

LIBTAYO Now Approved RTE

JULY 2022

NOTE: This document has not been through proofing as this is a concept round.
Files will go through proofing once final layout and copy has been selected by the client.



agenda

1 | option 1

2 | option 2

3 | option 3

4 | design overview

5 | copy overview

6 | next steps



design overview

option 1

Subject Line: **NOW APPROVED: LIBTAYO** + Chemotherapy Combination Therapy
From: **Sales@RegNameCompany.com**
To: **HCP Name (HCP Email Address)**
Learn more about **LIBTAYO** combo therapy benefits.



NOW APPROVED

in a New Indication

Dear [Dr./Mr./Ms.] [HCP Last Name],

Please respond to this email to learn more about Regeneron's newly approved combination therapy, LIBTAYO plus platinum-based chemotherapy for advanced NSCLC patients.

Empower-Lung 3 Combination Therapy: Empower-Lung 3, a first-line treatment for advanced NSCLC patients, has demonstrated superior overall survival when LIBTAYO is used in combination with platinum-based chemotherapy versus chemotherapy alone.

Empower-Lung 3 (combo)

LIBTAYO + chemotherapy:

MEDIAN OS
21.9 MONTHS

(95% CI, 15.5-NE) vs 13.0 months (95% CI, 11.9-16.1) with chemotherapy, HR=0.71, P=0.0140

INDICATION:
LIBTAYO in combination with platinum-based chemotherapy is indicated for the first-line treatment of patients with stage IV non-small cell lung cancer (NSCLC) whose tumors have no EGFR, ALK, or ROS1 gene alterations, and is locally advanced where patients are not candidates for surgical resection or definitive chemoradiation OR metastatic.



CLICK HERE >
to view the New Approved Chemotherapy data

Important Safety Information

Warnings and Precautions

Severe and Fatal Immune-Mediated Adverse Reactions

What is the most important information I should know about LIBTAYO?

LIBTAYO is a medicine that may cause certain cancers by working with your immune system. LIBTAYO can cause your immune system to attack normal organs and tissues in any area of your body and can affect the way they work. These problems can be severe and can become severe or life-threatening and can lead to death. These problems have more than one of these problems at the same time. These problems can happen anytime during treatment or even after your treatment has ended.

Call or see your healthcare provider right away if you develop any new or worsening signs or symptoms, including:

- Lung problems:** cough, shortness of breath, or chest pain
- Intestinal problems:** diarrhea (loose stools) or more frequent bowel movements than usual, stools that are black, tarry, sticky or have blood or mucus, or severe stomach-area (abdomen) pain or tenderness
- Liver problems:** yellowing of your skin or the whites of your eyes, severe nausea or vomiting, pain on the right side of your stomach area (abdomen), dark urine (tea colored), or bleeding or bruising more easily than normal
- Hormone gland problems:** headache that will not go away or unusual headaches, eye sensitivity to light, eye problems, rapid heartbeat, increased sweating, extreme tiredness, weight gain or weight loss, feeling more hungry or thirsty than usual, urinating more often than usual, hair loss, feeling cold, constipation, your voice gets deeper, dizziness or fainting, or changes in mood or behavior, such as decreased sex drive, irritability, or forgetfulness
- Kidney problems:** decrease in your amount of urine, blood in your urine, swelling of your ankles, or loss of appetite
- Skin problems:** rash, itching, skin blistering or peeling, painful sores or ulcers in mouth or nose, throat, or genital area, fever or flu-like symptoms, or swollen lymph nodes
- Problems can also happen in other organs and tissues. These are not all of the signs and symptoms of immune system problems that can happen with LIBTAYO. Call or see your healthcare provider right away for any new or worsening signs or symptoms, which may include:** chest pain, irregular heartbeat, shortness of breath or swelling of ankles, confusion, sleepiness, memory problems, changes in mood or behavior, stiff neck, balance problems, tingling or numbness of the arms or legs, double vision, blurry vision, sensitivity to light, eye pain, changes in eyesight, persistent or severe muscle pain or weakness, muscle cramps, low red blood cells, or bruising
- Infusion reactions that can sometimes be severe.** Signs and symptoms of infusion reactions may include: nausea, chills or shaking, itching or rash, flushing, shortness of breath or wheezing, dizziness, feel like passing out, fever, back or neck pain, or facial swelling
- Rejection of a transplanted organ.** Your healthcare provider should tell you what signs and symptoms you should report and monitor you, depending on the type of organ transplant that you have had
- Complications, including graft-versus-host disease (GVHD), in people who have received a bone marrow (stem cell) transplant that uses donor stem cells (allogeneic).** These complications can be serious and can lead to death. These complications may happen if you underwent transplantation either before or after being treated with LIBTAYO. Your healthcare provider will monitor you for these complications

Getting medical treatment right away may help keep these problems from becoming more serious. Your healthcare provider will check you for these problems during your treatment with LIBTAYO. Your healthcare provider may treat you with corticosteroid or hormone replacement medicines. Your healthcare provider may also need to delay or completely stop treatment with LIBTAYO if you have severe side effects.

Before you receive LIBTAYO, tell your healthcare provider about all your medical conditions, including if you:

- have immune system problems such as Crohn's disease, ulcerative colitis, or lupus
- have received an organ transplant
- have received or plan to receive a stem cell transplant that uses donor stem cells (allogeneic)
- have a condition that affects your nervous system, such as myasthenia gravis or Guillain-Barré syndrome
- are pregnant or plan to become pregnant. LIBTAYO can harm your unborn baby

Females who are able to become pregnant:

- Your healthcare provider will give you a pregnancy test before you start treatment
- You should use an effective method of birth control during your treatment and for at least 4 months after your last dose of LIBTAYO. Talk with your healthcare provider about birth control methods that you can use during this time
- Tell your healthcare provider right away if you become pregnant or think you may be pregnant during treatment with LIBTAYO
- are breastfeeding or plan to breastfeed. It is not known if LIBTAYO passes into your breast milk. Do not breastfeed during treatment and for at least 4 months after the last dose of LIBTAYO

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

The most common side effects of LIBTAYO include muscle or bone pain, tiredness, rash, and diarrhea. These are not all the possible side effects of LIBTAYO. Call your doctor for medical advice about side effects. You may also report side effects to FDA at 1-800-FDA-1088. You may also report side effects to Regeneron Pharmaceuticals and Sanofi at 1-877-542-8296.

Please see full Prescribing Information, including Medication Guide.

What is LIBTAYO?

LIBTAYO is a prescription medicine used to treat people with a type of skin cancer called cutaneous squamous cell carcinoma (CSCC) that has spread or cannot be cured by surgery or radiation.

LIBTAYO is a prescription medicine used to treat people with a type of skin cancer called basal cell carcinoma that cannot be removed by surgery (locally advanced BCC) and have received treatment with a hedgehog pathway inhibitor (HHI) or cannot receive treatment with an HHI.

LIBTAYO is a prescription medicine used to treat people with a type of lung cancer called non-small cell lung cancer (NSCLC). LIBTAYO may be used as your first treatment when your lung cancer has not spread outside your chest (locally advanced lung cancer) and you cannot have surgery or chemotherapy with radiation, or your lung cancer has spread to other areas of your body (metastatic lung cancer), and your tumor tests positive for high "PD-L1," and your tumor does not have an abnormal "EGFR," "ALK," or "ROS1" gene.

It is not known if LIBTAYO is safe and effective in children.

References 1. LIBTAYO (cemiplimab-rwlc) injection full U.S. prescribing information. Regeneron Pharmaceuticals, Inc., and sanofi-aventis U.S. LLC.

If you have questions about LIBTAYO, I'd be happy to answer them in person, over the phone, or via email. Thank you.

Sincerely,

[[user:Name]]
[[user:EmailAddress]]
[[user:Phone]]

To opt out of receiving future messages related to NSCLC from Regeneron, click [unsubscribe](#)

REGENERON[®]

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MID_07/2022

option 2

Subject Line: **NOW APPROVED: LIBTAYO + Chemotherapy Combination Therapy**

From: **Sales@RegName@company.com**

To: **HCP RegName (HCP Email Address)**

Learn more about **LIBTAYO** combo therapy benefits.



NOW APPROVED

in a New Indication

Dear [Dr./Mr./Ms.] [HCP Last Name],

Pleasure respond to this email to learn more about Regeneron's newly approved combination therapy, **LIBTAYO** plus platinum-based chemotherapy for advanced NSCLC patients.

Empower-Lung 3 Combination therapy: Empower-Lung 3, a first-line treatment for advanced NSCLC patients, has demonstrated superior overall survival when LIBTAYO is used in combination with platinum-based chemotherapy versus chemotherapy alone.

INDICATION:

LIBTAYO in combination with platinum-based chemotherapy is indicated for the first-line treatment of patients with non-small cell lung cancer (NSCLC) whose tumors have no EGFR, ALK, or ROS1 alterations and are not candidates for surgical resection or definitive chemoradiation OR metastatic.

Empower-Lung 3 (combo)

LIBTAYO + chemotherapy: MEDIAN OS

21.9 MONTHS

(95% CI, 15.5-NE) vs 13.0 months (95% CI, 11.9-16.1) with chemotherapy, HR=0.71 P=0.0140



CLICK HERE >

To view the New Approved Chemotherapy data

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- Lung problems:** cough, shortness of breath, or chest pain
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- Problems can also happen in other organs and tissues. These are not all of the signs and symptoms of immune system problems that can happen with LIBTAYO. Call or see your healthcare provider right away for any new or worsening signs or symptoms, which may include:** chest pain, irregular heartbeat, shortness of breath or swelling of ankles, confusion, sleepiness, memory problems, changes in mood or behavior, stiff neck, balance problems, tingling or numbness of the arms or legs, double vision, blurry vision, sensitivity to light, eye pain, changes in eyesight, persistent or severe muscle pain or weakness, muscle cramps, low red blood cells, or bruising
- Infection reactions that can sometimes be severe.** Signs and symptoms of infection reactions may include: nausea, chills or shaking, itching or rash, flushing, shortness of breath or wheezing, dizziness, feel like passing out, fever, back or neck pain, or facial swelling
- Rejection of a transplanted organ.** Your healthcare provider should tell you what signs and symptoms you should report and monitor you, depending on the type of organ transplant that you have had
- Complications, including graft-versus-host disease (GVHD), in people who have received a bone marrow (stem cell) transplant that uses donor stem cells (allogeneic).** These complications can be serious and can lead to death. These complications may happen if you underwent transplantation either before or after being treated with LIBTAYO. Your healthcare provider will monitor you for these complications

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Before you receive LIBTAYO, tell your healthcare provider about all your medical conditions, including if you:

- have immune system problems such as Crohn's disease, ulcerative colitis, or lupus
- have received an organ transplant
- have received or plan to receive a stem cell transplant that uses donor stem cells (allogeneic)
- have a condition that affects your nervous system, such as myasthenia gravis or Guillain-Barré syndrome
- are pregnant or plan to become pregnant. LIBTAYO can harm your unborn baby

Females who are able to become pregnant:

- Your healthcare provider will give you a pregnancy test before you start treatment
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- Tell your healthcare provider right away if you become pregnant or think you may be pregnant during treatment with LIBTAYO
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Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

The most common side effects of LIBTAYO include muscle or bone pain, tiredness, rash, and diarrhea. These are not all the possible side effects of LIBTAYO. Call your doctor for medical advice about side effects. You may also report side effects to FDA at 1-800-FDA-1088. You may also report side effects to Regeneron Pharmaceuticals and Sanofi at 1-877-542-8296.

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LIBTAYO is a prescription medicine used to treat people with a type of lung cancer called non-small cell lung cancer (NSCLC). LIBTAYO may be used as your first treatment when your lung cancer has not spread outside your chest (locally advanced lung cancer) and you cannot have surgery or chemotherapy with radiation, or your lung cancer has spread to other areas of your body (metastatic lung cancer), and your tumor tests positive for high "PD-L1," and your tumor does not have an abnormal "EGFR," "ALK," or "ROS1" gene.

It is not known if LIBTAYO is safe and effective in children.

References 1. LIBTAYO (cemiplimab-rwlc) injection full U.S. prescribing information. Regeneron Pharmaceuticals, Inc., and sanofi-aventis U.S. LLC.

If you have questions about LIBTAYO, I'd be happy to answer them in person, over the phone, or via email. Thank you.

Sincerely,

[UserName]
[UserEmailAddress]
[UserPhone]

To opt out of receiving future messages related to NSCLC from Regeneron, click [unsubscribe](#)

REGENERON

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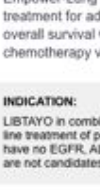
MID_07/2022

option 3

Subject Line: NOW APPROVED: LIBTAYO® + Chemotherapy Combination Therapy

From: SalesRepName@company.com
To: HCP Name [HCP Email Address]

Learn more about LIBTAYO combo therapy benefits.



NOW APPROVED

in a New Indication

Dear [Dr./Mr./Ms.] [HCP Last Name],

Please respond to this email to learn more about Regeneron's newly approved combination therapy, LIBTAYO plus platinum-based chemotherapy for advanced NSCLC patients.

Empower-Lung 3 Combination therapy: Empower-Lung 3, a first-line treatment for advanced NSCLC patients, has demonstrated superior overall survival when LIBTAYO is used in combination with platinum-based chemotherapy versus chemotherapy alone.

INDICATION:

LIBTAYO in combination with platinum-based chemotherapy is indicated for the first-line treatment of patients with non-small cell lung cancer (NSCLC) whose tumors have no EGFR, ALK, or ROS1 rearrangements and who are locally advanced where patients are not candidates for surgical resection or definitive chemoradiation OR metastatic.

Empower-Lung 3 Combo LIBTAYO + chemotherapy

MEDIAN OS

21.9 MONTHS

(95% CI, 15.5-N/E) vs 13.0 months (95% CI, 11.9-16.1)
with chemotherapy, HR=0.71 (P=0.0140)

 [Click here to view the New Approved Combination Therapy data](#)

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- **Kidney problems:** decrease in your amount of urine, blood in your urine, swelling of your ankles, or loss of appetite
- **Skin problems:** rash, itching, skin blistering or peeling, painful sores or ulcers in mouth or nose, throat, or genital area, fever or flu-like symptoms, or swollen lymph nodes
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- **Rejection of a transplanted organ.** Your healthcare provider should tell you what signs and symptoms you should report and monitor you, depending on the type of organ transplant that you have had
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- Tell your healthcare provider right away if you become pregnant or think you may be pregnant during treatment with LIBTAYO

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If you have questions about LIBTAYO, I'd be happy to answer them in person, over the phone, or via email. Thank you.

Sincerely,

{userEmail}
{userEmailAddress}
{userPhone}

To opt out of receiving future messages related to NSCLC from Regeneron, click [unsubscribe](#)

REGENERON

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MID: 07/2022

copy overview

Subject Line Options

- 1. NOW APPROVED: LIBTAYO + Chemotherapy Combination Therapy
- 2. EMPOWER CHANGE: LIBTAYO Combination Therapy Now Approved
- 3. Learn About LIBTAYO Combination Therapy—Now Approved
- 4. LIBTAYO + Chemo Now Approved! Is Combination Therapy Right for Your Patients?

Static Preheader Options

- 1. Learn more about LIBTAYO combo therapy benefits
- 2. Personalize patient care with flexible treatment options
- 3. Expanding effective treatment options for advanced NSCLC
- 4. LIBTAYO: Proven treatment in a broad advanced NSCLC population

Salutation Options

- 1. Dear [Dr./Mr./ Ms.] [HCP last name],
- 2. Greetings, [Dr./Mr./ Ms.] [HCP last name],
- 3. Hello, [Dr./Mr./ Ms.] [HCP last name],
- 4. Hi, [Dr./Mr./ Ms.] [HCP last name],

Opening Line Options

- 1. Please respond to this email to learn more about Regeneron’s newly approved combination therapy, LIBTAYO plus platinum-based chemotherapy for advanced NSCLC patients.
- 2. Please respond to this email to learn more about Regeneron’s expanding treatment options for advanced NSCLC patients, with LIBTAYO in combination with platinum-based chemotherapy.
- 3. Please respond to this email to learn more about Empower-Lung 3 results on LIBTAYO plus chemotherapy combination therapy for advanced NSCLC patients.

CTA Options

- 1. Click here to view the New Approved Chemotherapy data
- 2. EMPOWER CHANGE: Click to learn more about LIBTAYO Empower-Lung 3 combo therapy
- 3. Click to learn about LIBTAYO combo treatment option

Closing Line Options

- 1. If you have questions about LIBTAYO, I'd be happy to answer them in person, over the phone, or via email. Thank you.
- 2. Thank you for taking the time to speak with me today. Please let me know if I can provide you with any further resources on LIBTAYO combination treatment options.
- 3. Thank you for your time. Please reach out via phone, email, or in-person if I can provide any further information regarding LIBTAYO.
- 4. I look forward to meeting with you to discuss LIBTAYO and its benefits for your patients with advanced NSCLC. Until then, if you have any questions, please feel free to reach out at your convenience.

Sign Off Options

- 1. Sincerely,
- 2. Respectfully,
- 3. Cordially,
- 4. Talk to you soon,

next steps

1 | client to select layout and copy option

2 | client to mark up feedback in pdf

3 | The Generator to make edits per client selection and feedback



thank you!

confidentiality and disclaimer statement

Confidentiality Notice

This message is intended solely for the addressee and contains confidential information. Do not use, copy or disclose the information contained in this message or in any attachment should be treated at all times by the recipient as confidential and proprietary information. If you have received this message in error, please send it back to us, and immediately and permanently delete it. The recipient shall not use or disclose any such materials to any third parties without our express, prior written approval. Where such express approval is granted, the recipient shall ensure that all third parties to whom disclosure is made shall keep any such materials confidential and shall not disclose them or any part of them to any other person.

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For more information including our company policies please visit www.tagww.com

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