



mock5
design inc.

capabilities

meet the mock5 team

we are volunteers, activists, storytellers, MBAs, fine artists, organizers, pet lovers, wine makers, and so much more.

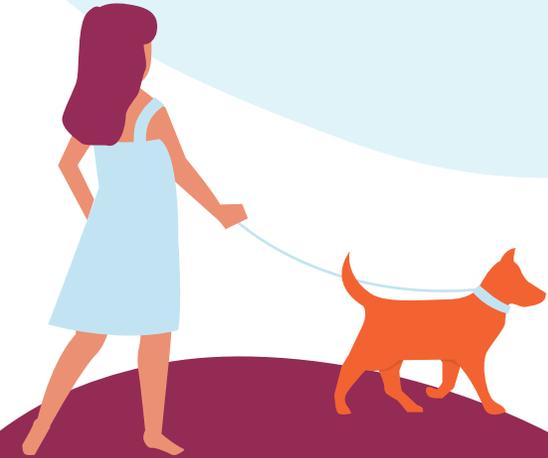


550

taco points
awarded in 2022 so far
[ask us about our
tacos]

71%

our eNPS score reaches beyond
the 35% benchmark for “great.”
Engaged employees are 20% more
productive. Go team!

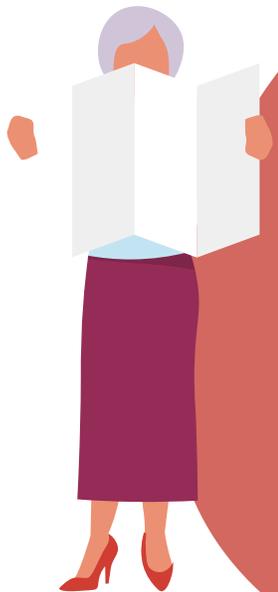


57

number of mock5 pets
[and counting]

2014

year we were founded
in Philadelphia suburbs
[Lansdale, PA]



meet the mock5 team

status

Diverse,
Woman-owned, WBENC
& WOSB certified

emphasis

Life Sciences, Financial,
Technology, and
Consumer Goods
& Services

client-centered teams

CREATIVE
STRATEGY & RESEARCH
ACCOUNT & PROJECT
EDITORIAL & CONTENT
INFORMATION TECH



annual revenue
\$3-4m



a few of our amazing clients



MERCK



DAXOR
THE BLOOD VOLUME COMPANY™

ORGANON



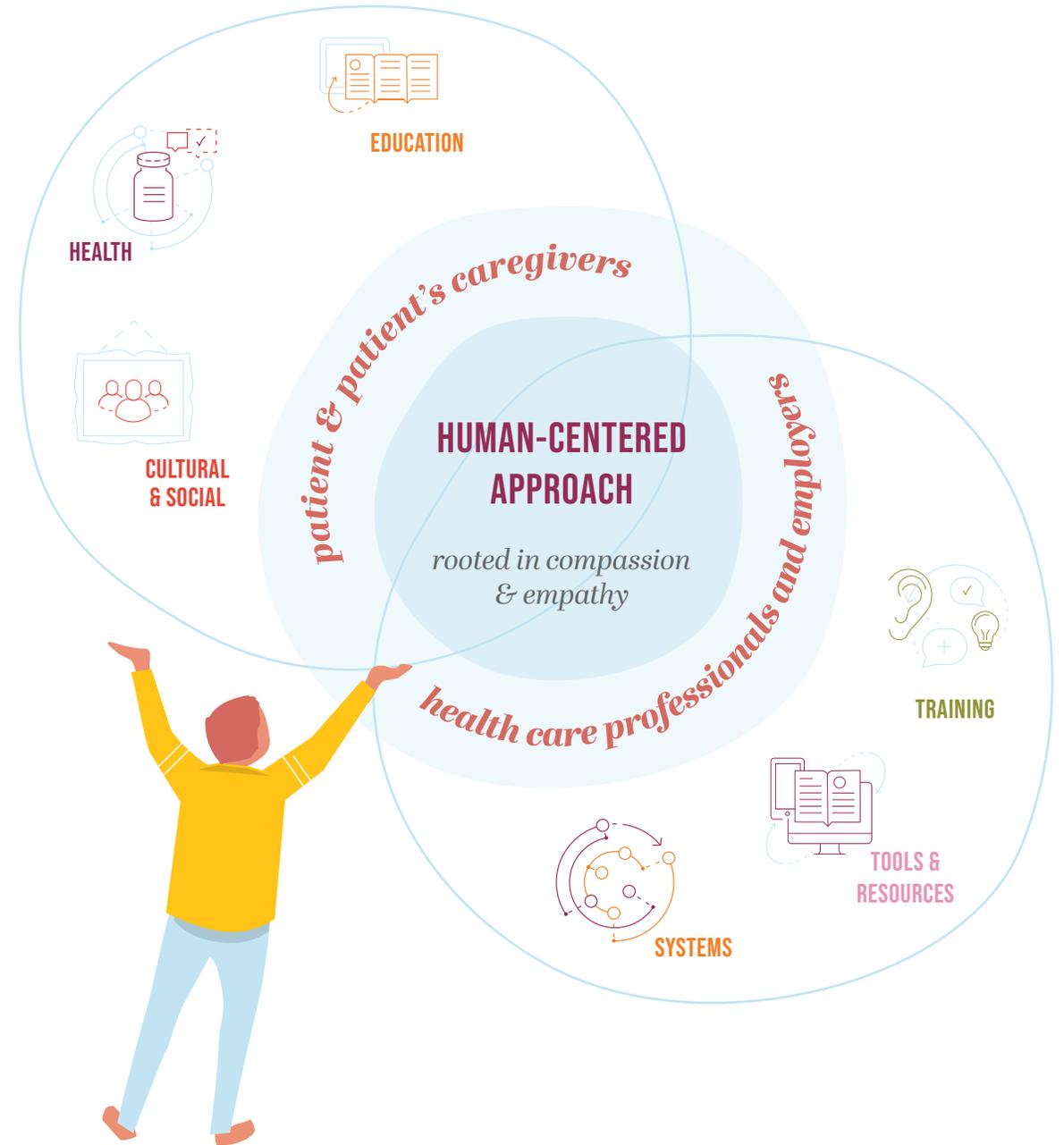
indeio

it's all about people

COMPASSION & EMPATHY ARE AT THE CORE OF OUR HUMAN-CENTERED APPROACH

We are committed to creating beautiful and strategic resources that benefit patients, educators, caregivers, healthcare providers, pharmacists, and employers, with plain, inclusive language and engaging information to help bridge the gap in communication and create a better experience for everyone.

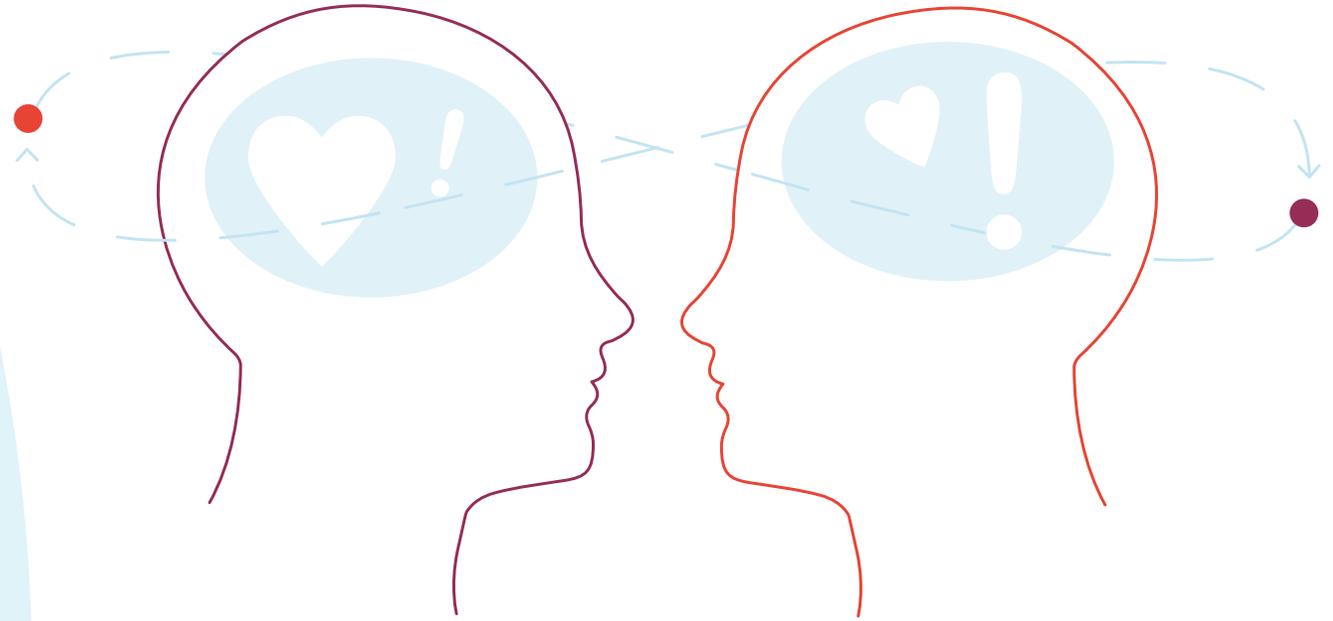
continuous learning – our team engages in ongoing professional development as part of our commitment to provide fresh perspectives, relevancy, and innovation.



health literacy

AND THE PATIENT JOURNEY

The CDC definition of health literacy was updated in August 2020 with the release of the U.S. government's Healthy People 2030 initiative. The update addresses personal health literacy and organizational health literacy and provides the following definitions:



personal

The degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

organizational

The degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.



healthcare is not prescriptive, it's ever-changing and emotional for all stakeholders.

core services

discover

strategy & planning
new product & market consulting
design thinking workshops
market research & insights
product launch

design

branding & campaign
visual communication
digital & print
animation & illustration

engage

content development
marketing
social media & outreach
test & learn tools

therapeutic areas

*vaccines &
preventive care*

*primary &
chronic care*

*hospital
care*

*specialty
care*

*retail
pharmacy*

*medical
devices*



*teams
we support*

Marketing Commercial

Medical Affairs & Policy

Market Access

Global, Regional,
& Local Leadership Teams

Outcomes Research

powerful partners

mock5 is part of a powerful collective of certified-diverse agencies and experts in our respective fields of business. As a part of this network, we can provide a competitive edge to our clients through collaboration and fresh thinking.

this network adds to our service offerings:

- Research & market insights
- Data analytics
- Sales team engagement
- Cultural awareness and training
- Demographic specific awareness & insights
- Advocacy & engagement
- Meetings & conference planning
- Event production

This collective supercharges our ability to meet our customers' evolving needs in today's omni-channel environment

MARKETING

COMMUNICATIONS

TECHNOLOGY

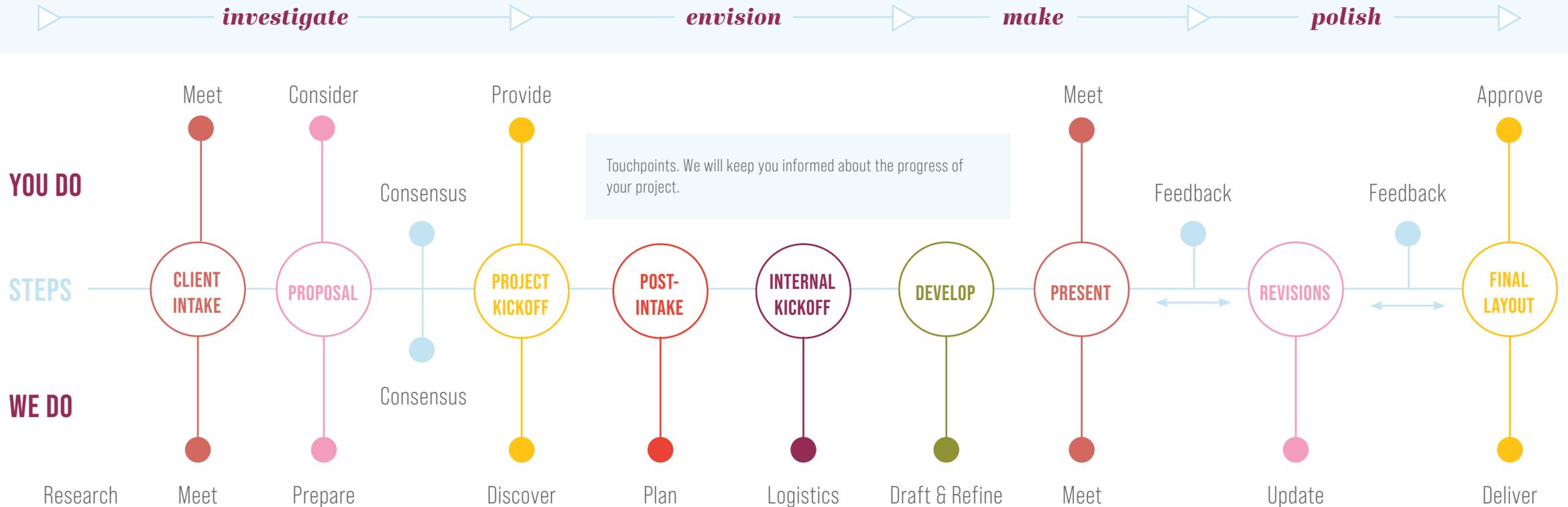
ENGAGEMENT

MEDIA

ANALYTICS

our process

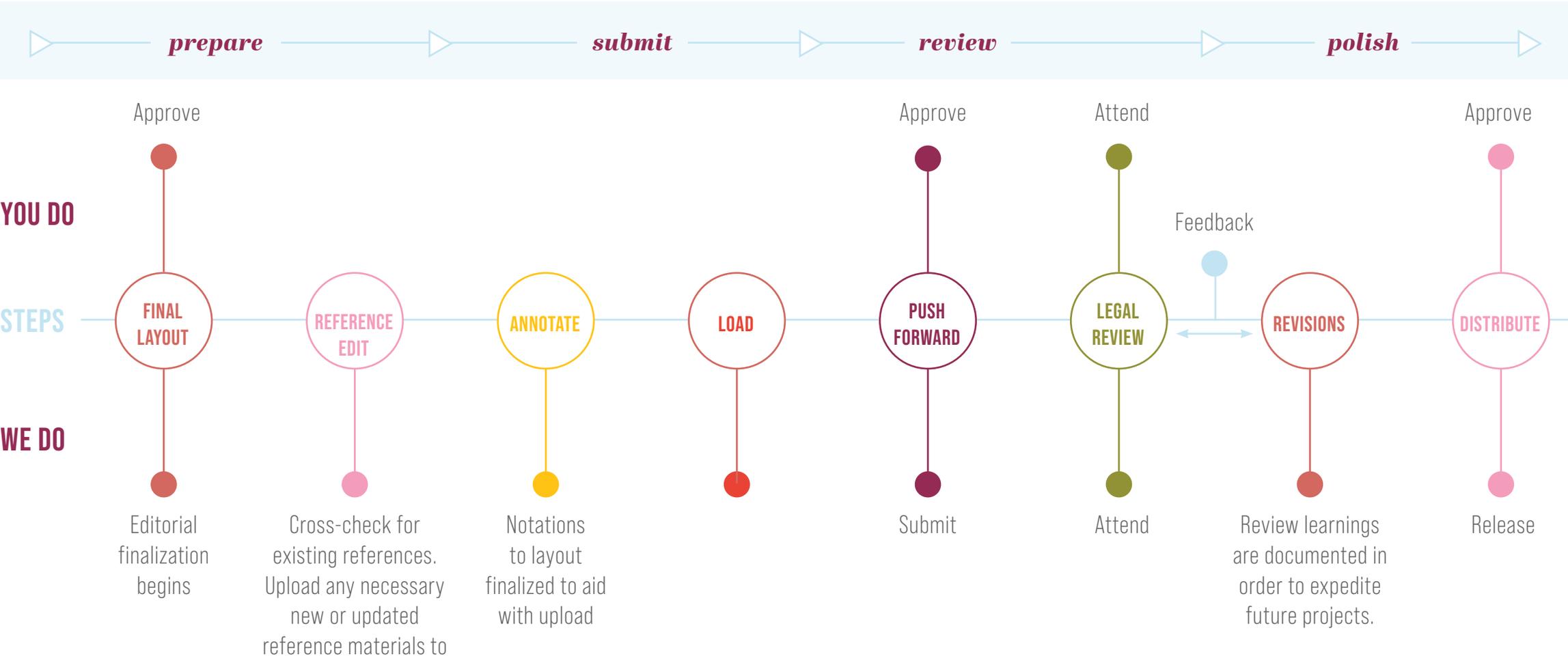
CREATIVE DEVELOPMENT & DEDICATED PROJECT MANAGEMENT



Your project enters our studio – Creative brief is developed
Project is set & posted in communication collaboration tool
Tracking begins in our project management system
Cross-functional team made up of: traffic, account & project managers, designers, content developers & editors, is informed of all project details and get to work!

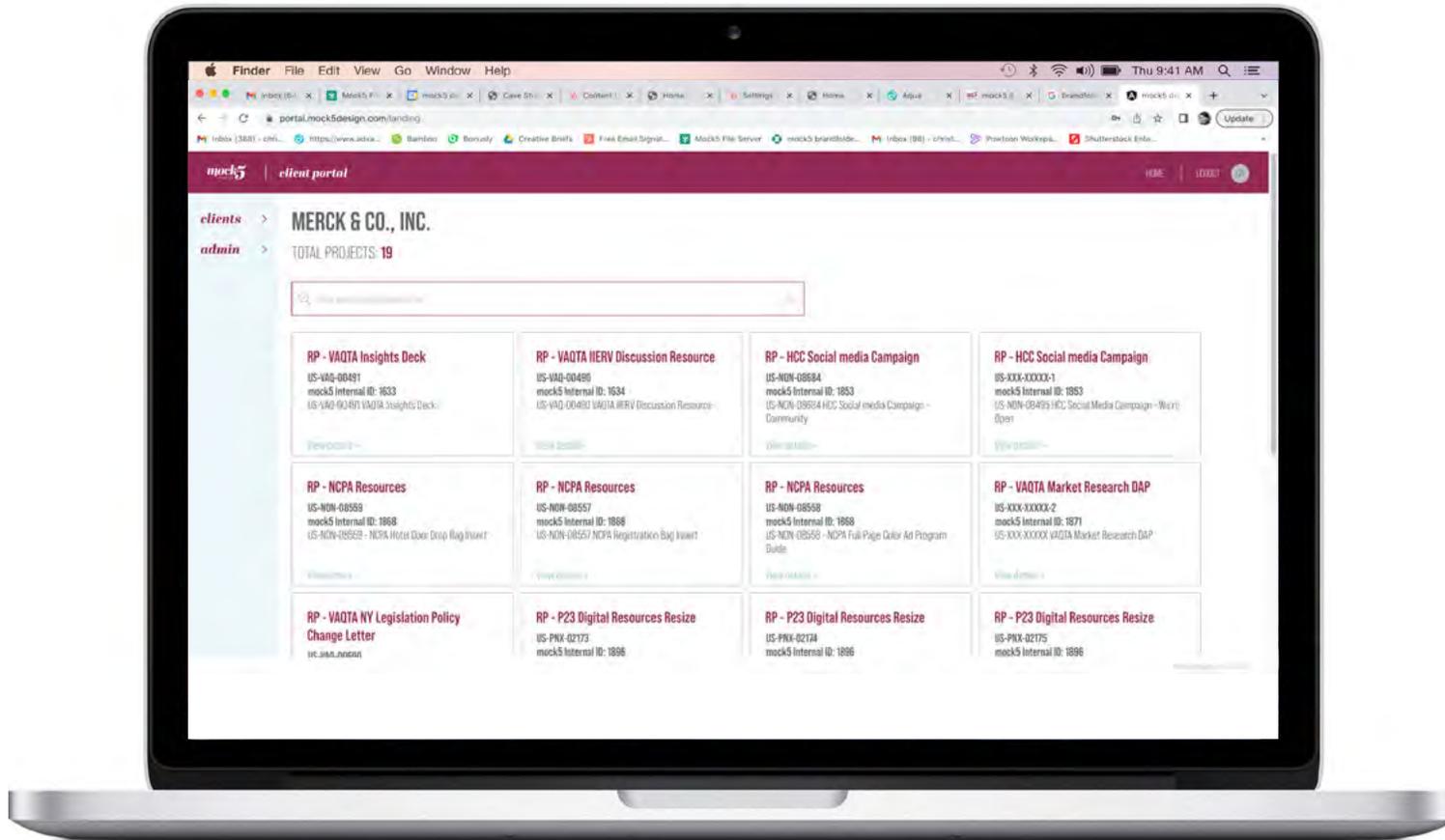
our process

LEGAL REVIEW



This process is generalized. mock5 is committed to becoming experts in our regulatory clients' specific legal review processes and systems.

transparency & communication

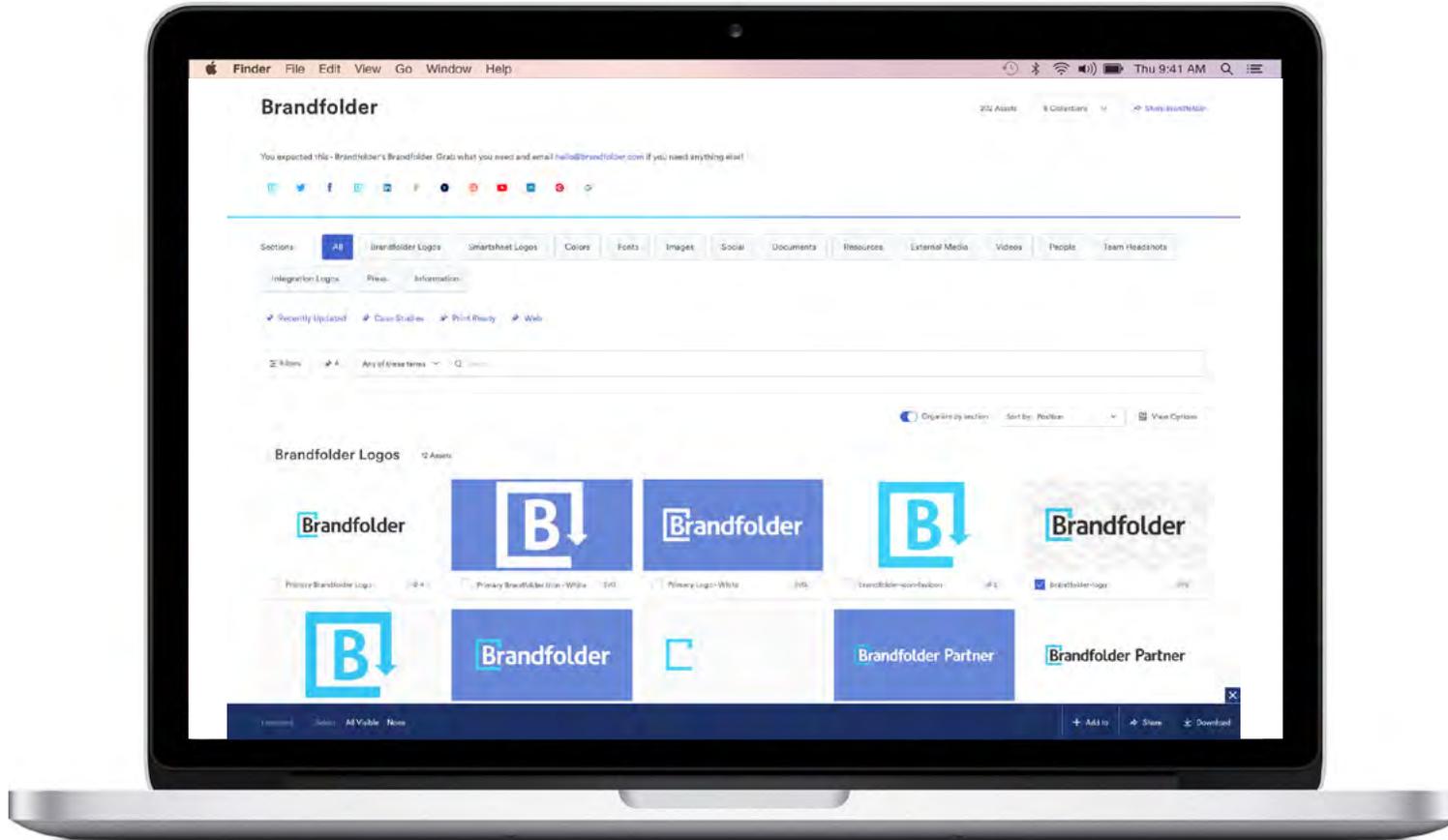


THE MOCK5 CLIENT PORTAL

Our proprietary client portal allows our clients and account managers easy access to job links, progress updates, feedback and other important communications during the entire life span of the job.

The portal integrates with our internal project collaboration platform and our file servers so we are always aligned and in touch.

collaboration & consistency



BRAND & ASSET MANAGEMENT

We utilize a powerful tool that allows us to create, organize, and share brand content, guidelines, and attributes as well as custom campaign assets.

mock5 will provide you with access to all of your new and existing assets for autonomous searching, sharing, and downloading, with options that make using your assets a breeze.

*real-world
success stories &
project examples*

case study

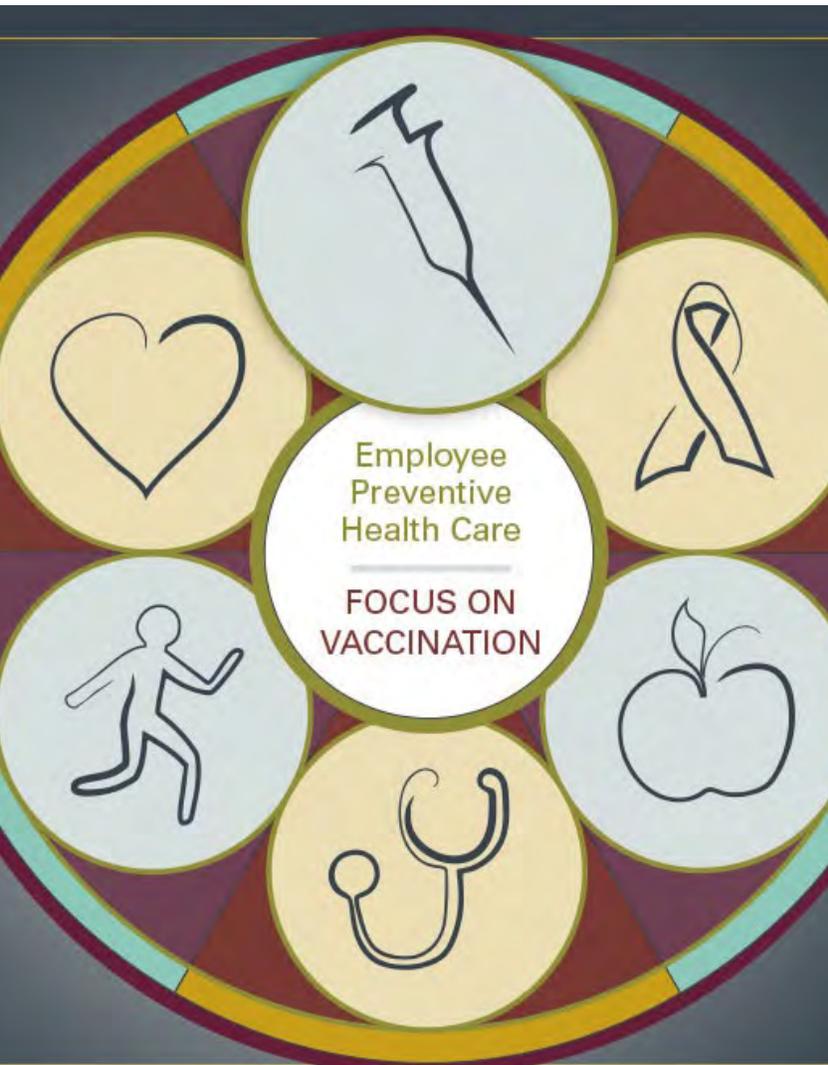
a mock5 case study

shifting payer mindset **WITH AN ECONOMIC BURDEN TOOL**

tap to view video

health literacy

ANATOMY OF A HUMAN-CENTERED, HEALTH LITERATE EMPLOYEE-FOCUSED RESOURCE



INTRODUCTION PREVENTIVE HEALTH CARE

PREVENTION AWARENESS

It is important to make your employees aware of the importance of prevention and the positive impact they can have on their health, including their health risks for disease, and current health risks.

- + Spread the word about available health and wellness activities, promotion programs, utilizing multiple forms of communication, such as posters, newsletters, and your organization's Intranet/Web portal.

BECAUSE YOUR HEALTH IS IMPORTANT...

You know vaccination is important for infants.

Did you know that vaccination is **also** important for **adults**?

As you age, your immune system simply can't fight off disease like it used to. It could use some help.

- + Contact your health care provider today to stay current with your vaccinations.

Ask your health plan about whether preventive health services are available to you at no cost.

To learn more, visit:

- Centers for Disease Control and Prevention (CDC): www.cdc.gov
- US Food and Drug Administration (FDA): www.fda.gov

NOTE: This listing of resources does not imply an endorsement by Merck Sharp & Dohme Corp., a subsidiary of Merck & Co., Inc. Merck is not responsible for the content of these resources, as content was developed by parties other than Merck.

No information that can identify you has been or will be provided to Merck Sharp & Dohme Corp., a subsidiary of Merck & Co., Inc., as part of this resource.

health literacy

ANATOMY OF A HUMAN-CENTERED, HEALTH LITERATE EMPLOYEE-FOCUSED RESOURCE



client

A DELIGHTFUL CUSTOMER EXPERIENCE

PROBLEM STATEMENT DEFINED THROUGH DISCOVERY:

There is a lack of awareness of and access to preventive care services such as vaccination

Employ design thinking process to create tools that deliver health education to people at alternative sites of care through user-centered, evidence-based holistic approach

Meet client budget and timing imperatives; align with compliance and regulatory guidance



employer (group)

FRICTION-FREE DELIVERY PROCESS

PROBLEM STATEMENT DEFINED THROUGH DISCOVERY:

Employers have many different methods and roles for managing company information

Deliver self-contained tool that can be used across multiple platforms and which requires no technical knowledge to implement

Provide simple quick-start guide with 3-step roll-out instruction



employee

RELEVANT & CLEAR HEALTH INFORMATION

PROBLEM STATEMENT DEFINED THROUGH DISCOVERY:

Health information is often unnecessarily complex and hard to find

Use key principles of health literacy in content creation: plain language, simplified messages (limited to 1 or 2), screen-size content blocks, translation as needed

Provide deliverable options for desk and no-desk employees in various formats: emails, breakroom posters, shareable intranet posts

vaccination in the pharmacy

DON'T DELAY CAMPAIGN

MAIN SERVICES PROVIDED

multi-channel strategy; content development; custom design & animation

PROJECT HIGHLIGHTS

market research; outreach spanning multiple target audiences: consumers & pharmacists; cross-team collaboration

REACH

national platform integration; 9+ million adults

GET CAUGHT UP on CDC recommendations that can help keep you healthy. Talk with your pharmacist or doctor.

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IF APPLICABLE	NAME OF PRODUCT	DATES GIVEN MO/DAY/YR	MANUFAC. LOT#	LOCATION RECEIVED	RETURN DATE
FLU (INFLUENZA)					
COVID-19 (CORONAVIRUS)					
PNEUMOCOCCAL DISEASE					
HPV RELATED DISEASES					
SHINGLES (HERPES ZOSTER)					

ADULT RECORD
Always carry this record with you and bring it with you when you visit your doctor or pharmacist. It will help them know what you've had and when you had it.

LAST NAME: _____ FIRST NAME: _____ M.I.: _____
BIRTHDATE: _____ BIRTHPLACE: _____
SEX: _____ DOB: _____
MIL: _____

PLEASE PRINT CLEARLY. LET THE MEDICINE DO THE WORK! For each product given, check the appropriate box. If you are not sure, please ask your pharmacist. **Do not check any boxes if you have not received the vaccine.**

ARE YOU THE ONE?

JUST **1 IN 4** ADULTS IS UP TO DATE ON CERTAIN AGE-APPROPRIATE CDC-RECOMMENDED VACCINATIONS.

*26.7% of adults ages 19-59 and 14.5% of adults ages 60-64, according to the 2017 National Health Interview Survey.

GET CAUGHT UP on the CDC-recommended vaccinations that can help keep you healthy.

Scan this code for more information.

DON'T DELAY

Talk with your pharmacist or doctor.

MERCK

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Don't Delay Bookmark: US-NON-07250-04/21 [Customization ID]

SCOPE & PROFILE

TIME TO COMPLETE: 3 MONTHS

COSTS: \$50,000

LIFESPAN/USAGE: 2 YEARS



tap to view animation

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MERCK

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Customer Logo: US-NON-07250-04/21 [Customization ID]

in pharmacy display

PNEUMOVAX 23

MAIN SERVICES PROVIDED

worked with internal brand team, their AOR, and external vendors to develop tactics utilizing existing consumer campaign materials

PROJECT HIGHLIGHTS

re-purposed approved content for a brochure and in-store signage to ensure efficient and successful legal reviews, resulting in a fast time to market

REACH

displayed in large US pharmacy chain

SCOPE & PROFILE

TIME TO COMPLETE: 3 MONTHS

COSTS: \$18,000

LIFESPAN/USAGE: 2 YEARS

HIPSTER GRANDMAS SHOULD GET ONE

In fact, the **CDC RECOMMENDS** just about everyone **AGE 65 OR OLDER** get a shot of **PNEUMOVAX[®]23** (Pneumococcal Vaccine Polyvalent)—even if they already had a different pneumococcal vaccine.

Ask your doctor or pharmacist if pneumococcal vaccination is right for you.

Actor: Portrayal

After age 65, your risk for pneumococcal disease is **ALMOST DOUBLE** compared to healthy adults 50-64.

For just about everyone 65 or older, THIS IS YOUR SHOT

PNEUMOVAX[®]23
(Pneumococcal Vaccine Polyvalent)

Ask about PNEUMOVAX 23 today.

SPONSORED BY MERCK

Take One

Important Safety Information for PNEUMOVAX[®]23 (Pneumococcal Vaccine Polyvalent)
Before getting PNEUMOVAX 23, tell your health care provider if you are allergic to the vaccine, have heart or lung problems, have a fever, have immune problems, or are receiving radiation treatment or chemotherapy.
PNEUMOVAX 23 may not prevent pneumococcal meningitis in patients with leakage of spinal fluid caused by a cracked or injured skull or a medical operation.
Talk to your health care provider if you plan to get PNEUMOVAX 23 at the same time as other vaccines.
The most common side effects of PNEUMOVAX 23 are: pain, warmth, soreness, redness, swelling, and hardening at the injection site, headache, weakness and feeling tired, and muscle pain. Tell your health care provider or get help right away if you have any of the following problems, which may be signs of an allergic reaction: difficulty breathing, wheezing, rash, hives.
Side effects at the site where you get the shot may be more common and may feel worse after a second shot than after the first shot. Tell your health care provider if you have a side effect that bothers you or that does not go away.
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.
Please read the accompanying Patient Information for PNEUMOVAX 23 and discuss it with your doctor or pharmacist. The physician Prescribing Information also is available.

The CDC RECOMMENDS just about everyone **AGE 65 OR OLDER** get a shot of **PNEUMOVAX[®]23** (Pneumococcal Vaccine Polyvalent)—even if they already had a different pneumococcal vaccine.

About PNEUMOVAX 23
PNEUMOVAX 23 is a vaccine for people 50 years of age or older that is given as a shot. It helps protect you from infection by certain germs or bacteria which are called pneumococcus (pronounced "noo-mo-ca-cus").

Important Safety Information
PNEUMOVAX 23 may not protect everyone who gets it. It will not protect against diseases that are caused by bacteria types that are not in the vaccine. You should not get PNEUMOVAX 23 if you are allergic to any of its ingredients or had an allergic reaction to PNEUMOVAX 23 in the past.
Please see additional Important Safety Information inside brochure.

Take One

✓ 65 YEARS AND OLDER

Healthy adults 65 years and older have **ALMOST DOUBLE THE RISK** for pneumococcal disease compared to healthy adults 50 to 64 years of age.

As you get older, your immune system weakens, and makes you more vulnerable to infections.

How do pneumococcal bacteria spread?
Adults who are sick or healthy can spread the bacteria through coughing, sneezing, or close contact with others.

The Centers for Disease Control and Prevention (CDC) recommends that:
Just about everyone **AGE 65 OR OLDER** get a shot of PNEUMOVAX 23—even if they already had a different pneumococcal vaccine.

HIPSTER GRANDMAS SHOULD GET ONE

In fact, the **CDC RECOMMENDS** just about everyone **AGE 65 OR OLDER** get a shot of **PNEUMOVAX[®]23** (Pneumococcal Vaccine Polyvalent)—even if they already had a different pneumococcal vaccine.

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PNEUMOVAX[®]23
(Pneumococcal Vaccine Polyvalent)

MERCK

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health care professional learning tool

BASICS OF DIABETES

MAIN SERVICES PROVIDED

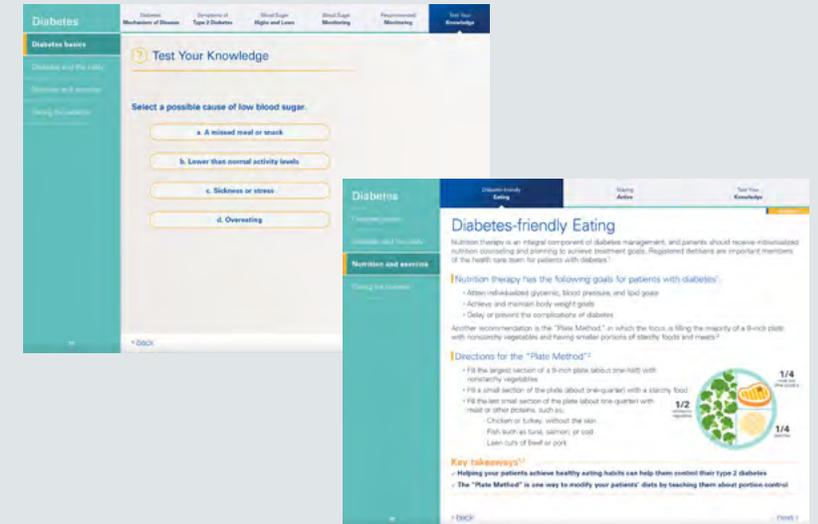
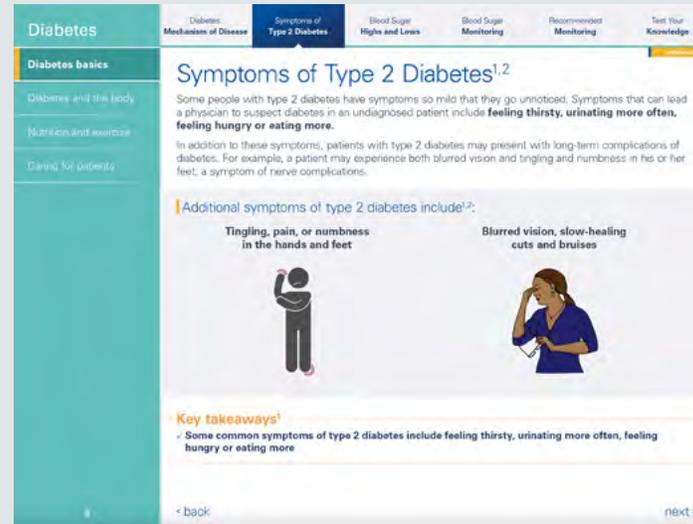
interactive tool including storyboards, wireframe, & user experience testing

PROJECT HIGHLIGHTS

engaging, interactive tool providing patient education on global epidemic; includes “test your knowledge” component to gauge understanding

REACH

U.S. hospital systems, clinicians, primary care physicians



SCOPE & PROFILE

TIME TO COMPLETE: 6 MONTHS

COSTS: \$32,000

LIFESPAN/USAGE: ONGOING

new york vaccination

IT TAKES A COMMUNITY

MAIN SERVICES PROVIDED

social media campaign announcing the new NY pharmacy vaccination law. Omni-channel customer experience strategy; content development; custom design & animation

PROJECT HIGHLIGHTS

tone was on target based on market research, consumers engage more with calm, non-urgent messaging; created 2 different campaigns, animated and static, in order to test results

REACH

targeted to ~4M adults in New York state who are active vaccination acceptors

Channels: Facebook, Instagram & Twitter



SCOPE & PROFILE

TIME TO COMPLETE: 6 MONTHS

COSTS: \$48,000

LIFESPAN/USAGE: 2 YEARS



tap to view animation



new york vaccination

WE'RE OPEN

MAIN SERVICES PROVIDED

social media campaign announcing the new NY pharmacy vaccination law. Omni-channel customer experience strategy; content development; custom design & animation

PROJECT HIGHLIGHTS

tone was on target based on market research, consumers engage more with calm, non urgent messaging; created 2 different campaigns, animated and static, in order to test results

REACH

targeted to adults in New York state who are active vaccination acceptors

Channels: Facebook, Instagram & Twitter

CONCEPT 4 *the wait is over!* Created by **mock5** design inc.

MESSAGING

HEADLINE: **The wait to vaccinate in New York is over**

SECONDARY: **Now you can get all CDC-recommended adult vaccines in New York pharmacies.**

CALL TO ACTION: **Stop in your local pharmacy to find out more!**

VISUAL ELEMENTS

Now you can get **ALL** CDC-recommended adult vaccines at your **LOCAL PHARMACY.**

STOP IN YOUR LOCAL PHARMACY TO FIND OUT MORE!



1,569 views

merck Did you know that you can now get all routine CDC-recommended adult vaccinations in pharmacies in New York? There are over 5,000 pharmacies in New York with pharmacists who are trained, certified, and ready to provide vaccinations in your community. The wait is over! Talk to your pharmacist.

SCOPE & PROFILE

TIME TO COMPLETE: 6 MONTHS

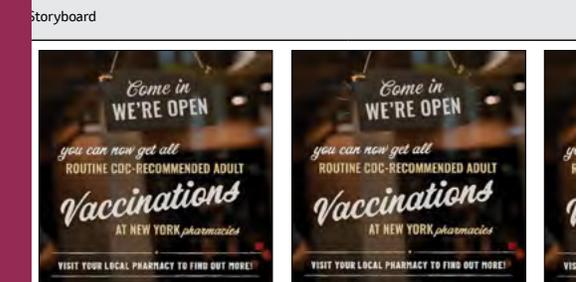
COSTS: \$48,000

LIFESPAN/USAGE: 2 YEARS



tap to view animation

Post #	Social Platform	Type of Post and Media Objective	Post Copy	Mobile
a	Instagram @merck	Post Type: Paid Objective: Drive adult residents of NY to the pharmacy for vaccinations	Did you know that you can now get all routine CDC-recommended adult vaccinations in pharmacies in New York? There are over 5,000 pharmacies in New York with pharmacists who are trained, certified, and ready to provide vaccinations in your community. The wait is over! Talk to your pharmacist. (292 characters)	



market research test & learn

GEFAPIXANT

MAIN SERVICES PROVIDED

series of web-based “test and learn” quizzes to evaluate HCP familiarity with recurring chronic cough and its diagnosis, & to measure whether exposure to educational materials altered HCP’s ability to diagnose the condition

PROJECT HIGHLIGHTS

integrated analytics tracking with customer dashboard to provide detailed tracking results; quiz was developed in a modular format that allowed conversion to alternate languages

REACH

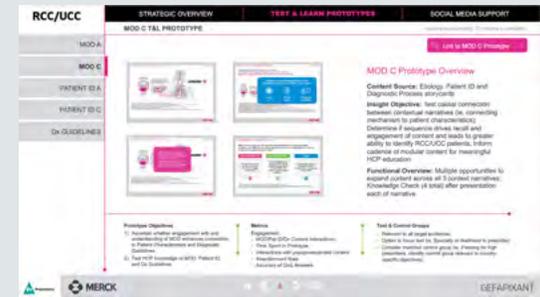
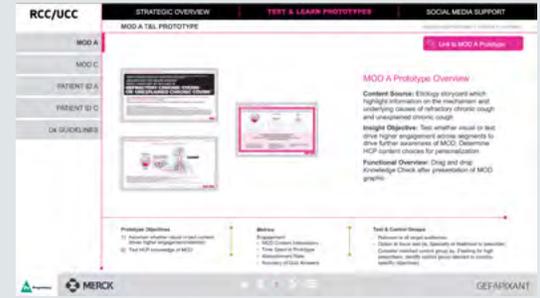
Italy, Germany, and Nordic countries

- These Prototypes Should Provide Insights that:
- ✓ Inform on Global content development to suit local market needs and their customer
 - ✓ Assess impact of Disease State Awareness campaign for optimization and future content development
 - ✓ Develop understanding of customer digital preferences to support creation of robust personas

PRIMARY OBJECTIVE OF GLOBAL CONTENT:

Enable Identification of RCC/UCC Patients:

- Establish RCC/UCC as a valid medical condition and affirm the MOD to aid patient identification
- Communicate patient characteristics to enable rapid identification of RCC/UCC patients

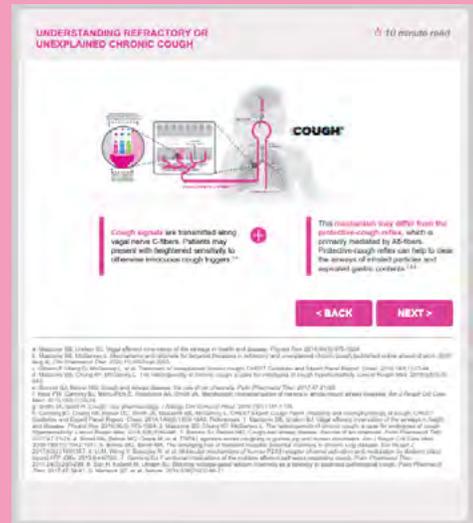


SCOPE & PROFILE

TIME TO COMPLETE: 3 MONTHS

COSTS: \$125,000

LIFESPAN/USAGE: ONGOING



retail pharmacy

MAVP PHARMACY SUPPORT

MAIN SERVICES PROVIDED

multi-channel strategy; full rebranding of website, pharmacist resource suite, in-pharmacy signage, vaccination tools

PROJECT HIGHLIGHTS

market research; outreach spanning multiple target audiences: cross-team collaboration

REACH

U.S. pharmacists and consumers



ENHANCING VACCINATION WORKFLOW

A year-round reference tool for pharmacists

[Start Here →](#)



SCOPE & PROFILE:

TIME TO COMPLETE: 1 YEAR

COSTS: \$65,000

LIFESPAN/USAGE: ONGOING



tap to view website



blood volume analyzer device

DAXOR

MAIN SERVICES PROVIDED

sales aids, quick start instructional guides, conference booth, email & presentation templates

PROJECT HIGHLIGHTS

awareness campaigns for new to market treatment for heart failure; provider focused educational & engagement tools; increased value based outcomes for patient outliers

REACH

U.S. hospital systems, clinicians, cardiologists

A CASE FOR INDIVIDUALIZED CARE IN HEART FAILURE

Decision to Discharge: Is the Patient Ready?

Help ensure adequate decongestion with direct blood volume analysis (BVA)



Presentation
Patient was admitted to hospital from ER due to shortness of breath and pitting peripheral edema and has been receiving IV furosemide for 3 days

History and data
• Ischemic cardiomyopathy, atrial fibrillation, dyslipidemia
EF 25% | BP 125/70 | Hct 30% | BUN 45 | Cr 1.7
Weight 163 lb | Height 62"

Medications on admission: furosemide oral 20 mg bid, lisinopril 20 mg qd, simvastatin 40 mg qd

Status
Following 3 days of diuresis, weight change is -8 lb, or -5% shortness of breath has resolved; patient reports feeling better

To determine if the patient is ready to be discharged, a BVA is performed

Blood Volume Analysis Results			
BVA Result	Patient Ideal	Deviation from Ideal	Excess / Deficit %
Total Blood Volume	3615 mL	+1574 mL	+43.6%
Red Blood Cell Volume	1683 mL	+238 mL	+14.2%
Plasma Volume	2028 mL	+1540 mL	+75.9%

Hematocrit Analysis			
Patient Result	Normal Range	Patient Result	Normal Range
Peripheral Venous Hct	39%	30%	39%-41%
Retrospective Hct (Hct)	41.7%	41.7%	39%-41%

Blood Volume Interpretation Guidelines				
Normal	Mild	Moderate	Severe	
BV TBV Deviation (± %)	0 to 8	>8 to 16	>16 to 24	>24 to 32
RBCV Deviation (± %)	0 to 10	>10 to 20	>20 to 30	>30 to 40

Although on clinical exam the patient is fully decongested and reports complete symptom resolution, BVA results show she is still significantly hypervolemic

• A total blood volume (TBV) excess of +39% represents persistent severe hypervolemia despite symptom resolution, due possibly to expanded venous capacitance, and indicates inadequate decongestion

DAXOR
THE BLOOD VOLUME CHAMPION

SCOPE & PROFILE

TIME TO COMPLETE: 6 MONTHS

COSTS: \$26,000

LIFESPAN/USAGE: ONGOING

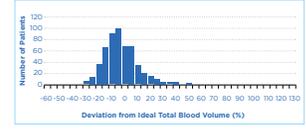
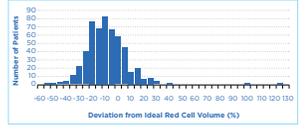


In syncope of unclear etiology, identify the hidden drivers

to enable individualized care guided by direct blood volume analysis (BVA)

Hypovolemia and anemia have been shown prevalent in syncope, a condition marked by heterogeneity in both total blood volume (TBV) and red blood cell volume (RBCV)**

- Among 539 prospectively studied noncardiac syncope patients, 44.7% had low TBV (n=241), 11.6% high TBV (n=63), 58.6% (n=306) true anemia, including 43 patients with RBCV deficits of -30% or worse, and 7.6% polycythemia (n=41)

Only direct BVA accurately quantifies TBV and RBCV to guide optimal treatment

- Serum hematocrit (Hct) was normal or high in 102 of the 306 patients with true anemia*
 - Hct was poorly correlated with RBCV (r²=0.325) as well as TBV (r²=0.028)
- Ongoing treatment (n=46) often was inappropriate or inadequate; a third of those already on diuretics were hypovolemic, placing them at risk for hypoperfusion in response to vasoconstriction, and almost half of those on furocortisone were hypovolemic
- Tilt table test results showed no correlation with TBV or RBCV

*N=539 patients undergoing evaluation for syncope/presyncope of unclear etiology at the Cleveland Clinic. 337 were female and 202 male with an average age of 46 ± 24 years (age range, 16-88 years). At the time of evaluation, patients had no history of acute myocardial infarction, acute stroke, active congestive heart failure, severe valvular heart disease, or critical arrhythmias, and were not receiving dialysis. Medications varied from none to several and included furocortisone, midodrine, beta blockers, nitrates, antihypertensives, and antidiabetic agents.

**True anemia was defined as an RBCV deficit vs the patient-specific ideal at -10% or worse. Hct was considered "normal or high" at ≥38% for women and ≥41% for men.

DAXOR
THE BLOOD VOLUME CHAMPION

A Quick Guide to Individualized Care for Acute Decompensated Heart Failure

A. Planning BVA (Emergency, Observation, or Admissions)

- Plan the decongestion strategy based on the quantified TBV excess or deficit vs the patient-specific ideal

<p>HYPERVOLEMIC TBV >+11%</p> <p>Start diuretic Set target according to patient need*</p>	<p>EUVOLEMIC TBV >+8% to <+11%</p> <p>Start vasodilator if indicated by pressures Diuretic may carry high risk of kidney hypoperfusion and damage</p>	<p>HYPOVOLEMIC TBV <-8%</p>
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- Identify and manage RBCV derangement, which may impede successful decongestion and lead to poor outcomes

<p>ANEMIC RBCV <-10%</p> <p>Address the anemia Correct underlying, reduce cardiac overload, and lower hospital risk</p>	<p>NORMAL RBCV -10% to +10%</p> <p>Management target may also be set in terms of nHct, according to physician preference</p>	<p>POLYCYTHEMIC RBCV >+10%</p> <p>If diuresis is indicated, reduce rate and/or dose For severe excess in both TBV and RBCV, therapeutic phlebotomy may reduce risks associated with hemocoagulation</p>
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B. Pre-Discharge BVA

Ensure TBV and RBCV are at or near target to minimize readmission risk

<p>Issues</p> <p>A repeat BVA may be helpful in difficult cases</p>	<p>Inadequate response to diuresis</p> <p>Still hypervolemic</p> <ul style="list-style-type: none"> If albumin is normal, step up (2nd diuretic, vasodilator (tolipisan as indicated)) If albumin is low, reduce or stop vasodilator; diurese only if systolic BP is >100 <p>No longer hypervolemic</p> <ul style="list-style-type: none"> Stop diuretic Start vasodilator if indicated by pressures Address anemia <p>See box "Managing noncongestive edema" for further steps</p>	<p>Managing noncongestive edema</p> <p>Euvolemic or hypovolemic</p> <ul style="list-style-type: none"> Diurese with great caution in euvolemic patients, and avoid diuretic hypovolemic patients if possible Start vasodilator if possible If systolic BP is <100, reduce or stop vasodilator If albumin is low, giving a sufficient quantity of albumin may restore oncotic pressure and help correct interstitial edema and/or hypotension Consider alternative etiologies, eg, lower leg venous insufficiency
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*In chronic HF, a TBV target range of +8% to +11% is appropriate; expanded venous capacitance may result in hypotension at strict normovolemia (<+8%)

fertility treatment device video

THE PUREGON PEN

MAIN SERVICES PROVIDED

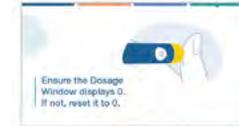
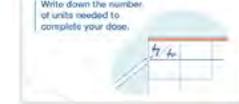
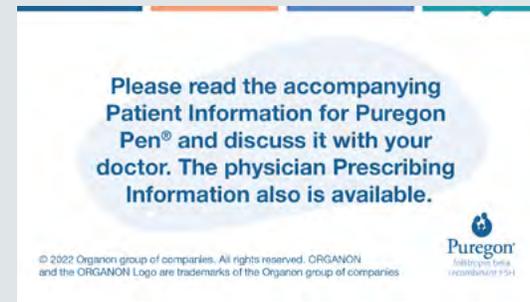
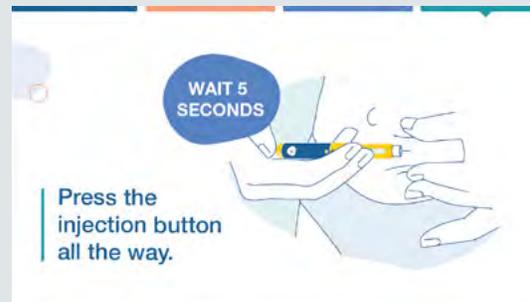
instructions-for-use video for at-home fertility treatment, including storyboarding, voiceover & animation scripts, and custom illustrating & animating

PROJECT HIGHLIGHTS

human-centered, health literate video; easy to follow instructions for confidently administering subcutaneous self-injection products for fertility treatments

REACH

channels: YouTube, qr code, mobile phone, online site. For use in the U.S. first, then translated for global use



Write down the number of units needed to complete your dose.
ON SCREEN: Write down the number of units needed to complete your dose.

SCENE #9
VO: If your prescribed dose exceeds the dose of the Puregon Pen that you are currently using, you may need to give yourself more than one injection. Attach a new 0.25 International Units (IU) needle to the Puregon Pen. Look for the drop of medicine at the tip of the needle. If you don't see a drop, repeat the steps for dialing the Dosage Knob. Press the Injection Button, and look for the drop.
ON SCREEN: To give yourself another injection, attach a new needle to the Puregon Pen.

SCENE #10
ON SCREEN: If you don't see a drop, dial the Dosage Knob. Press the Injection Button. Look for the drop.

SCENE #11
VO: Reset the Dial Window to zero by turning the Dial Window to the 0 mark as for all self-injection instructions as previously described.
ON SCREEN: Ensure the Dosage Window displays 0. If not, reset it to 0.

SCENE #12
VO: We hope this video has been helpful.
ON SCREEN: We hope this video has been helpful.

SCOPE & PROFILE

TIME TO COMPLETE: 4 MONTHS

COSTS: \$29,700

LIFESPAN/USAGE: ONGOING

thank you

MONICA MOCKUS

Founder & CEO

609.247.1616

monica.mockus@mock5design.com

ALEXIA KIRKWOOD

Associate Director of Accounts

484.744.3399

alexia.kirkwood@mock5design.com

mock5
design inc.

www.mock5design.com