



# WHO WE ARE



CAPPTOO



screver



ONCOLOGY  
COMPASS



KIWANO



**Dr. Christian Fillinger**

Founder of Capptoo  
Screver | Oncology Compass | Kiwano



**Tanja Palm**

Co-Founder of Capptoo,  
First/Nr 1 employee we had

# HOLISTIC BUSINESS EXPERIENCE IS OUR FOCUS

- **Founded in Zürich (8Y)**
- **70+ markets**
- **Global teams, local understanding**



# THE TRUST OF MARKET LEADERS

**ewz**



**AMGEN®**

**JUNGFRAU**  
**TOP OF EUROPE**



GRAND CASINO  
BADEN

**Z**  
**ZWEIFEL**

**NOVARTIS**

**EUROPA PARK**

**Takeda**

**GLACIER**  
**EXPRESS®**

**HEXAGON**

**SULZER**

**B | BRAUN**

**Lonza**

**abbvie**

# THE TRUST OF LIFE SCIENCES

ALFASIGMA 

Takeda

  
OlainFarm

BAYER

AstraZeneca 

TOPCON

AMGEN®

 GILEAD

iQONE  
HEALTHCARE SWITZERLAND

Roche

 NOVARTIS

  
PHARMA

B|BRAUN

LONZA

abbvie

**SCREVER INFORMS DECISIONS.  
CAPPTOO DRIVES ACTIONS.**

# PRODUCT LAUNCHES

Web & Digital / Promotional Assets / Patient Materials / Content for HCPs



# THE PRODUCT LAUNCH CHALLENGE

Only 10-15% of drug launches are considered "**successful**" or "**excellent**", meaning they meet or exceed peak sales forecasts and market expectations (IQVIA, McKinsey).



# THE PRODUCT LAUNCH CHALLENGE

*80% of Launches fail to Meet Expectations*

This means they do not achieve their projected revenue targets or market share in the first 1-2 years (IQVIA, EvaluatePharma).



# THE PRODUCT LAUNCH CHALLENGE

## 2-Year Post-Launch Drop-Off

- **Only 5%** of Primary Care drug launches
- **Only 8%** of Specialty Care launches maintain excellent performance two years post-launch in the top global markets

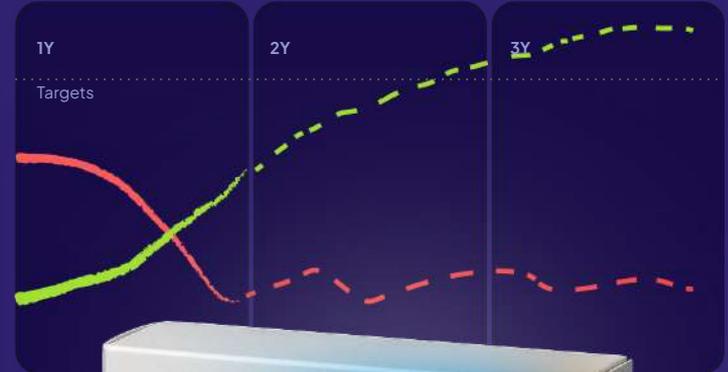


# THE PRODUCT LAUNCH CHALLENGE

*First-Year Failure =  
Long-Term Struggle*

The majority of launches that miss their first-year targets never recover, struggling to gain momentum in later years (IQVIA, McKinsey).

*First year is crucial!*



# THE PRODUCT LAUNCH CHALLENGE

*Launch Execution is the Problem,*

*Not Product Quality*

According to research, poor **customer engagement**, **lack of HCP understanding**, and **failure to differentiate** are bigger contributors to failure than clinical performance itself (BCG, McKinsey).



# THE PRODUCT LAUNCH CHALLENGE

## The Launch "Cliff"

Most drugs experience a steep drop in performance after 6–12 months, failing to sustain their launch momentum (EvaluatePharma).



# CRITICAL TOUCHPOINTS AND FEEDBACK THROUGHOUT THE PATIENT JOURNEY

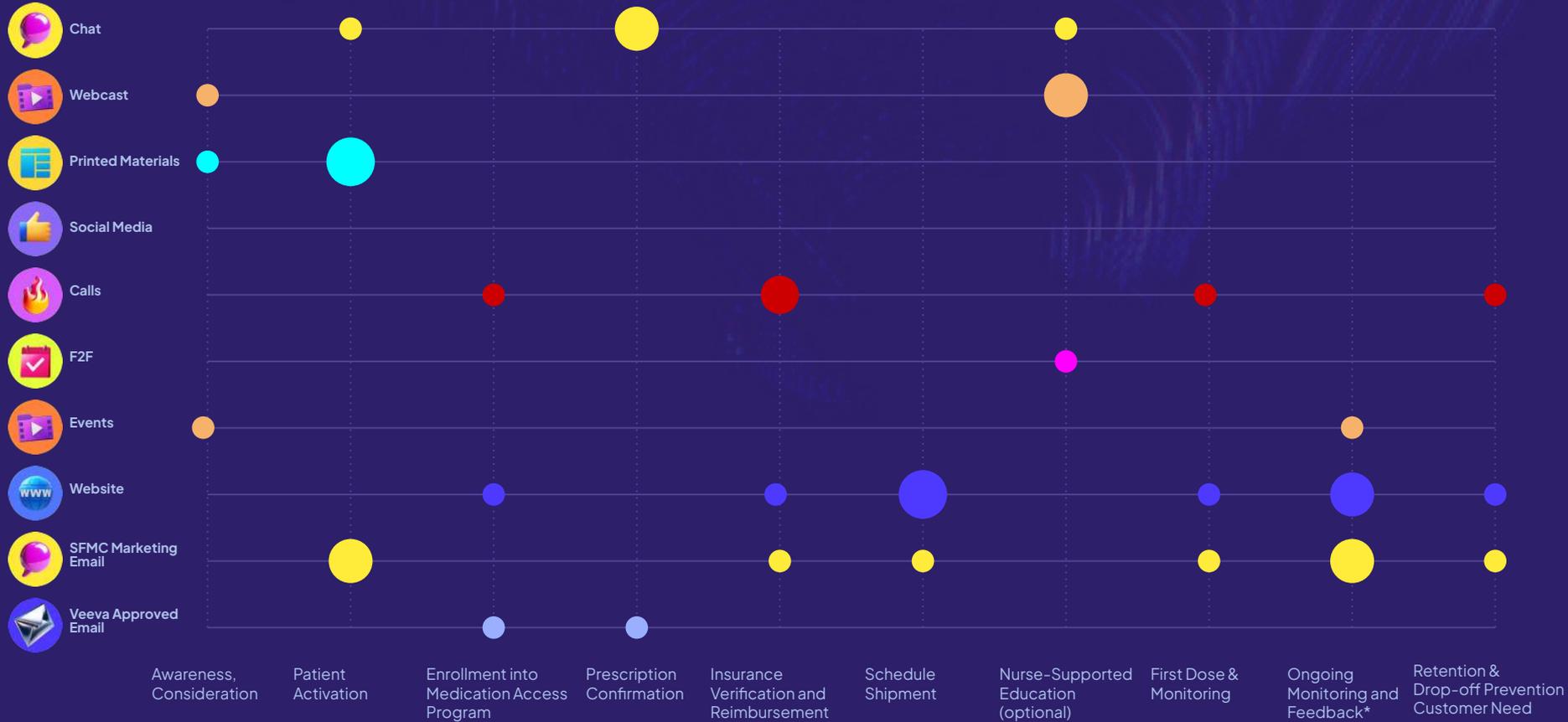


*Continuous CX Metrics Measurement & Impact Analysis with VoC*

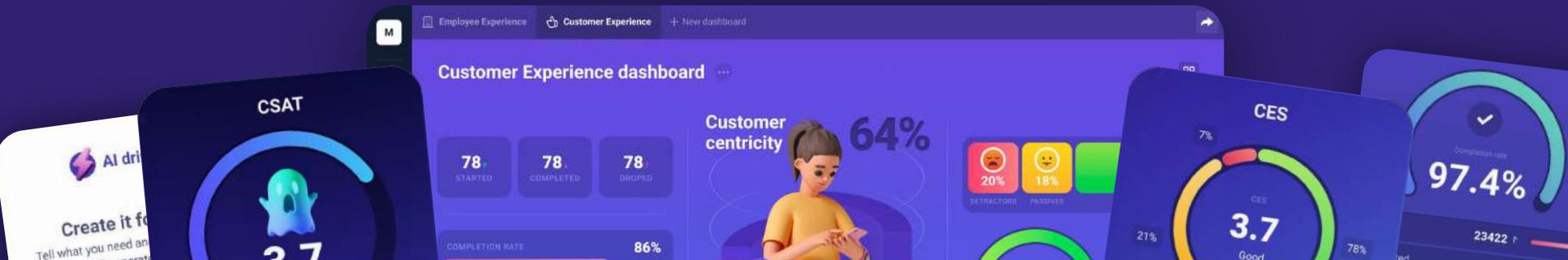


## PATIENT JOURNEY STAGES

# CHANNELS VS TOUCHPOINTS



# LINKING ENHANCED PATIENT EXPERIENCE TO TANGIBLE BUSINESS IMPACT



# RE-DEFINING PHARMA LAUNCH EXCELLENCE

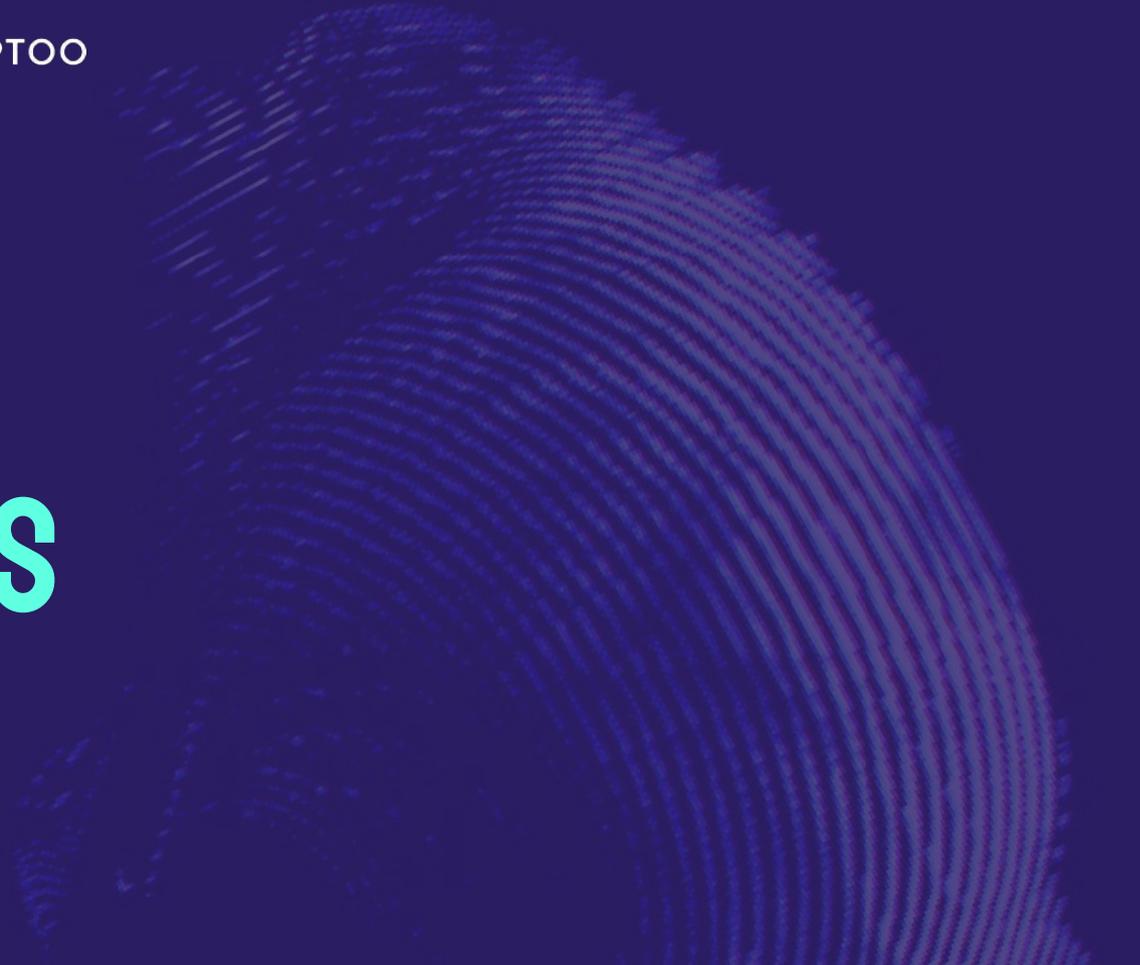
From Traditional Product Push to  
Evidence-Based, Human-Centric Launches!

## *The New Way with VoC Program*

- ✓ **Listening throughout the journey** — from Phase III to post-launch
- ✓ **Bridging the gap** between R&D, Market Access, and Commercial teams
- ✓ **Co-creating better experiences** for patients, HCPs, and payers
- ✓ **Continuously improving** adoption, access, and outcomes



# HCP/HCC USE CASES



# VOC SUPPORTED PRODUCT LAUNCHES

48,000

Screver AI  
Feedback from  
HCPs and HCCs



markets

▲32

70+



users

▲270

400+



# CHANNEL EXPANSION

 Expanding our survey delivery bandwidth exponentially — **faster, broader, bolder!**

2021



SFMC Marketing Email



Veeva Approved Email

2022



Website



SFMC Marketing Email



Veeva Approved Email

2023



Social Media



Calls



F2F



Events



Website



SFMC Marketing Email



Veeva Approved Email

2024



Chat



Webcast



Printed Materials



Social Media



Calls



F2F



Events



Website



SFMC Marketing Email



Veeva Approved Email

2025



Agentic AI



Integrations

# DESIGN THINKING WORKSHOPS

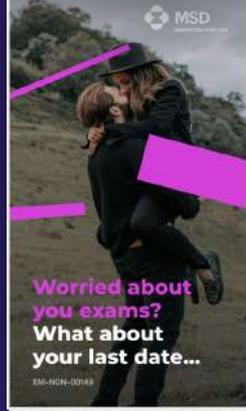
How might we develop strategies to improve the affordability of medications?



How might we best apply AI technology to deliver real value for physicians?



# AWARENESS AND OMNI CHANNEL CAMPAIGNS



PNEUMOKOKKENZIEKTEN KUNNEN VOORKOMEN WORDEN!

LEES MEER >

MSD

BE-NON-01308  
Date of last revision: 08/2022

Low-hanging fruit

# Congresses / Event feedback



# CONGRESSES FEEDBACK

## CSL Vifor at Swiss Society of Nephrology

Capptoo supports CSL Vifor throughout the entire event journey, ensuring a **seamless and impactful presence**.

In the **pre-event phase**, we designed personalized surveys tailored to each congress's target audience and objectives, provided email templates for pre-event outreach, and optimized survey station setups for maximum engagement.

**During the event**, we facilitated real-time feedback collection through branded QR code surveys, interactive booth screens, and in-slide engagement tools for audience participation during presentations.

**Post-event**, we analyzed the collected data to extract actionable insights, supported reps with branded follow-up communication, and provided comprehensive survey summaries via relevant platforms to maximize the event's long-term impact.



# CONGRESSES FEEDBACK

## Generating instant Insights and Opt-ins

PHARMA TEMPLATES REAL-TIME REPORT AI-DRIVEN INSIGHTS INDUSTRY BENCHMARKS

### Want to know what HCPs really think?

Collect real time feedback from HCPs using QR codes on leaflets, cards, screens, or direct links in Rep eMails to enhance engagement, strategically improve your company representation, thereby boosting your brands' standing and differentiation.

### What do we suggest

- ❑ **Creation, Design & Setup of Surveys & Quizzes:** we suggest a minimum of surveys (pre/during/post event surveys) per brand
- ❑ **2 Rep email Pre-event:** Content & Design
- ❑ **Branded QR Codes:** Your logo on QR codes for easy survey access on leaflets, cards, and digital screens.
- ❑ **Dashboard setup** so that you can track results in real time.



# EVENT MATERIAL SUPPORT

## Novartis ConfedExpo 2024+2025

Add your wish for the NHS to our tree of hope

UK | June 2024 | FA-11208337

### The Tree of Hope

Share your appreciation  
leave your message for the NHS

Share your gratitude or suggestions for the NHS. Your voice counts. Join us in supporting those who serve our communities tirelessly.



Every Leaf Tells a Story

Scan the QR code to explore the collection of messages, share your own, and see how each moment shapes our journey towards better healthcare.

Novartis is a proud event sponsor of the NHS ConfedExpo.

### Visit our stand for exciting discussions and interactive experience

Dear (Name),

We are excited to announce that Novartis will again participate in the NHS ConfedExpo, taking place on 12-13 June 2024 at Manchester Central.

**Experience our interactive stand**  
Our stand at NHS ConfedExpo 2024 will be more than just a display. It's an opportunity for direct engagement, interactive lessons, and in-depth discussions on health inequalities, population health management, and advancing healthcare through innovation.

**Connect with our experts**  
Our team of experts will be on hand to discuss how we can work together to overcome healthcare challenges and improve patient outcomes. Whether you're interested in strategic partnerships or want to know more about our latest solutions, we'll be there to answer your questions.

Save the date, and don't miss out on the chance to connect with us and gain valuable insights into our projects and initiatives that are setting new standards in healthcare. Each interaction at our stand, from a simple conversation to participating in our 'moments that count' trail, is a step towards reimagining better healthcare, one step at a time. Together, we count.

See you at Manchester Central for NHS ConfedExpo 2024, where we drive healthcare forward, together.

Warm regards,  
Novartis Value & Access team

Learn more about our collaborative work  
Actively working to tackle health inequalities and improve patient outcomes across the UK.

Visit Novartis Portal →

Novartis is part on behalf of Novartis Pharmaceuticals UK Ltd (Registered Office of Novartis Pharmaceuticals UK Ltd) at:  
Novartis Pharmaceuticals UK Ltd  
100 Wood Lane, London W12 7PD, Registered Office

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Novartis is a proud event sponsor of the NHS ConfedExpo.

### We value your feedback—tell us about your experience!

Dear (Name),

As the curtains close on another exciting NHS ConfedExpo, we want to extend our heartfelt thank you for attending and contributing to the success of this year's conference. Each session, discussion, and interaction has left a mark on our collective journey towards better healthcare.

We hope your experience was both enriching and inspiring, and we would love to hear your feedback on some of the sessions you attended.

Please take a few moments to complete our brief survey and let us know how your experiences with the Novartis sessions impacted you. Your responses will guide us in planning future events and sessions that are even more aligned with your interests and professional challenges.

Share your thoughts on Novartis@Expo

Novartis Value & Access team

Learn more about our collaborative work  
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Novartis Portal →

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100 Wood Lane, London W12 7PD, Registered Office

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# SONSITE SUPPORT

Novartis ConfedExpo 2024+2025

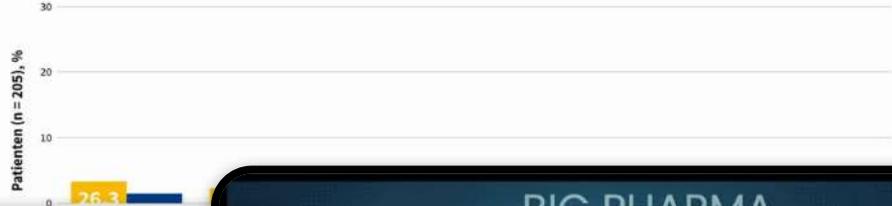


# EDETAIL AID'S

First-Line-Ergebnisse HbA1c-Reduktion Nierenfunktionsstörung **Patientenpräferenzen** Praxiserfahrungen Kernaussagen Nicht im Zielbereich Schlussfolgerung

## Verbesserte gastrointestinale Verträglichkeit dank Metformin XR<sup>14</sup>

Über 50% Senkung der GI-Unverträglichkeiten<sup>14</sup>



Medikation	Senkung (%)
Metformin XR	26.3

First-Line-Ergebnisse HbA1c-Reduktion **Patientenpräferenzen** Praxiserfahrungen Kernaussagen Nicht im Zielbereich Schlussfolgerung

## Januvia® ist als DPP4i für T2D-Patienten mit Nierenfunktionsstörung Teil der von der SGED empfohlenen Behandlungen<sup>2,4</sup>

**SGED**

Metformin max. Tagesdosis:			
3000 mg <sup>14</sup>	2000 mg <sup>14</sup>	1000 mg <sup>14</sup>	Metformin Azetatdosis <sup>14</sup>

Sitagliptin max. Tagesdosis:					
100 mg <sup>14</sup>	50 mg <sup>14</sup>	25 mg <sup>14</sup>			

STUFE 0 <sup>14</sup>	STUFE 1 <sup>14</sup>	STUFE 2 <sup>14</sup>	STUFE 3 <sup>14</sup>	STUFE 4 <sup>14</sup>	STUFE 5 <sup>14</sup>
eGFR <sup>14</sup> > 90	eGFR <sup>14</sup> 60-89	eGFR <sup>14</sup> 45-59	eGFR <sup>14</sup> 30-44	eGFR <sup>14</sup> 15-29	eGFR <sup>14</sup> < 15
Normale Nierenfunktion	Leichte Nierenfunktionsstörung	Mittelschwere Nierenfunktionsstörung	Schwerere Nierenfunktionsstörung	Schwere Nierenfunktionsstörung	Terminale Niereninsuffizienz

Januvia® kann bei Patienten angewendet werden, die eine Nierendiätive oder Peritonealdialyse benötigen.<sup>2</sup>

# BIG PHARMA BIG HEADACHE



**FIND HERE YOUR REMEDY**

VEEVA  
SFMC



### Bladder Cancer Highlights from the ESMO

veeva

CERTIFIED  
EXPERTS

### NEWS

Hello Dr. Baumgartner,

Here are news and materials around vaccination and immunology for the last week that are worth reading.

#### LATEST RESEARCHES



News

"The future of vaccines development is determined by Machine Learning and Artificial Intelligence"



uti in "The future of vaccines  
rning and Artificial

# 360° ALL "IN-HOUSE"



# THANK YOU!



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