



# WHO WE ARE



CAPPTOO



screver



ONCOLOGY  
COMPASS



KIWANO

A portrait of Dr. Christian Fillinger, a middle-aged man with grey hair, wearing a dark suit jacket over a white shirt. He is smiling and has his arms crossed.

**Dr. Christian Fillinger**

Founder of Capptoo  
Screver | Oncology Compass | Kiwano

A portrait of Tanja Palm, a woman with long brown hair, wearing a blue and white striped button-down shirt. She is smiling.

**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

USA

London,  
UK

Germany  
Berlin  
Screver GmbH

Croatia  
Zagreb  
Capptoo D.O.O

Lisbon  
Portugal  
Capptoo S.R.O

Ukraine

Estonia

Australia,  
New Zealand

Switzerland,  
Zurich

Capptoo Group  
Screver, Kiwano

# THE TRUST OF MARKET LEADERS

**ewz**



**AMGEN®**



 **NOVARTIS**

**EUROPA  PARK®**



**GLACIER  
EXPRESS®**



**SULZER**

**B | BRAUN**

**Lonza**

**abbvie**



# THE TRUST OF LIFE SCIENCES

ALFASIGMA 



  
OlainFarm



AstraZeneca 

 TOPCON

AMGEN®

 GILEAD

iQONE  
HEALTHCARE SWITZERLAND



 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

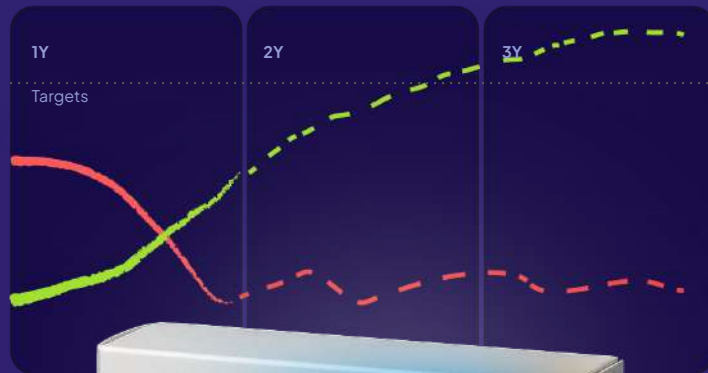


# THE PRODUCT LAUNCH CHALLENGE

*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

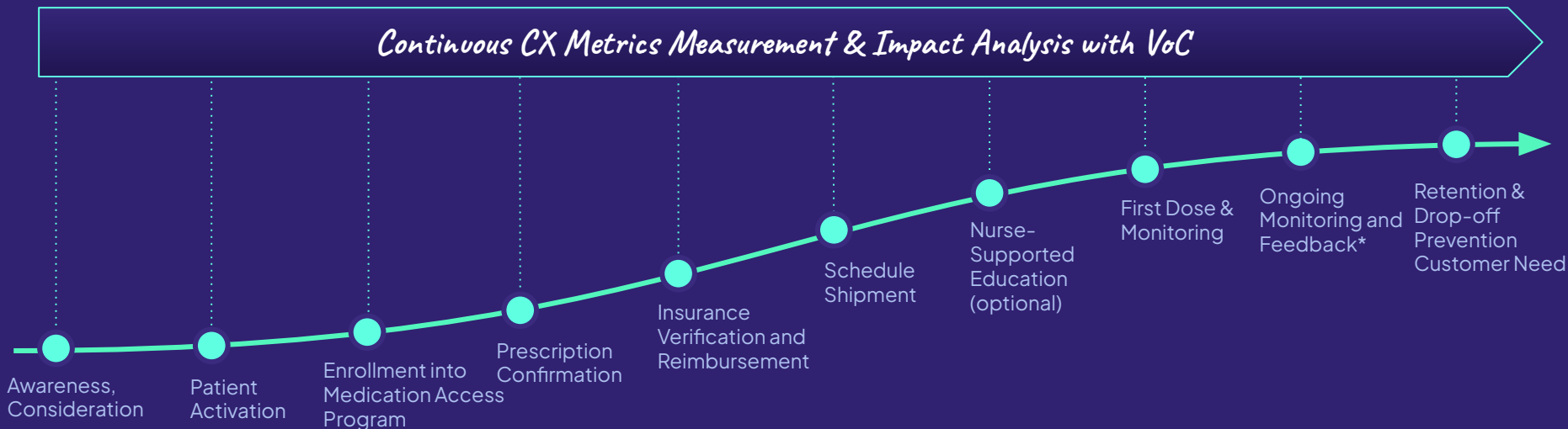
## *The Launch "Cliff"*

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



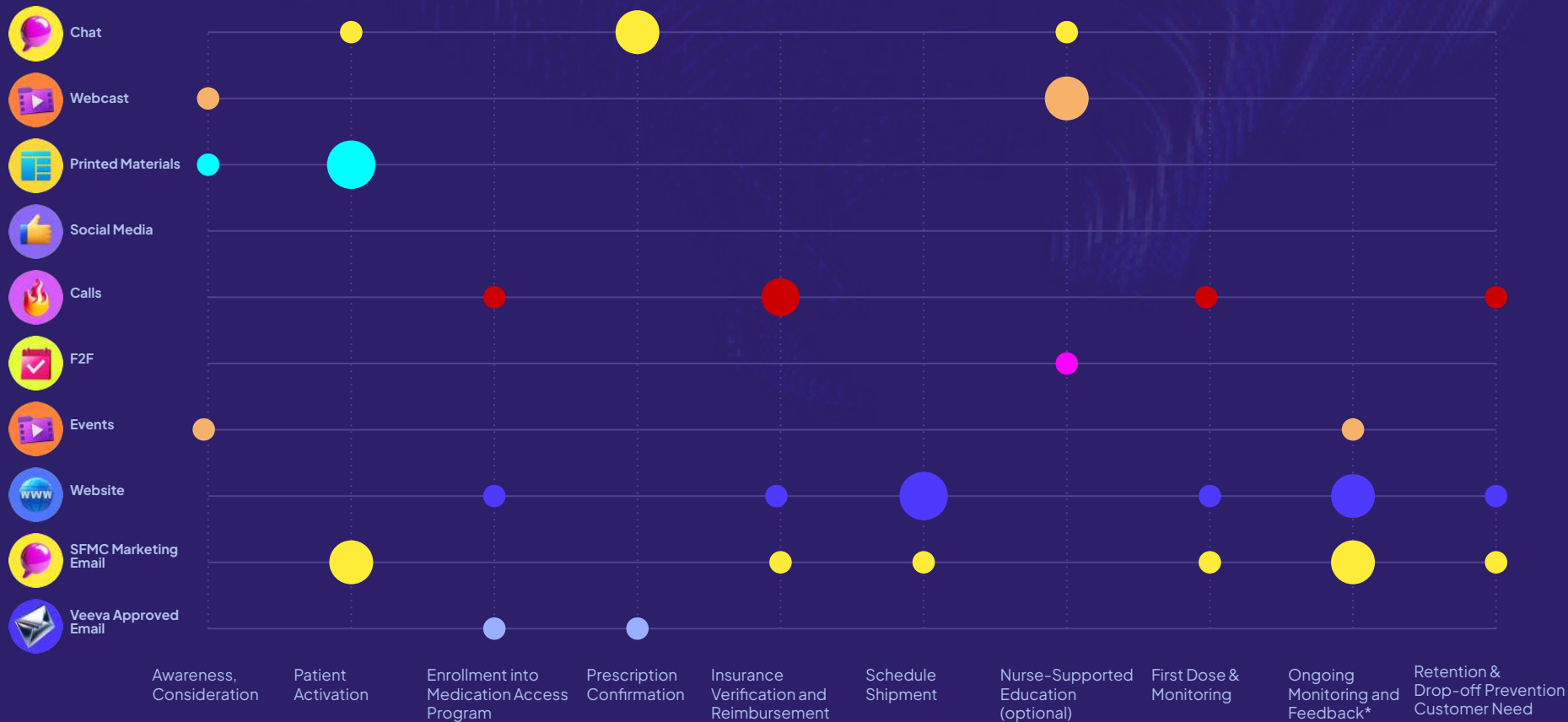


# CRITICAL TOUCHPOINTS AND FEEDBACK THROUGHOUT THE PATIENT JOURNEY

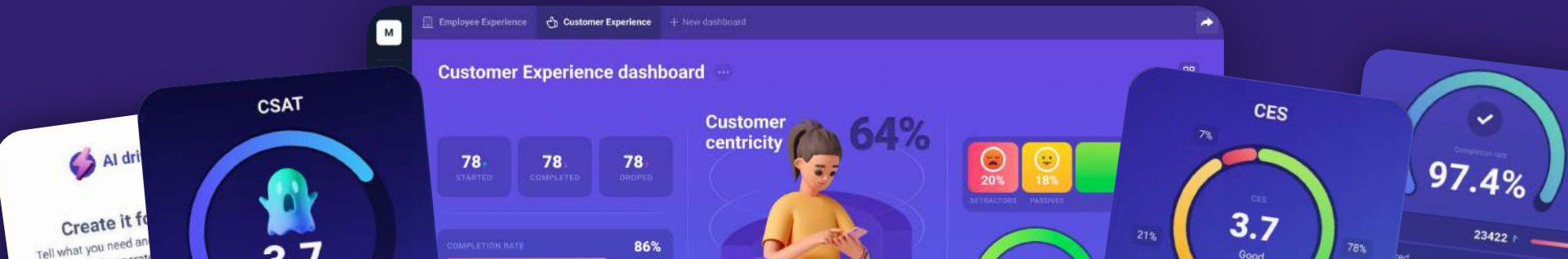


## PATIENT JOURNEY STAGES

# 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

Screver AI  
Feedback from  
HCPs and HCCs



markets

70+

▲32




users

400+

▲270



# CHANNEL EXPANSION

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

2021

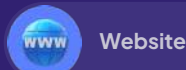


SFMC Marketing Email



Veeva Approved Email

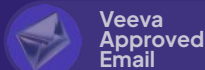
2022



Website



SFMC Marketing Email



Veeva Approved Email

2023



Social Media



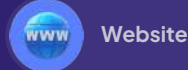
Calls



F2F



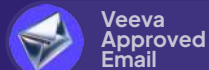
Events



Website



SFMC Marketing Email



Veeva Approved Email

2024



Chat



Webcast



Printed Materials



Social Media



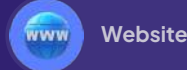
Calls



F2F



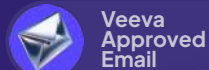
Events



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





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?

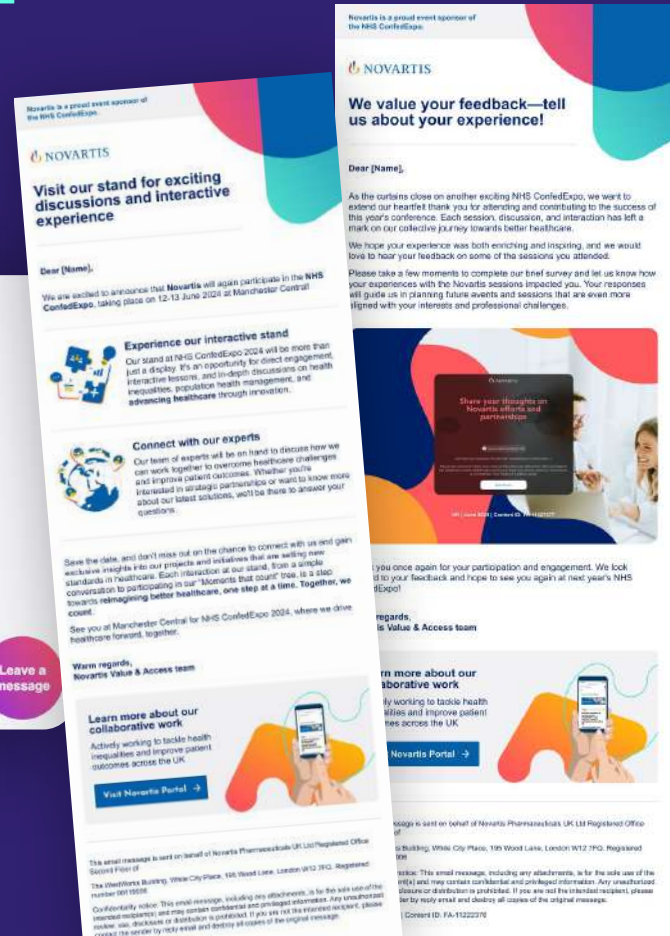
Collect real time feedback from HCPs using QR codes on leaflets, cards, screens, or direct links in Rep eMails to enhance engagement, strategically improve your company representation, thereby boosting your brands' standing and differentiation.

### 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.



# Novartis ConfedExpo 2024+2025





# SONSITE SUPPORT

Novartis ConfedExpo 2024+2025



# EDETAIL AID'S



## 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"

W... uti in "The future of vaccines  
rning and Artificial

salesforce

# 360° ALL “IN-HOUSE”



# THANK YOU!



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