

## Neupogen Sales Aid

Neupogen is indicated for use in patients receiving myelosuppressive chemotherapy, who are at risk of developing neutropenia. The primary target audience for this product is oncologists, who prefer highly-technical, fact-filled, well-supported communications.

High-dose chemotherapy regimens have been found to be more effective than lower dosed regimens, but are also associated with an increase in the risk of neutropenia, which is dose-dependent.

This slim jim is part of a sales campaign designed to highlight the cost effectiveness of Neupogen relative to the cost of treating a neutropenic patient that requires hospitalization and IV antibiotics. The take-away message is that the benefit of Neupogen is worth the potential savings of avoiding severe neutropenia.

*In cancer disease management*

## What weight do you give to treatment-related infections?

A POUND OF CURE OR...



AN OUNCE OF PREVENTION

*In cancer disease management*

## **Treating infections related to myelosuppressive chemotherapy is often costly**

Without hematologic support, many of the newer, effective chemotherapy regimens cause neutropenia that can interfere with the delivery of effective therapy, or lead to severe infections that require days of hospitalization and IV antibiotics to resolve.

## **Contain costs by reducing the risk of infections caused by chemotherapy**

In patients receiving myelosuppressive chemotherapy who are at risk of developing neutropenia, as per 1996 ASCO Guidelines, NEUPOGEN can reduce the incidence, duration, and severity of neutropenic infections.

**NEUPOGEN®**  
**(FILGRASTIM)**

*Increasing the possibilities  
in patient care*

