



Home

This playbook is designed to assist you by matching common objections to approved assets and verbalizations.

**The Playbook is a planning tool.
You may not use it during a detail session.**

OK

Please select a Critical Theme

Efficacy/Response

Reimbursement/Access

Safety/Side Effect Management

Experience

Asset Name

Asset Preview

Digital Vis Aid

DVA

Immune-Mediated Side Effect Tracker



Immune-Mediated Adverse Reaction Management Guide (REMS)



HCP Tearpad



Response Assessment Guide



This is a comprehensive list of all assets available within the Playbook.

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Please select a Critical Theme

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Safety/Side Effect Management

Experience

Asset Name

Asset Preview

Your Voyage™ Your Guide to Treatment



Your Voyage™ After Treatment Guide



Access Support™



J-Code Brochure



Universal Co-Pay Brochure



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Experience

Asset Name

Asset Preview

Video: Phase 3 Study
YERVOY™: A Treatment for
Unresectable or Metastatic
Melanoma



Video: Side Effect Management:
YERVOY™ Immune-mediated
Adverse Reactions Identification
& Management Strategies



Video: *Your Stories. Your Voice.*
Tim's story



Video: *Your Stories. Your Voice.*
Rick's story



Email: Pivotal Efficacy Data



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Email: Reimbursement Support Information	
Email: Dosing & Assessment	
Verbalization	
Verbalization	



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Efficacy/Response

"You cannot tell who will benefit from YERVOY (ipilimumab) the efficacy benefit is too unpredictable. YERVOY takes too long to work."

"I'm not impressed with the median OS of YERVOY."

"My patients don't want to have aggressive treatment and want to have QoL."

Reimbursement/Access

Safety/Side Effect Management

Experience

Asset Name

Asset Preview

Digital Vis Aid

DVA

Response Assessment Guide



Video: Phase 3 Study
YERVOY™: A Treatment for
Unresectable or Metastatic
Melanoma



Video: *Your Stories. Your Voice.*
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Reimbursement/Access

Safety/Side Effect Management

Experience

Asset Name

Asset Preview

Email: Pivotal Efficacy Data



Verbalization



Verbalization



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Reimbursement/Access

Safety/Side Effect Management

Experience

Asset Name	Asset Preview
Digital Vis Aid	 <p>Pages: 4-8, 32</p>
Response Assessment Guide	  <p>page 4 page 5</p>
Video: Phase 3 Study YERVOY™: A Treatment for Unresectable or Metastatic Melanoma	
Email: Pivotal Efficacy Data	
Verbalization	



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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization July 2012



Customer Concern #8

What the Customer Says

"It takes too long to find out whether patients will respond to YERVOY."

Probes to Decipher Emotional Barrier

- Tell me more about how you measure success in metastatic melanoma.
 - How, specifically, do you define success in patients you treat for metastatic melanoma?
 - What is your ultimate goal for patients you treat with metastatic melanoma?
 - To what extent do you feel like you're able to achieve your goals with any treatment?
- What factors do you consider when deciding on a treatment for your patients with metastatic melanoma?
 - Why, specifically, is time to response important to you?
 - What are the considerations you have in addition to time to response?
 - Are there any considerations that may outweigh time to response?
- How do you establish treatment expectations with your patients?
- What is your recollection of the efficacy data for YERVOY?

Remember to pay attention to verbal and physical cues to determine what the true underlying emotions are.

Underlying Emotional Barrier

Fear of failure

What the Customer Might Be Thinking

"With YERVOY, I don't know who's going to respond and who isn't. It's hard that it takes so long to find out. I feel like I'm losing time. If it fails, it may take 5 months to figure out whereas with other therapies, I'll know right away."

Responses to Address Emotional Barrier

- I think you may be pleasantly surprised by the YERVOY efficacy data. In particular, I would like to share with you the YERVOY data that demonstrates long-term overall survival in patients with metastatic melanoma
 - **Deliver all contextual data, including median OS, in conjunction with long-term messaging**
 - **Deliver revised long-term survival/safety messages and align to treatment considerations and goals of therapy where appropriate**

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Verbalization only: Playbook



YERVOY IMPLEMENTATION GUIDE (DBM/TBM/MSS)

CUSTOMER CONCERNS: (CONTINUED)

5

I feel uncomfortable waiting till week 12 to determine if YERVOY is working as recommended in the PI when I can use vemurafenib and conduct tumor assessment test at week 6

Clarify probe and acknowledge the concern

Example of Addressing the Concern:

- If the HCP expresses only a general concern about unconventional assessment methods or if the HCP identifies that they have a patient currently on therapy and wishes to scan prior to week 12, check in to assess why, then respond with:
 - The recommended dose of YERVOY is 3mg/kg administered intravenously over 90 minutes every 3 weeks for a total of four doses
 - As seen here in page 4 of the YERVOY dosing brochure, in the pivotal phase 3 study of YERVOY, patients were assessed at weeks 12 and 24 and then every 3 months
 - The MOA of YERVOY's effects in patients with melanoma is indirect, possibly through T-cell mediated anti-tumor response
 - YERVOY is an immunotherapy, and the effect on melanoma is indirect, so it may take some time. Also, because YERVOY uses a patient's own immune system to fight cancer, the patterns of response are complex and can vary from patient to patient. If HCP requests further data, please submit a MIRF

Check in

Rep response:

Would you like for me to review any of these materials at this time?

Check in and continue sales call

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Reimbursement/Access

Safety/Side Effect Management

Experience

Asset Name	Asset Preview
Digital Vis Aid	 <p>Pages: 2, 4, 29</p>
Response Assessment Guide	   <p>ed at 12 weeks</p> <p>page 3 page 4 page 5</p>
Email: Pivotal Efficacy Data	
Verbalization	

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Verbalization only: Playbook

YERVOY IMPLEMENTATION GUIDE (DBM/TBM/MSS)

CUSTOMER CONCERNS: (CONTINUED)

4

I am not impressed with the Overall Survival Benefit of YERVOY over gp100 when I compare this to BRIM 3 trial design of vemurafenib vs DTIC

Clarify probe and acknowledge the concern

Example of Addressing the Concern:

- If the concern is around gp100 as a comparator arm:

- The NCCN Guidelines recommend enrollment in a clinical study with an experimental control. Gp100 was selected because it demonstrated the ability to produce an immune response associated with limited anti-tumor activity and a well-characterized safety profile in earlier phase 1 and 2 melanoma clinical trials.
- The YERVOY pivotal phase 3 study was designed to compare the effect of combining gp100 with YERVOY compared to YERVOY or gp100 alone
- This randomized phase 3 study shows that gp100 is a clinically active investigational agent. As such gp100 may be considered an adequate comparator treatment

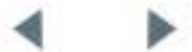
- If the concern is purely about benefit in overall survival:

- Median overall survival in previously treated patients alone does not fully articulate the overall survival benefit. YERVOY is the first and only immunotherapy to demonstrate an overall survival benefit in a phase 3 trial in patients with unresectable or metastatic melanoma.
- Median overall survival in previously treated patients was 10 months with YERVOY vs 6 months for gp100
The estimated overall survival rate at 1 year was 46% (95% CI: 37.0, 54.1) in the YERVOY arm vs 25% (95% CI: 18.1, 32.9) in the gp100 arm.
- The estimated survival rate at 2 years was 24% (95% CI: 16.0, 31.5) in the YERVOY arm vs 14% (95% CI: 8.0, 20.0) in the gp100 arm

Check in and continue sales call

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Reimbursement/Access

Safety/Side Effect Management

Experience

Asset Name	Asset Preview
Video: <i>Your Stories. Your Voice.</i> Tim's story	
Video: <i>Your Stories. Your Voice.</i> Rick's story	
Verbalization	
Verbalization	

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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization July 2012



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Customer Concern #2

What the Customer Says "I am concerned about the unpredictability of YERVOY's efficacy benefits."	
Probes to Decipher Emotional Barrier	
<ul style="list-style-type: none"> • What, specifically, do you hope to achieve in the patients you treat for metastatic melanoma? • To what extent do you feel like you're able to achieve your goals for metastatic melanoma? • What factors do you consider when deciding on a treatment for your patients with metastatic melanoma? <ul style="list-style-type: none"> ○ Do you let the patients make the call on what the treatment goals are? ○ Do your patients with metastatic melanoma usually come in requesting a certain medication? • How do you establish treatment expectations with your patients? <ul style="list-style-type: none"> ○ How do patients typically react when you talk to them about potential trade-offs that come with aggressive treatment? ○ If a patient pushes back on your recommended therapy because of side effect concerns, where do you go from there? • In general, what would you say are your primary reasons for not prescribing YERVOY? • What is your recollection of the efficacy data for YERVOY? 	
<i>Remember to pay attention to verbal and physical cues to determine what the true underlying emotions are.</i>	
	Underlying Emotional Barrier Lack of confidence
	What the Customer Might Be Thinking "My patients don't want to have aggressive treatment and want to have good QoL. I don't like having no way of being able to give them a good idea of what they will experience with this treatment."
	Responses to Address Emotional Barrier <ul style="list-style-type: none"> • I think you may be pleasantly surprised by the YERVOY efficacy data. In particular, I would like to share with you the YERVOY data that demonstrates long-term overall survival in patients with metastatic melanoma <ul style="list-style-type: none"> ○ Deliver all contextual data, including median OS, in conjunction with long-term messaging • Additionally, I think you may be reassured by the rates of Grade 3 to 5 side effects in patients treated with YERVOY. <ul style="list-style-type: none"> ○ 15% of patients in the YERVOY alone arm ○ 12% of patients in YERVOY + gp100 arm • It might also encourage you to know that immune-mediated side effects may be managed with corticosteroid therapy. 10% of patients discontinued YERVOY due to side effects in the phase 3 clinical trial <ul style="list-style-type: none"> ○ Deliver revised long-term survival/safety messages and align to treatment considerations and goals of

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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization
July 2012 - continued



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therapy where appropriate

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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization July 2012



Customer Concern #7

What the Customer Says

"I don't use YERVOY because my patients with metastatic melanoma are so sick that palliation is the only option."

Probes to Decipher Emotional Barrier

- What are your goals for your patients with metastatic melanoma?
- What things do you consider when deciding on a treatment for your patients with metastatic melanoma?
 - Do you let the patients make the call on what the treatment goals are?
 - Do your patients with metastatic melanoma usually come in requesting a certain medication?
- Tell me more about why you think palliation is the only option for your patients with metastatic melanoma.
 - Are there any specific patient characteristics that prompt you to lean more toward palliation?
 - Do you think there is a potential for any of your patients to benefit from any treatment?
- In general, what would you say your primary reasons for not prescribing YERVOY are?
- What is your recollection of the efficacy data for YERVOY?

Remember to pay attention to verbal and physical cues to determine what the true underlying emotions are.

Underlying Emotional Barrier

Fear

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Please select an Objection

Reimbursement/Access

"YERVOY is too expensive; I can't afford to lay out the cost for treatment."

"My patients cannot afford the out-of-pocket costs associated with YERVOY."

Efficacy/Response

Safety/Side Effect Management

Experience

Asset Name

Asset Preview

Digital Vis Aid

DVA

Video: *Your Stories. Your Voice.*
Tim's story



Access Support™



J-Code Brochure



Email: Support Available for
You & Your Patients



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Safety/Side Effect Management

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Asset Name

Asset Preview

Email: Reimbursement Support Information



Verbalization



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YERVOY™ (ipilimumab) COST CONCERNS (CONT)

Customer Objection #1: YERVOY is too expensive.

POTENTIAL CONCERNS

It is important to clarify the cost concern. The concern can be related to

1. Financial risk for office (is it too expensive for the office to obtain?)
2. Patient affordability (is it too expensive for the patient?)

Use the clarifying probes to help determine appropriate responses and resources.

CLARIFYING PROBES

1. Financial risk for office

- A. Have you had previous experience with reimbursement for YERVOY? If so, can you explain the situation that you encountered?
- B. Was this with a commercial, Medicare, or Medicaid patient?
- C. Who are your top payers for patients with metastatic melanoma?
- D. Are you aware of coverage for YERVOY within these plans?
- E. Who is your wholesaler?
- F. Do you use a reimbursement support program?
- G. Are you comparing the price of YERVOY to another agent such as Zelboraf?

Extended dating terms

Time to reimbursement

Underpayment or denials

Concern about product loss

Comparison to Zelboraf

2

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YERVOY (ipilimumab) Payer Customer Concern Resource Guide



RESPONSES

Approved reactive response

EXTENDED DATING TERMS: Bristol-Myers Squibb has extended terms with YERVOY distributors. You may want to verify your terms with your distributor. You should contact the distributor to determine the specific terms for YERVOY allowed under their wholesaler agreements. However, it is important to understand that your payment terms for YERVOY will depend on the agreement terms between the distributor and healthcare provider, practice, or hospital. *Note: Please do not discuss exact dating terms; refer customers to their distributors.*

Resource: Approved Reactive Response provided above from Field Communication

Time-to-reimbursement messages

TIME TO REIMBURSEMENT: The average time to reimbursement for YERVOY commercial payers, with the permanent J-code, is 27 days. The average time to reimbursement for Medicare carriers is approximately 24 days. While this is the average time to reimbursement across several payers, we have seen situations where the time to payment can be significantly shorter or longer. This does vary significantly from payer to payer. If you have any specific issues or questions, we can contact a Bristol-Myers Squibb Reimbursement Specialist who may be able to help you.

Resources: J-code Flyer, Reimbursement Specialist, Access Support™

Refer to Reimbursement Specialist (RS)

UNDERPAYMENT OR DENIALS: There may be several reasons for an underpayment or denial. I can contact a Reimbursement Specialist who will be able to further assist you.

Resources: Reimbursement Specialist, Access Support™

Reactive speaking point about BMS Oncology Product Return Policy

REFUND FOR PRODUCT LOSS: Bristol-Myers Squibb Oncology offers a Product Return Policy that credits customers for the wholesale list price or direct contract price at the time of a qualifying purchase in the event of a loss occurring within 90 days of the invoice date.

Resource: BMS Oncology Product Loss and Product Return Policy Brochure (Reactive only)

Approved reactive response

IF ZELBORAF COSTS ONLY \$56K, THEN WHY DOES YERVOY COST TWICE AS MUCH?: The actual cost of Zelboraf is \$61,420, which is based on 6 months of therapy, implying an annual cost of \$122,840, and reflects a price increase of 8.9% effective January 3, 2012.¹ The duration of treatment for Zelboraf is until disease progression or unacceptable toxicity occurs.² YERVOY™ (ipilimumab) is not a treat-to-progression agent. YERVOY™ (ipilimumab) has a defined course of therapy that is 4 doses; therefore, direct cost comparisons cannot be made.³

Resources: Approved Reactive Response provided above from Field Communication

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Efficacy/Response

Safety/Side Effect Management

Experience

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YERVOY™ (ipilimumab) COST CONCERNS (CONT)

Customer Objection #1: **YERVOY is too expensive.**

CLARIFYING PROBES

2. Patient affordability

- A. What is the average patient co-insurance for YERVOY?
- B. What is the out-of-pocket maximum for your patients covered by commercial insurance?
- C. What resources have you used to help these patients?
- D. Are you familiar with the Bristol-Myers Squibb support programs to help patients afford their treatment?
- E. Do you enroll your patients in Access Support™?

POTENTIAL CONCERNS

Commercial Insurance

Medicare

Uninsured

4

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YERVOY (ipilimumab) Payer Customer Concern Resource Guide



RESPONSES

BMS Oncology
Co-Pay Program

COMMERCIAL INSURANCE: Bristol-Myers Squibb supports access to certain BMS Oncology products, including YERVOY. The BMS Oncology Co-Pay Program assists eligible patients who have been prescribed certain BMS Oncology products with out-of-pocket co-pay or co-insurance requirements.

Resources: *BMS Oncology Co-Pay Program Brochure, Understanding Your Healthcare Benefits Brochure, Reimbursement Specialist, Access Support™*

Refer to
Access Support™

MEDICARE: The vast majority of patients with Medicare coverage have supplemental health insurance coverage through Medigap or their employer-sponsored plan. For patients without Medigap insurance or who have a high co-insurance, please contact Access Support™ for further assistance.

Resources: *Access Support™, Reimbursement Specialist*

Refer to
Access Support™

UNINSURED: Bristol-Myers Squibb supports access to certain BMS Oncology products, including YERVOY. Uninsured patients may be eligible for our patient assistance program. Please contact Access Support™ for further assistance.

Resources: *Access Support™, Reimbursement Specialist*

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Please select an Objection

Safety/Side Effect Management

"YERVOY is too toxic for my patients."

"My practice is not comfortable managing the SEs associated with YERVOY. I'm not confident that my patient will/knows how to report side effects accurately"

Efficacy/Response

Reimbursement/Access

Experience

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Asset Preview

Digital Vis Aid

DVA

Immune-Mediated Side Effect Tracker



Immune-Mediated Adverse Reaction Management Guide (REMS)



Your Voyage™ Your Guide to Treatment



Video: Side Effect Management: YERVOY™ Immune-mediated Adverse Reactions Identification & Management Strategies



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Safety/Side Effect Management






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Asset Name	Asset Preview
Digital Vis Aid	 Pages: 2, 12, 13
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Verbalization	

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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization July 2012

Customer Concern #1

What the Customer Says "I am concerned about YERVOY's toxicity profile."	
Probes to Decipher Emotional Barrier	
<ul style="list-style-type: none"> • Can you please describe what it is specifically about the side effects that concern you? <ul style="list-style-type: none"> ◦ Is there a particular side effect that is most concerning to you? • Talk to me about what potentially experiencing these side effects means for your patients. • If your patients experience some side effects (like skin reactions or colitis), what does that mean for them? And what does that mean for you? • Outside of experience, is there anything that could help you become comfortable managing potential side effects? • Does it concern you that patients may not report when they experience side effects and the potential implications of that? 	
<i>Remember to pay attention to verbal and physical cues to determine what the true underlying emotions are.</i>	
Underlying Emotional Barrier Fear	Underlying Emotional Barrier Doubt
What the Customer Might Be Thinking "These are toxicities that are not associated with traditional chemotherapies...because patients can die from these side effects and maybe because we don't see it every day, there's a concern that we could harm our patients with the treatment. And the last thing we want to do is have a patient die from the treatment, and not the disease."	What the Customer Might Be Thinking "I don't think I have the time and resources to appropriately monitor patients on YERVOY due to its unique toxicity profile."
Responses to Address Emotional Barrier	Responses to Address Emotional Barrier
<ul style="list-style-type: none"> • I think you may be interested in hearing about the rates of Grade 3 to 5 side effects in patients treated with YERVOY <ul style="list-style-type: none"> ◦ 15% of patients in the YERVOY alone arm ◦ 12% of patients in YERVOY + gp100 arm • It might also encourage you to know that immune-mediated side effects may be managed with corticosteroid therapy. 10% of patients discontinued YERVOY due to side effects in the phase 3 clinical trial <ul style="list-style-type: none"> ◦ Deliver revised long-term survival/safety messages and align to treatment considerations and goals of therapy where appropriate 	<ul style="list-style-type: none"> • Are you aware of the <i>Your Voyage</i>™ patient support program? <i>Your Voyage</i> was designed to provide patients with a whole system of support, including help to enhance the communications they have with healthcare providers and caregivers • Are you aware of the YERVOY Risk Evaluation and Mitigation Strategy (REMS) Program? Bristol-Myers Squibb has collaborated with the FDA to co-develop educational materials on YERVOY safety management • I think you may be interested in hearing about the rates of Grade 3 to 5 side effects in patients treated with YERVOY. <ul style="list-style-type: none"> ◦ 15% of patients in the YERVOY alone arm ◦ 12% of patients in YERVOY + gp100 arm • It might also encourage you to know that immune-mediated side effects may be managed with corticosteroid therapy. 10% of patients discontinued YERVOY due to side effects in the phase 3 clinical trial <ul style="list-style-type: none"> ◦ Deliver revised long-term survival/safety messages

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Home

Safety/Side Effect Management






"YERVOY is too toxic for my patients."

"My practice is not comfortable managing the SEs associated with YERVOY. I'm not confident that my patient will/knows how to report side effects accurately"

Efficacy/Response

Reimbursement/Access

Experience

Asset Name	Asset Preview
Digital Vis Aid	 <p>Pages: 2, 12-14, 33-40, 42-44</p>
Immune-Mediated Side Effect Tracker	
Immune-Mediated Adverse Reaction Management Guide (REMS)	
Your Voyage™ Your Guide to Treatment	 <p>page 9 page 10-11 page 12</p>
Video: Side Effect Management: YERVOY™ Immune-mediated Adverse Reactions Identification & Management Strategies	



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Experience

Asset Name	Asset Preview
Video: <i>Your Stories. Your Voice.</i> Tim's story	
Email: Support Available for You & Your Patients	
Verbalization	
Verbalization	



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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization July 2012



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Customer Concern #4

<p>What the Customer Says "Many of my patients are elderly and therefore not appropriate for YERVOY."</p>	
<p>Probes to Decipher Emotional Barrier</p> <ul style="list-style-type: none"> • What is your treatment goal for your elderly patients with metastatic melanoma? <ul style="list-style-type: none"> ○ What are your most important considerations when creating a treatment plan for these patients? ○ To what extent do you feel you're able to achieve your goals for these patients with metastatic melanoma? • Help me understand why you feel that YERVOY is not appropriate for elderly patients. <ul style="list-style-type: none"> ○ Is there anything specific about these patients that make you wary of giving them YERVOY? ○ Aside from age, are there other characteristics these patients tend to have that make them ineligible for YERVOY? • What YERVOY side effects are you most concerned about when it comes to your elderly patients? <ul style="list-style-type: none"> ○ Talk to me about what potentially experiencing side effects means for these patients ○ Is there anything that could help you become comfortable managing potential side effects in these patients? • What is your recollection of the efficacy data for YERVOY? <ul style="list-style-type: none"> ○ Are you aware of the potential benefit of YERVOY in your elderly patients? 	
<p><i>Remember to pay attention to verbal and physical cues to determine what the true underlying emotions are.</i></p>	
<p>Underlying Emotional Barrier Doubt</p>	<p>Underlying Emotional Barrier Lack of confidence</p>
<p>What the Customer Might Be Thinking "My elderly patients may be especially susceptible to the side effects of YERVOY. These are toxicities that are not associated with traditional chemotherapies, and I'm not sure if YERVOY offers a benefit to my elderly patients that would offset the risks."</p>	<p>What the Customer Might Be Thinking "My patient may not have adequate support for this treatment. I'm also not sure if my practice has the resources to monitor and manage potential side effects."</p>
<p>Responses to Address Emotional Barrier</p> <ul style="list-style-type: none"> • You may find that the following data makes a convincing case for the potential benefit of YERVOY in your elderly patients <ul style="list-style-type: none"> ○ YERVOY has been studied in a broad range of patients, and in fact, 29% of study patients were ages 65 or older (median age was 57 years) ○ Furthermore, YERVOY demonstrated a significant survival benefit in the sub-group of elderly patients, in the YERVOY-alone arm (HR=0.61) • Additionally, I think you may be reassured by the rates of Grade 3 to 5 side effects in patients treated with YERVOY. <ul style="list-style-type: none"> ○ 15% of patients in the YERVOY alone arm ○ 12% of patients in YERVOY + gp100 arm • It might also encourage you to know that immune-mediated side effects may be managed with corticosteroid therapy. 	<p>Responses to Address Emotional Barrier</p> <ul style="list-style-type: none"> • Are you aware of the <i>Your Voyage</i>™ patient support program? <i>Your Voyage</i> was designed to provide patients with a whole system of support, including help to enhance the communications they have with healthcare providers and caregivers • Are you aware of the YERVOY Risk Evaluation and Mitigation Strategy (REMS) Program? Bristol-Myers Squibb has collaborated with the FDA to co-develop educational materials on YERVOY safety management • Additionally, I think you may be reassured by the rates of Grade 3 to 5 side effects in patients treated with YERVOY. <ul style="list-style-type: none"> ○ 15% of patients in the YERVOY alone arm ○ 12% of patients in YERVOY + gp100 arm • It might also encourage you to know that immune-mediated

(continued on next page)

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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization July 2012 - *continued*



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10% of patients discontinued YERVOY due to side effects in the phase 3 clinical trial

- I think you may be pleasantly surprised by the YERVOY efficacy data. In particular, I would like to share with you the YERVOY data that demonstrates long-term overall survival in patients with metastatic melanoma
 - **Deliver all contextual data, including median OS, in conjunction with long-term messaging**
 - **Deliver revised long-term survival/safety messages and align to treatment considerations and goals of therapy where appropriate**

side effects may be managed with corticosteroid therapy.

10% of patients discontinued YERVOY due to side effects in the phase 3 clinical trial

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Customer Concern #6

What the Customer Says

"I'm wary of using YERVOY because I don't have much experience handling side effects, and I've yet to see any of my patients experience success."

Probes to Decipher Emotional Barrier

- How, specifically, do you define success in patients you treat for metastatic melanoma?
 - To what extent do you feel like you're able to achieve your goals with any treatment?
- What factors do you consider when deciding on a treatment for your patients with metastatic melanoma?
- How do you establish treatment expectations with your patients?
- What is your recollection of the efficacy data for YERVOY?
- Can you please describe what it is specifically about the side effects that concern you?
 - Is there a particular side effect that is most concerning to you?
 - Talk to me about what potentially experiencing these side effects means for your patients.
- Can you think of another instance where you had to manage a new type of side effect?
 - How did you overcome or learn to manage this new type of side effect?
- Outside of experience, is there anything that could help you become comfortable managing potential side effects?

Remember to pay attention to verbal and physical cues to determine what the true underlying emotions are.

Underlying Emotional Barrier Lack of confidence

What the Customer Might Be Thinking

"I haven't yet had a patient get serious toxicity. But if one patient goes awry, you really question yourself. So I think it is going to be a matter of time before there's a comfort level. You dread the time when there's one patient that goes wrong. Even if I had no other choices, I would really need more experience to feel comfortable."

Responses to Address Emotional Barrier

- I think you may be reassured to hear that there are programs available to help support you and address your concerns
 - Are you aware of the *Your Voyage*™ patient support program? *Your Voyage* was designed to provide patients with a whole system of support, including help to enhance the communications they have with healthcare providers and caregivers
- Are you aware of the YERVOY Risk Evaluation and Mitigation Strategy (REMS) Program? Bristol-Myers Squibb has collaborated with the FDA to co-develop educational materials on YERVOY safety management
- I think you may find some comfort in hearing about the rates of Grade 3 to 5 side effects in patients treated with YERVOY.

Underlying Emotional Barrier Uncertainty

What the Customer Might Be Thinking

"It seems like a great drug but we don't like to gamble. We want things more scientific and evidence-based. I can quote the data and the response. But I haven't seen it yet. I know I have to wait, but if it doesn't work, I don't know if we have time to do something else."

Responses to Address Emotional Barrier

- I think you may be pleasantly surprised by the YERVOY efficacy data. In particular, I would like to share with you the YERVOY data that demonstrates long-term overall survival in patients with metastatic melanoma
 - **Deliver all contextual data, including median OS, in conjunction with long-term messaging**
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YERVOY (ipilimumab) POA2 CUSTOMER CONCERNS Verbalization July 2012 - *continued*



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Please select an Objection

Experience

"I don't believe I have an appropriate patient for YERVOY (ipilimumab) as of yet"

"What do I do after 4 doses?"

Efficacy/Response

Reimbursement/Access

Safety/Side Effect Management

Asset Name

Asset Preview

Digital Vis Aid

DVA

Video: *Your Stories. Your Voice.*
Tim's story



Video: *Your Stories. Your Voice.*
Rick's story



HCP Tearpad



Response Assessment Guide



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Asset Preview

Your Voyage™ After Treatment Guide

AFTER TREATMENT

THE IMPORTANCE OF FOLLOW-UP



Email: Dosing & Assessment



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Home

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Reimbursement/Access

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Asset Name	Asset Preview
Digital Vis Aid	 <p>Pages: 4-11, 28</p>
Video: <i>Your Stories. Your Voice.</i> Tim's story	
Video: <i>Your Stories. Your Voice.</i> Rick's story	

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Safety/Side Effect Management

Asset Name	Asset Preview
Digital Vis Aid	 Pages: 13, 31-32
HCP Tearpad	 page 1 page 2 page 3
Response Assessment Guide	
Your Voyage™ After Treatment Guide	 page 2 page 3 page 6-7
Email: Dosing & Assessment	

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