

AiGILE Success Story: Copaxone



Challenging Goals

- Develop a unified messaging platform for physicians, patients and payers.
- Evolve physician messaging after severe FDA warning letter.
- Leverage messaging to convert patients to new lifecycle dose and defend against Tecfidera.

Real world success

- 85% conversion to new dose – one of the highest conversion rates achieved by any brand in any disease state.
- Retained #1 brand share despite competition and LOE.
- Brand of the Year Awards.

Teva's years of Copaxone brand-building pay off in new formula's launch
May 14, 2014 | By Gail Haffard
Teva (TEV) has had more success switching patients over to a new, long-lasting formulation of multiple sclerosis drug Copaxone than many analysts expected, achieving the fastest market adoption of any IAS therapy in the United States. That's no accident, John Haessler, VP of marketing for Teva's central nervous system division, told *PharmExecutive*. In the month of more than 15 cases of patients...

COPAXONE® Recognized as "Brand of the Year" by Pharmaceutical Executive Magazine
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THAT WAS TODAY.
WHERE TO TOMORROW?

IT'S ABOUT GOOD DAYS, NOT JUST DAYS.

COPAXONE®
(glatiramer acetate injection)

THE PHARMACEUTICAL MARKETING SOCIETY AWARDS 2013