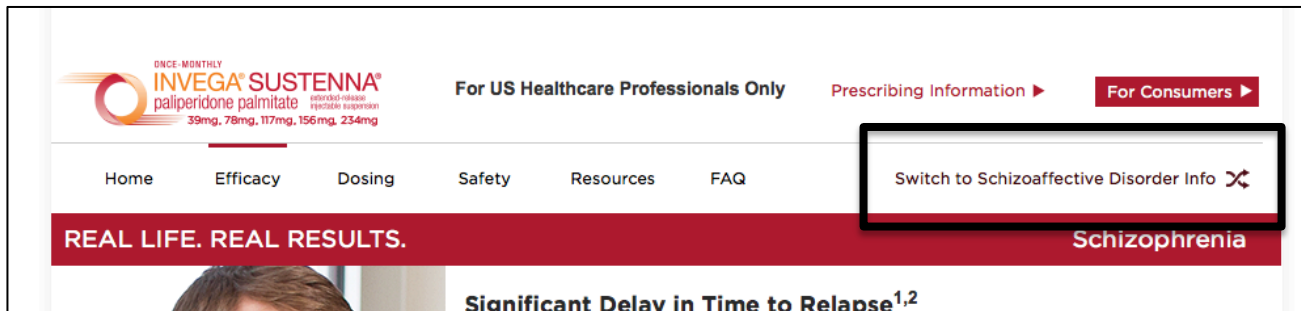
Invegasustennahcp.com

Segmentation

The screenshot displays a website for INVEGA SUSTENNA (paliperidone palmitate). At the top left is the product logo with the text "ONCE DAILY INVEGA SUSTENNA paliperidone palmitate 30mg, 75mg, 150mg, 234mg". To the right are navigation links: "For US Healthcare Professionals Only", "Prescribing Information ▶", and "For Consumers ▶". Below the navigation is a horizontal strip of four diverse people's faces. Underneath this strip, the text reads "INVEGA SUSTENNA® (paliperidone palmitate) offers proven efficacy for more of your patients". Below this text are two buttons: a dark red button labeled "Schizophrenia ▶" and an orange button labeled "Schizoaffective Disorder ▶". At the bottom of the page is another horizontal strip of four diverse people's faces.

This segmentation could be executed more gracefully (as you will see a bit further into this presentation). It is useful in these scenarios to explain to the user that they must choose one– and even more useful to provide some context into what that choice will entail.

Segmentation



ONCE-MONTHLY
INVEGA® SUSTENNA®
paliperidone palmitate
extended-release
orally disintegrating suspension
39mg, 78mg, 117mg, 156mg, 234mg

For US Healthcare Professionals Only Prescribing Information ▶ For Consumers ▶

Home Efficacy Dosing Safety Resources FAQ

Switch to Schizoaffective Disorder Info ↗

REAL LIFE. REAL RESULTS. Schizophrenia

Significant Delay in Time to Relapse^{1,2}



ONCE-MONTHLY
INVEGA® SUSTENNA®
paliperidone palmitate
extended-release
orally disintegrating suspension
39mg, 78mg, 117mg, 156mg, 234mg

For US Healthcare Professionals Only Prescribing Information ▶ For Consumers ▶

Home Efficacy/Safety Dosing Resources FAQ

Switch to Schizophrenia Info ↗

REAL LIFE. REAL RESULTS. Schizoaffective Disorder

After 15 Months, 85% of Patients on

If segmenting users into different groups, it's key to allow them to change their selection in case more than one indication is relevant to their research. In this case, though, the main navigation changes, which can be disorienting to users looking for the same kind of information across indications.

CTAs

Links to nearly identical content.

orders (DSM-5 or current version), where applicable.

INVEGA® SUSTENNA® (paliperidone palmitate) is approved for the treatment of schizoaffective disorder.

Patients Treated With INVEGA® SUSTENNA® Who Did Not Relapse Due to Psychotic or Mood Symptoms Over 15 Months¹

Symptom Category	Did Not Relapse (%)	Relapsed Due To (%)
Psychotic symptoms	87%	13%
Mood symptoms	89%	11%

Percent of patients who did not relapse due to either psychotic or mood symptoms

Psychotic symptoms: 87% did not relapse due to psychotic symptoms. 13% relapsed due to psychotic symptoms: Hallucinations, Delusions, Disorganized thoughts or behavior.

Mood symptoms: 89% did not relapse due to mood symptoms. 11% relapsed due to one of the following mood symptoms: Manic, Depressive, Mixed.

INVEGA® SUSTENNA® (n=143/164)

INVEGA® SUSTENNA® (n=146/164)

Of the 82 patients who relapsed on INVEGA® SUSTENNA® (n=25) and placebo (n=57), the majority of patients experienced symptoms of both psychosis and mood at the time of their relapse. Only 8 of the 82 patients experienced a relapse without psychotic symptoms and 16 of the 82 patients experienced a relapse without mood symptoms.

The full constellation of symptoms and the relevant diagnostic criteria should be consulted and are available in the disorders (DSM-5 or current version), where applicable.

INVEGA® SUSTENNA® (paliperidone palmitate) is approved for the treatment of schizoaffective disorder.

On the Sustenna site, these CTAs link to criteria and study design overlays for different studies. These could be more clear by differentiating them from each other by using copy to more clearly label them. Additionally, they could improve further with a more eye-catching visual treatment.

Affordances

only by a healthcare professional. No oral supplementation is needed.

Paliperidone is contraindicated in patients with a known hypersensitivity to either paliperidone, risperidone, or to any excipients of the formulation.

STEP 3
1st maintenance dose
(Deltoid or gluteal muscle)

DOSE WINDOW

The 39-mg strength was not studied in patients with schizoaffective disorder.

39 mg	78 mg	117 mg	156 mg	234 mg
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DAY 36

1 8 36 1

NOTES:

- Monthly maintenance dose should be administered 5 weeks after the first injection (regardless of the timing of the second injection)
- Schizophrenia: The recommended maintenance dose for the treatment of schizophrenia is 117 mg. Some patients may

Disorder (After Starting Doses)*

NOTE: Prior to use, establish tolerability with oral paliperidone or oral risperidone. Each injection must be administered only by a healthcare professional. No oral supplementation is needed.

Paliperidone is contraindicated in patients with a known hypersensitivity to either paliperidone, risperidone, or to any excipients of the formulation.

STEP 1
Starting dose (1 of 2)
(Deltoid muscle only)

DAY 1

1 8 36 1

NOTE:

- Both starting doses must be given in the deltoid muscle.

How to Administer INVEGA® SUSTENNA¹

These informational slide shows are difficult to use, as they lack visually clear opportunities to move forward and backward through the pages. Additionally, the slides appear inconsistently placed within the frame, which can be a distraction when trying to digest complex information.

Consistency

INVEGA[®] SUSTENNA[®]
paliperidone palmitate

For US Healthcare Professionals Only Prescribing Information ▶ For Consumers ▶

Home Efficacy Dosing Safety Resources FAQ

FAQ

Efficacy Dosing and Administration Safety

- > How many patients relapsed while taking INVEGA[®] SUSTENNA[®] in clinical trials?
- > How was relapse defined in INVEGA[®] SUSTENNA[®] clinical trials?
- > In what types of patients can I use INVEGA[®] SUSTENNA[®]?

INVEGA[®] SUSTENNA[®]
paliperidone palmitate

For US Healthcare Professionals Only Prescribing Information ▶ For Consumers ▶

Home Efficacy/Safety Dosing Resources FAQ

Access, reimbursement, and savings

Reimbursement Outpatient Sample Program Inpatient Hospital Pharmacy Free Trial Instant Savings

Timing and reimbursement

JANSSEN[®] CONNECT[®] can assist you after you have determined that INVEGA[®] SUSTENNA[®] (paliperidone palmitate) is the most clinically appropriate treatment option. JANSSEN[®] CONNECT[®] provides research

When designing navigation for different scenarios within your site, one should remember that users will expect different sections of similar content to act similarly. Here is an example of two sections that contain tabbed content, but are designed drastically differently.

Mobile



The Sustenna site has no mobile version. This creates a very difficult browsing experience for users, as text and buttons designed for computer monitors will commonly be too small for use on mobile phone screens. It is always key to consider mobile first, as it represents the experience of a majority of internet users.

Competitive audit

Patient Profiles: Aristada

The image displays four screenshots of the Aristada website's 'Patients to Consider' section, arranged in a 2x2 grid. Each screenshot shows a patient profile with a photo, name, sex, age, and a detailed history of their condition and treatment. The profiles are for Aline (882 mg, Gluteal, 6 weeks), Maria (441 mg, Gluteal, Monthly), Lisa (882 mg, Gluteal, Monthly), and Matt (441 mg, Gluteal, Monthly). Each profile includes a list of Aristada treatment options (Dose, Dosing Interval, Injection Site) and a 'Please see Important Safety Information, including Boxed Warning, below.' link.

Profile 1 (Aline):
Name: Aline
Sex: Male
Age: 20
History: Aline began experiencing auditory hallucinations, paranoid delusions, and social and emotional withdrawal during her freshman year of college. "I couldn't think straight because of the voices. I couldn't read."
He was eventually hospitalized for 5 days, and his doctor decided to explore ARISTADA (aripiprazole lauroxil) as a treatment option while he was in the hospital. After following the full prescribing information and dosing instructions, his doctor decided to prescribe the 882 mg dose. The 6-week dosing interval.

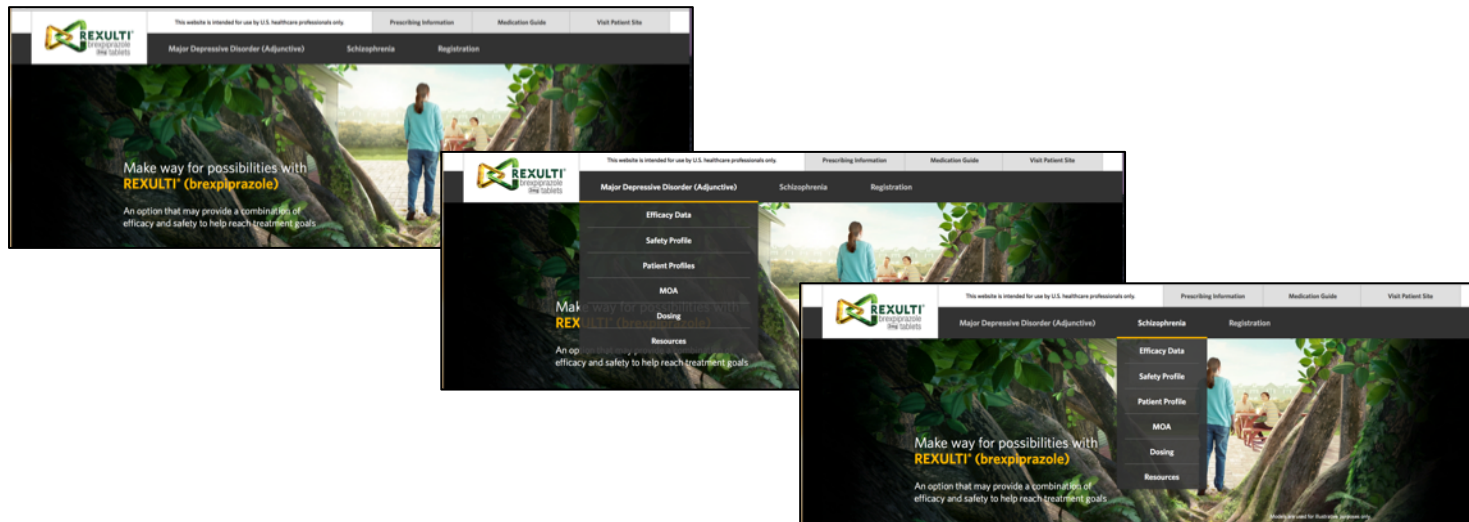
Profile 2 (Maria):
Name: Maria
Sex: Female
Age: 64
History: Maria was diagnosed with schizophrenia 2 months after her divorce, when she presented with visual hallucinations, swollen, spotty, and itchy skin.
"My friends thought it was all due to the divorce, but that I started seeing all those things that weren't there."
She then moved in with her mother and has done fairly well living with a caregiver who closely monitors her behavior and her adherence to her oral medication. However, her mother felt that Maria should consider a long acting option. Maria and her mother speak next with Maria's physician, who prescribes ARISTADA.

Profile 3 (Lisa):
Name: Lisa
Sex: Female
Age: 37
History: Lisa had her first psychotic break and was diagnosed with schizophrenia at age 23. Initially she experienced changes in perception, thought process, and thought content. Lisa eventually began experiencing somatic delusions. "No thoughts were so cluttered that I had a really hard time talking to others. At one point I was convinced that my heart was missing."
Lisa was afraid of seeking treatment when these symptoms began, but she reluctantly agreed to start treatment and had tried several antipsychotic medications. Lisa was started on ARISTADA (aripiprazole lauroxil) 6 months ago, and she just received her fourth monthly injection.

Profile 4 (Matt):
Name: Matt
Sex: Male
Age: 24
History: Matt has been dealing with schizophrenia for the last couple of years. His primary symptoms have included persistent auditory hallucinations and paranoid delusions. These psychotic symptoms led to him dropping out of college. After multiple hospitalizations, Matt was started on ARISTADA (aripiprazole lauroxil) 441 mg. When offered injection-site options, he preferred the gluteal injection.
"I hope this medicine will help."

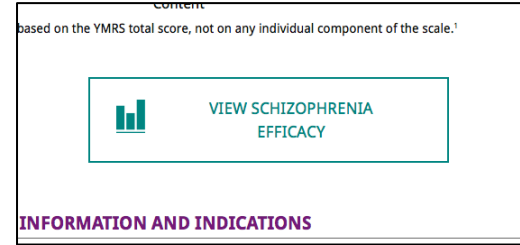
On the Aristada site, potential patient profiles are shown. This is a useful tool to help doctors form an idea of what kinds of people would benefit from this treatment, with dosage recommendations.

Multiple Indications: Rexulti



Rexulti shows its multiple indications by assigning each indication a place on the top level navigation, with the pages of the same types of content nested within. This is a clear and simple execution but at the expense of being mildly repetitive.

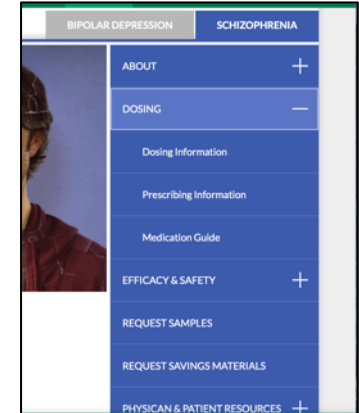
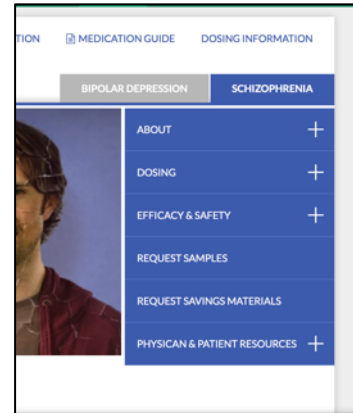
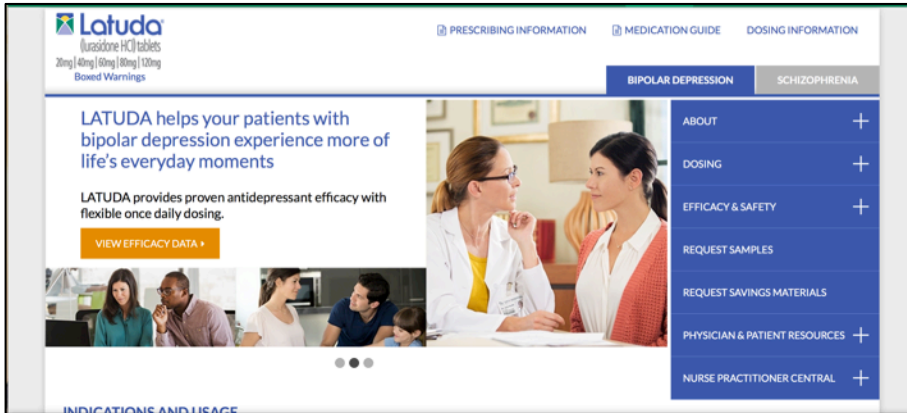
Multiple Indications: Vraylar



(Seen at bottom of Bipolar: Efficacy)

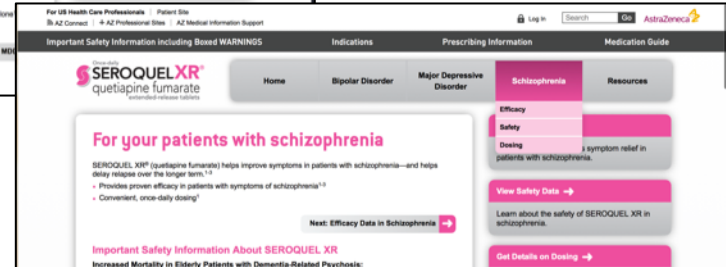
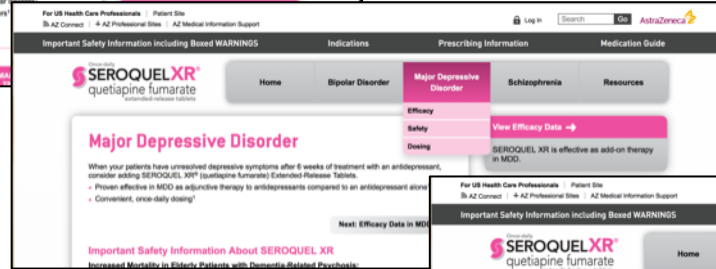
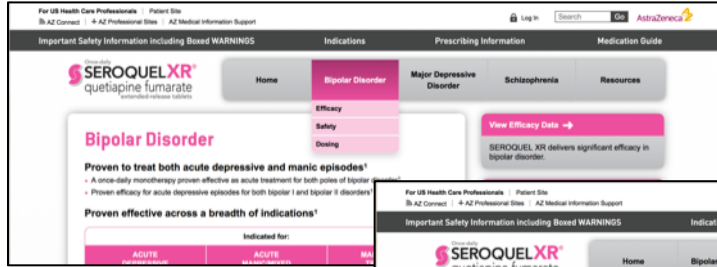
Vraylar uses the same technique as the previous slide for Rexulti, but with a less robust second level of navigation. Additionally, at the bottom of each page, it links to the same type of information for its other indications, making it easy to research both indications easily.

Multiple Indications: Latuda



Latuda separates its indications using tabs. This can be confusing as it is not immediately clear that switching tabs will display a different version of the main navigation.

Multiple Indications: Seroquel XR



Seroquel also uses the main navigation to divide its indications, providing different versions of the same page within each level of the main navigation. This allows for easy access to all of the sites information, but could have been executed with more visual grace.

Multiple Indications: Remicade

The image displays several overlapping screenshots of the Remicade website, illustrating its multi-indication design. The screenshots show various navigation paths and content for different conditions: Crohn's Disease, Ulcerative Colitis, Pediatric Crohn's Disease, Pediatric Ulcerative Colitis, Moderately to Severely Active Rheumatoid Arthritis (RA), Psoriasis (P), Ankylosing Spondylitis (AS), and Pediatric Crohn's Disease (PUC). Each screenshot highlights the 'Important Safety Information' and 'What conditions is REMICADE® used to treat?' sections, along with a navigation bar at the top and a 'CHOOSE ANOTHER CONDITION' button. The design is clean and professional, with a focus on providing clear information for multiple patient groups.

While not a direct competitor, Remicade shows a successful execution of displaying a large variance in indications. It allows users to move through the different selections smoothly and is designed to account for as many or as few indications the brand may have— but if an indication is chosen from the dropdown, they must return to the home screen to access the main options again.