

Mobile iPad™ Product Education Application for Onyx Pharmaceuticals

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CHALLENGE:

Develop an innovative tool to be used by the Onyx Medical Science Liaison (MSL) Team to educate hematology health care professionals (HCPs) about the use of Onyx’s pipeline molecule, carfilzomib—a selective, next-generation proteasome inhibitor, as a potential new treatment option for multiple myeloma. The tool should not only facilitate dialogue and exchange in a novel way between the Onyx MSLs and target HCPs, but it should also provide the kind of flexibility that allows for effective interactions even in time-constrained settings.

SOLUTION:

Viscira developed an interactive mobile app for the Apple® iPad™ that offered the following key features and benefits:

- Sophisticated design integrating 3D graphics and other creative elements for a visually compelling execution that did not distract from the clinical nature of the program
- Intuitive information architecture which gave the MSL team the ability to understand where and how to access key content quickly
- Interactive screens which allowed users to rotate content to have a full 360 degree view of 3D molecules
- Flexible navigation which provided the ability to navigate through the program linearly for longer presentations or topically for quick access to key data points

The mobile iPad™ product education tool was initially deployed at the American Society of Hematology (ASH) Annual Meeting in Orlando, Florida (Dec 4-7, 2010) and is currently being used by the MSL Teams in the field for their meetings.

RESULTS:

The tool was very positively received by both the Onyx MSL Teams and the hematology HCPs. The Onyx team commented on both the quality and length of their physician interactions using the tool. Below are representative samples of the qualitative feedback Viscira received from MSL Team members:

"In this age of limited physician access, it is important to be able to present information to HCPs that provides educational value and captures their attention in a shorter period of time. The iPad app Viscira created for us did just that. It allowed our time with the physician to be more substantive and engaging."

"The visual clarity and acuity of the program really stands out. Having this type of a dynamic tool really helps reinforce Onyx's position as a leading, innovative organization and helps to set us apart from our competitors."

"It was great to be able to present the content to the HCPs with the added benefit of the touch screen navigation. It made it so much easier to get around in the program."

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