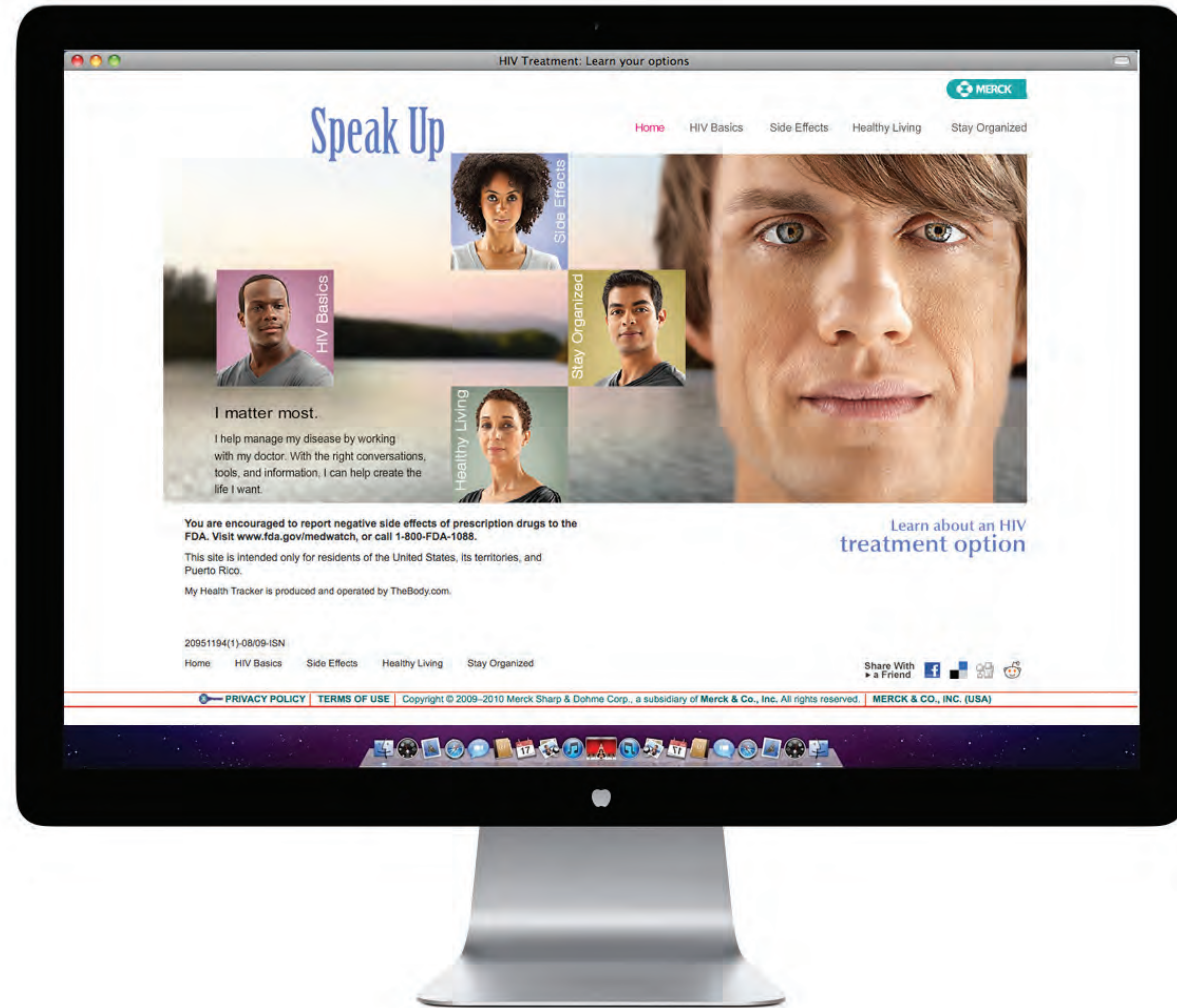


My current responsibilities include the design and development of work that is highly confidential, competitive, and proprietary, and as such, is limited in the context of an online portfolio. Please contact me for information on work and to view additional samples and case studies.







**GOES THE DISTANCE. GENTLY.**

RENOWNED TOLERABILITY





The laundry  
is her Everest.

Leave present limits behind.  
Take patients to extraordinary places.







The cupboard  
is her cairn.

The right therapy.  
The beginning of an extraordinary journey.



**Most people see shoes.**

**We see patients going places they've never been.**

ADEMPAS® (riociguat) brings a new class of therapy to the complex treatment of pulmonary hypertension (PH).

A fundamentally different therapy for pulmonary arterial hypertension (PAH) and chronic thromboembolic pulmonary hypertension (CTEPH)

- From as early as week 2, and at every measurement point throughout PATENT-1, ADEMPAS improved exercise capacity in patients with PAH
- Patients with PAH can remain on current therapies (endothelin receptor antagonists [ERAs] and prostacyclin analogs [PCAs]) and still realize additional efficacy



Adempas  
riociguat tablets

AHA 2007 ORLANDO, FLORIDA

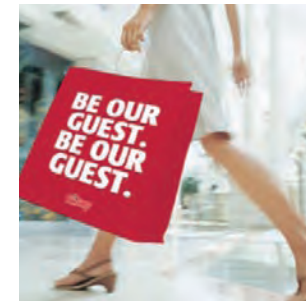
**IT'S A  
SMALL  
DOSE  
AFTER  
ALL.**

Find out more at BOOTH 66



**VYTORIN**  
(ezetimibe/simvastatin) tablets

SEE HEAD-TO-HEAD DATA AT BOOTH 66







**SUPERCHARGE**

*Statin therapy just got an extra boost.*

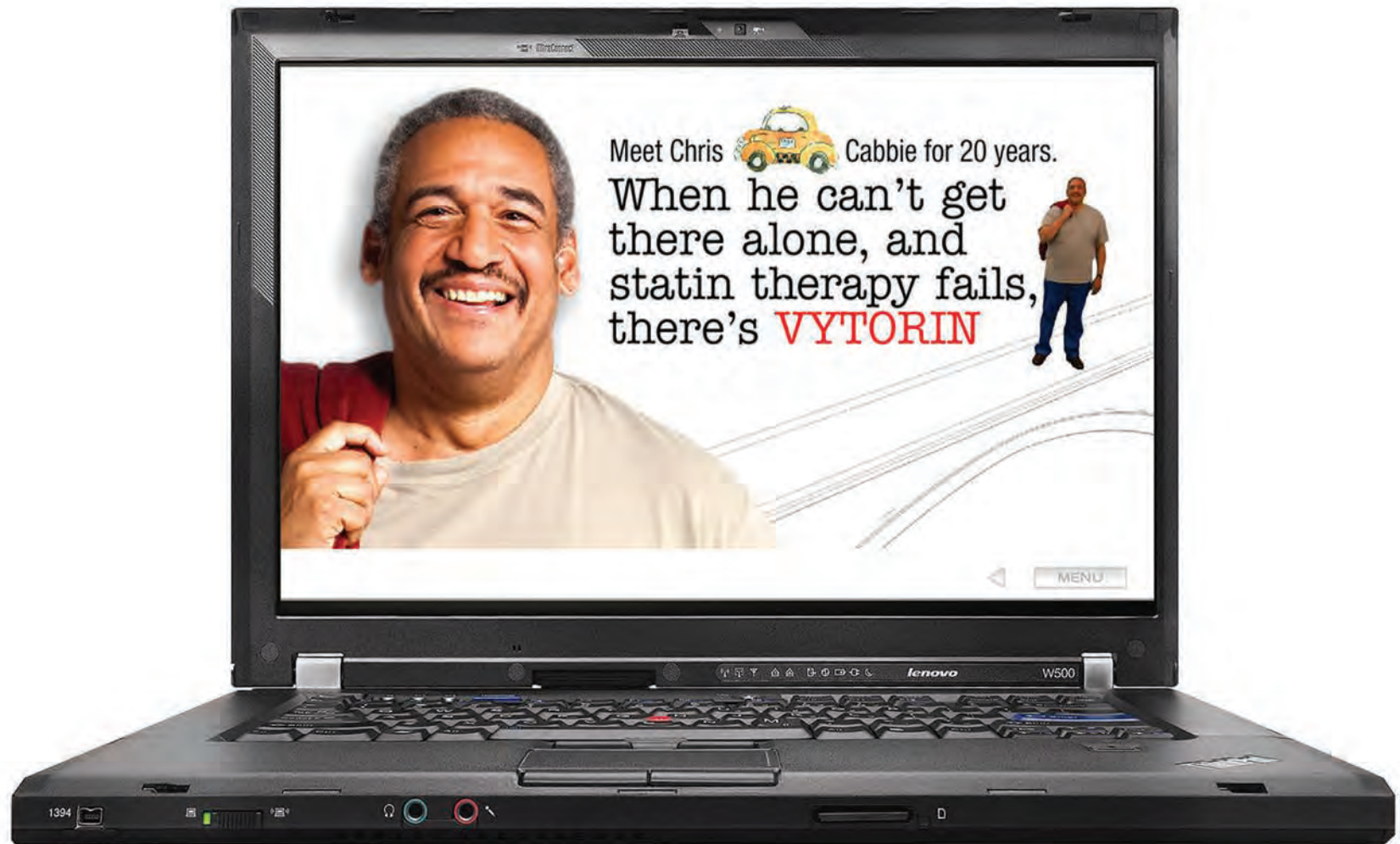






Add ezetimibe to statin therapy and pull ahead. **Way ahead.**









A woman with long brown hair, wearing a grey jacket and a patterned scarf, stands by a large window of a train, looking out at a scenic landscape of rolling green hills and a small town under a soft, golden sky. Inside the train, a man in a dark suit and glasses sits next to a woman with long brown hair, wearing a grey jacket and a patterned scarf, who is smiling and gesturing with her hand. The man is holding a blue folder or book.

**Leave unresolved symptoms behind.**

Add-on ABILIFY helps reduce depressive symptoms as early as 1 week

**ABILIFY**  
(aripiprazole)







# AT 18, HE'S A REBEL. TODAY, SO ARE YOU.

**Rethink what you can do with a LAI.**

Positive and negative symptom control.  
A new-normal he can live with. And the relapse-prevention  
he can't live without. Reveal his potential,  
revolutionize his options.

Schizophrenia: The future is how you treat it.



SHE'S CONSIDERING  
EARLY DECISION. TODAY,  
YOU SHOULD TOO.

**Rethink what you can do with  
a long acting injectable.**

Positive and negative symptom control.  
A new-normal she can live with.  
And the relapse-prevention she can't live without.  
She's ready to talk about an option that  
fits her lifestyle. Reveal her potential,  
empower hers every-day decision.

Schizophrenia:  
The future is how you treat it.





# HIV

## The most important organ in HCV is not the liver.

HCV can increase the risk of all-cause mortality by 30%. In fact, the annual mortality rate for HCV outpaces that of HIV. Cirrhosis, liver cancer and death related to HCV are expected to dramatically increase over the next 20 years; and patients with HCV face a considerably shortened lifespan. With so much new knowledge emerging, it's important to actively engage your patients who may not understand the urgency. Start a conversation today. Your patients are eager to finally hear the last of HCV.



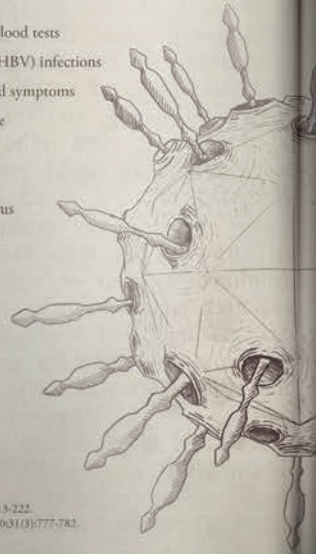
## Bring your patients up to date about HCV.

### HEPATITIS C/HCV

JUNE 1990

In the 1960s and 1970s, scientists developed blood tests for diagnosing hepatitis A and B virus (HAV, HBV) infections in humans.<sup>1</sup> Many patients exhibited signs and symptoms of hepatitis, but their blood tests were negative for HAV and HBV, so they were classified as having non-A, non-B hepatitis.<sup>1</sup> It was not until 1989 that the discovery of this virus was finally confirmed, and it was renamed hepatitis C virus (HCV).<sup>2</sup>

In the US, HCV incidence began increasing in the 1970s and 1980s.<sup>3</sup>



1. Booth JCL. J Viral Hepat. 1998;5(6):213-222.
2. Armstrong GL, et al. Hepatology. 2000;31(3):777-782.

**T**oday, it is estimated that 4 million Americans are infected with HCV. However, less than half have been diagnosed, and even fewer have received treatment.<sup>1</sup>

Recently published studies show that patients with HCV face an increased risk of all-cause mortality, and that cirrhosis, liver cancer and death related to HCV are rising.<sup>2-4</sup>

Due to a higher prevalence among "baby boomers," the CDC is now recommending that all adults born between 1945 and 1965 receive one-time HCV testing.<sup>5</sup>

Discuss with your patients the latest AASLD and CDC recommendations for managing HCV today. As knowledge about the risks of HCV advances, it's important for you to continue to talk to your patients and help bring them up to date.

#### ADVANCE THE CONVERSATION

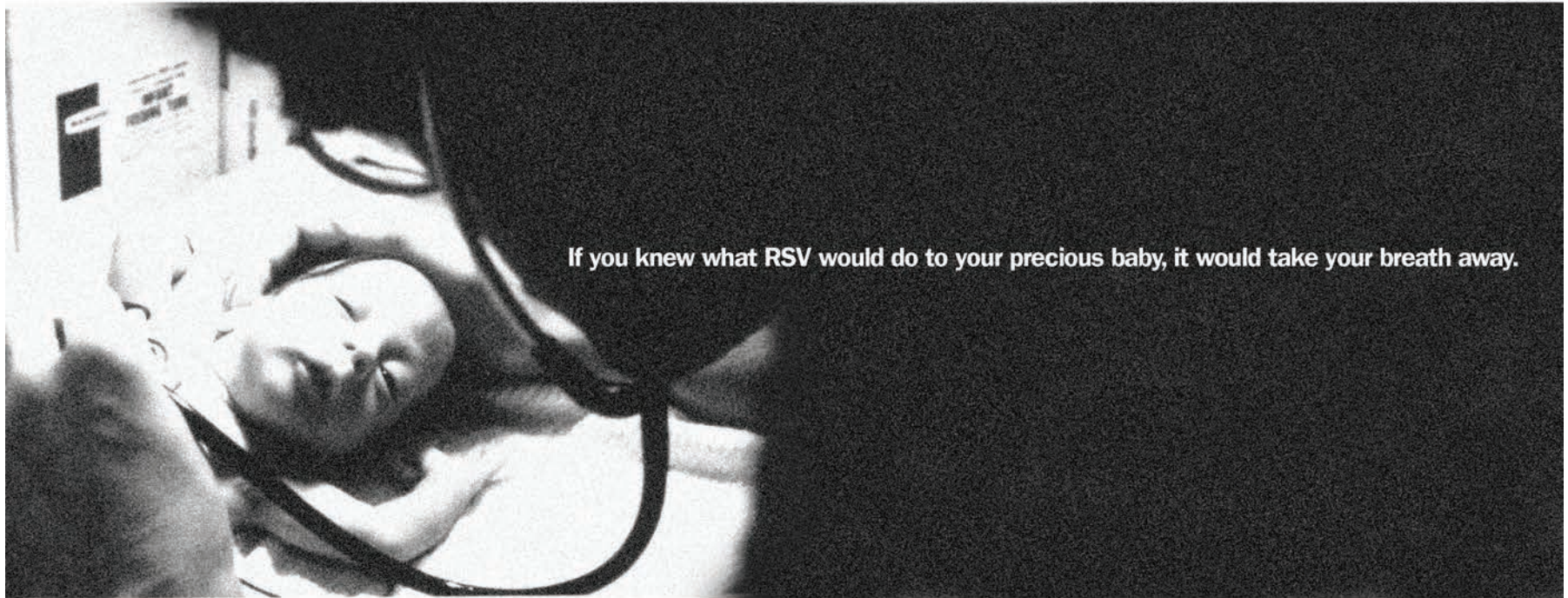
1. Ipsos Healthcare HCV US Therapy Monitor 2013 Q1.
2. Lee MH, et al. J Infect Dis. 2012;206(4):469-472.
3. El-Kamary SS, et al. Clin Infect Dis. 2011;53(2):150-157.
4. Reim DB, et al. Dig Liver Dis. 2011;43(1):66-72.
5. Smith BD, et al. MMWR Recomm Rep. 2012;61(RR-4):1-32.



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If you knew what RSV would do to your precious baby, it would take your breath away.

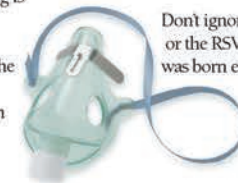
**It's about protection.**

There are few sights more heart-rending than a suffering baby. A baby hospitalized with severe RSV infection is particularly tragic because, in many cases, the suffering is preventable.

If your baby was born early, he or she may be at risk during the next RSV season (November through April in most areas of the country)>

Fortunately, there is a medication available that can prevent RSV disease and can be given right in your pediatrician's office.

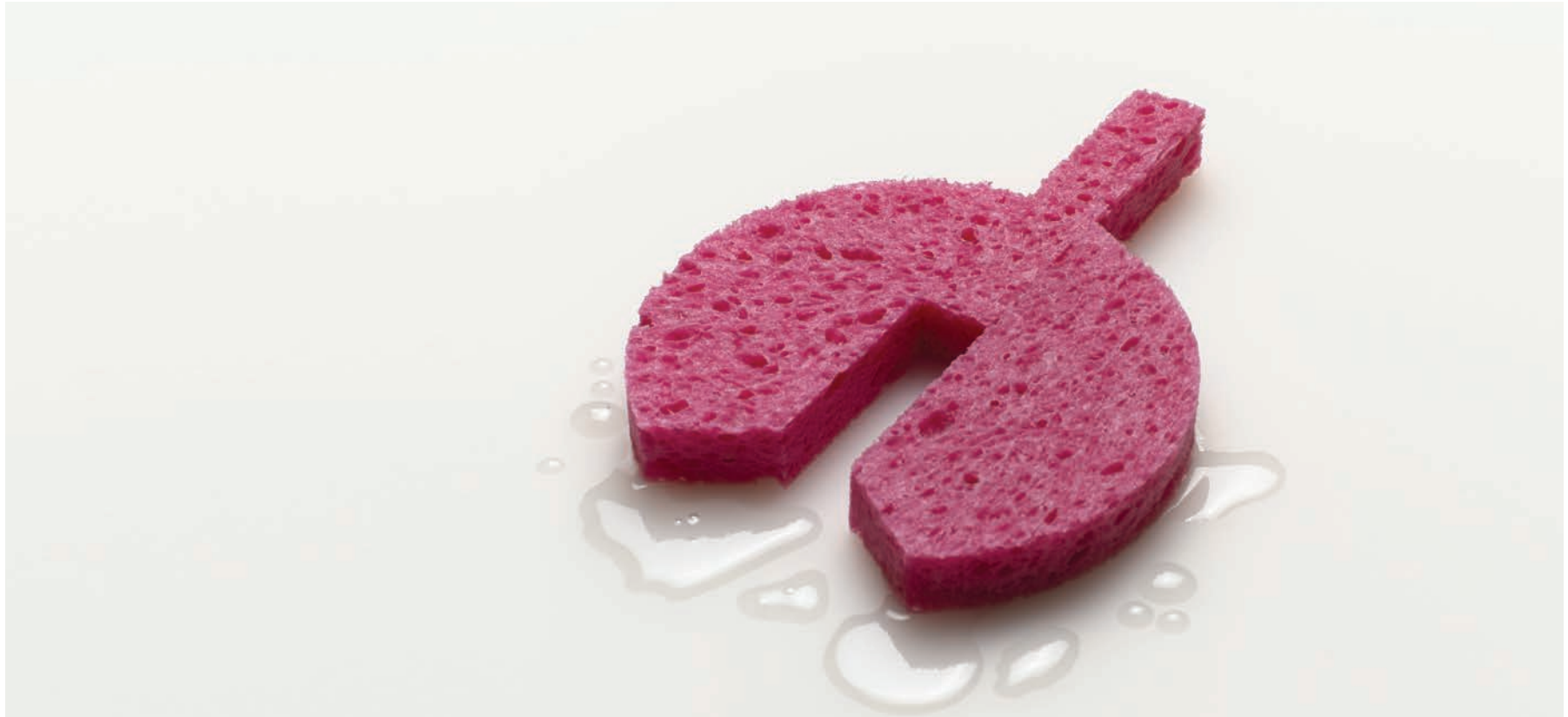
Don't ignore the threat of RSV. Call your pediatrician or the RSV hotline at 1-877-633-4441. If your baby was born early, call now – before it's too late.



**SYNAGIS**  
**PALIVIZUMAB**

*our partner in RSV protection*





## This is how a preemie's lungs look to RSV.

At birth the lungs of a premature infant have a reduced capacity for gas exchange due to decreased volume and surface area and increased air space wall thickness.<sup>1</sup>

When these immature lungs are exposed to the requirements of normal breathing, subsequent airway and alveolar development is significantly altered, leading to airway hyperactivity, airway obstruction, and increased mucus production and plugging of the smaller airways.<sup>2,3</sup>

As a result of altered airway development and the resulting decrease in lung function, premature infants are at a significantly elevated risk for hospitalization due to severe RSV disease.<sup>4</sup>

### References

1. Meisner HC, Wolfson RC, Chaturvedi SA, Low BJ, et al. *Pediatr Infect Dis J*. 1999; 18(3):223-231.
2. Hsu A-F, D'Saoupe C, Hsueh M, et al. *J Pediatr*. 2002; 141(6):852-858.
3. Marshall AE, Driscoll JM, Jones LS. *J Pediatr*. 1987; 110(1):111-115.
4. Shay DK, Holman RC, Newman RD, et al. *JAMA*. 1999; 282: 1440-1446.
5. The Impact RSV Study Group. *Pediatrics*. 1998; 102(3): 531-537.

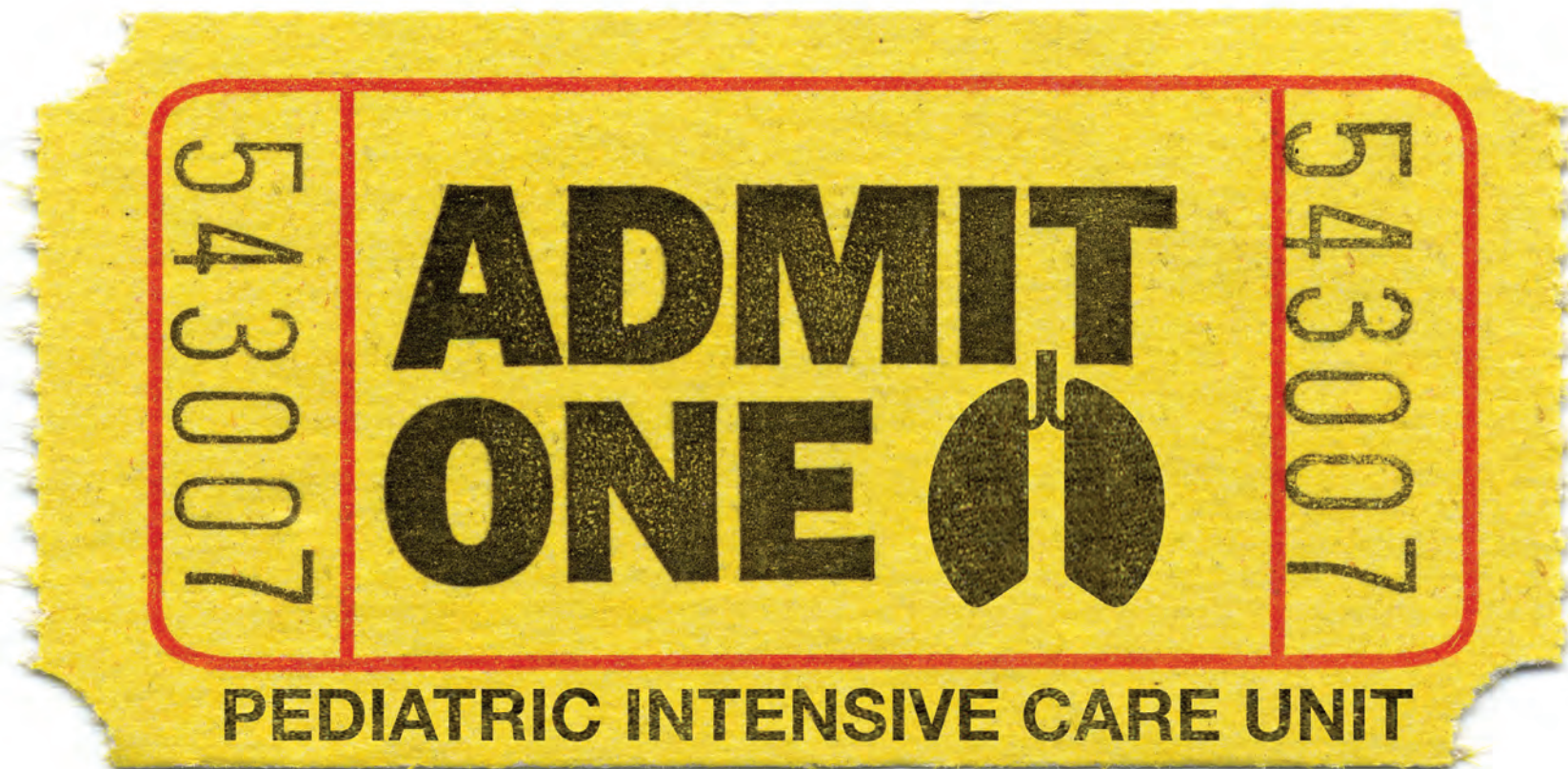
In the landmark IMPact-RSV trial Synagis® (palivizumab) reduced RSV hospitalizations in infants at high risk by 55% compared with placebo ( $p < 0.001$ ). The most common adverse events reported in Synagis® patients were upper respiratory infection, otitis media, rhinitis, and rash. Very rare cases of anaphylaxis ( $< 1$  per 100,000) have been reported following re-exposure to Synagis®.<sup>5</sup>



**SYNAGIS®**  
PALIVIZUMAB

Your partner in RSV protection

Please see full prescribing information on following page.



**A preemie's lungs: ticket for a return visit to the ICU.**

Premature birth interrupts normal lung development, putting infants at high risk for severe RSV disease. Preterm delivery is associated with altered airway development, even in the absence of neonatal respiratory distress. In these infants, lung function remains significantly reduced even at one year of age.<sup>1</sup> As a result, infants born prematurely (< 35 weeks gestational age) are at a significant risk for severe RSV disease.<sup>1-3</sup>

Synagis® (palivizumab) is indicated for the prevention of severe RSV disease in infants at high risk. In the landmark IMPact-RSV trial, Synagis® reduced RSV hospitalizations by 55% compared with placebo (p < 0.001). The most common adverse events potentially related to Synagis® were upper respiratory infection, otitis media, rhinitis, and rash. Rare cases of anaphylaxis (< 1 per 100,000) have been reported following re-exposure to Synagis®.\*

**References**

1. Hoor A-F, Dauteriv C, Henrichon M, et al. *J Pediatr*. 2002; (5):652-658.
2. Hjalmarsson O, Sundberg K. *Am J Respir Crit Care Med*. 2002; 165:85-87.
3. Maxwell AE, Driscoll JM, James LS. *J Pediatr*. 1987; 110(1):111-115.
4. The IMPact-RSV Study Group. *Pediatrics*. 1998; 102(3): 531-537.

Please see full prescribing information on following page.



**SYNAGIS®**  
**PALIVIZUMAB**

Your partner in RSV protection





a

## To have & to hold.

*What if there was a way to hold on to the things you love, have, and never want to lose? The things Alzheimer's is so fiendishly intent on taking away.*

*New treatments are on the way that support your hard work caring for that loved one—and can help you protect those precious moments for more time. [Get the story on tomorrow's Alzheimer treatment to hold on to today.](#)*



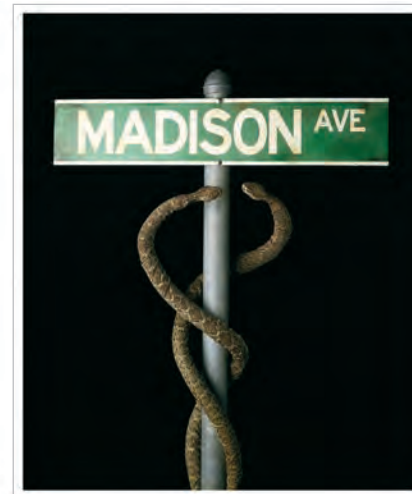
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## Isn't it time to talk to your patients about BCD

Life shouldn't be a question about reaching the bathroom or not because of Bowel Control Dysfunction (BCD). If it is, it's time to talk to your doctor about Solesta, a simple in-office procedure that reduces the incidence of BCD, and the embarrassment.

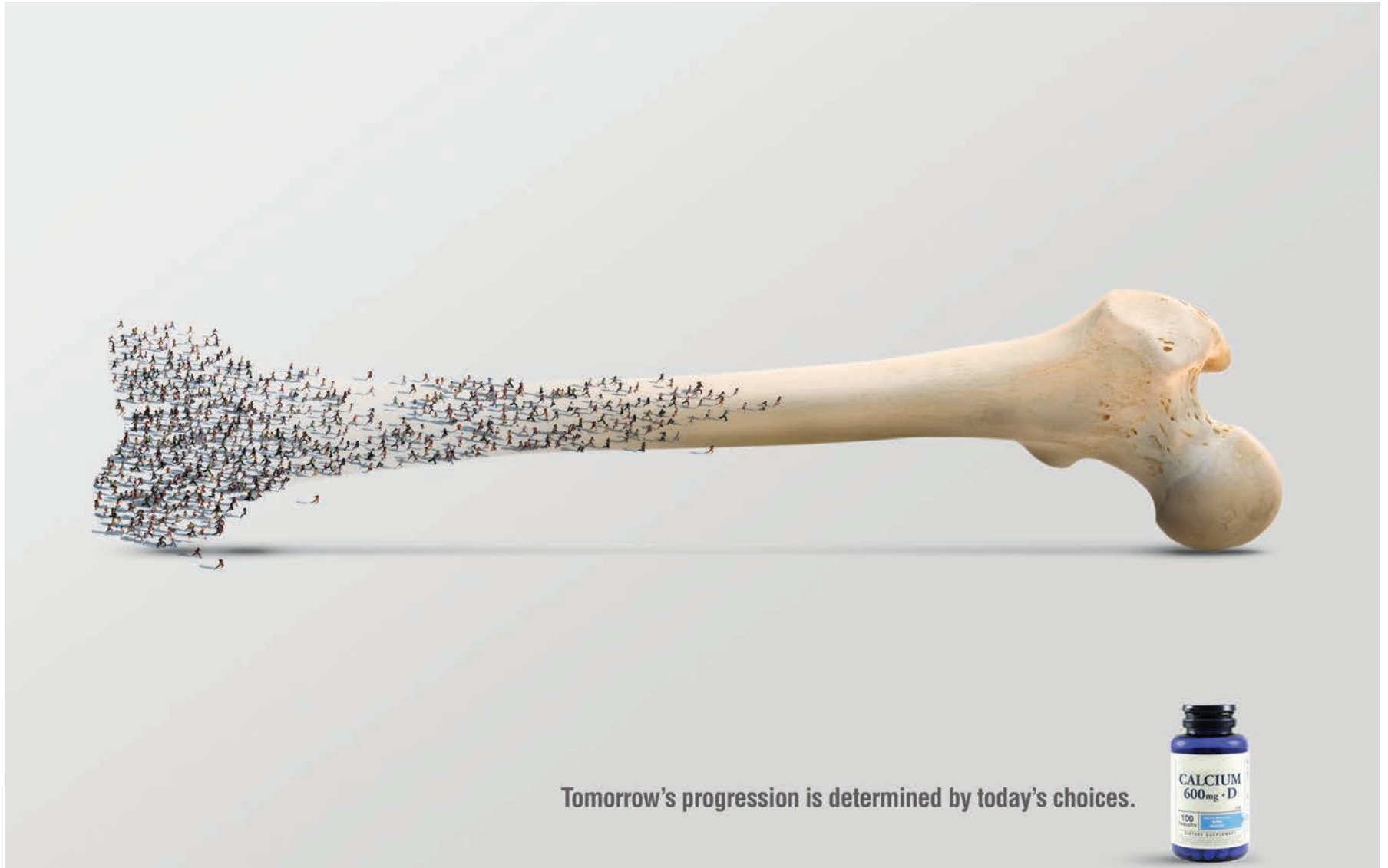




Slow go.

Life shouldn't be a race from one bathroom to the next because of Bowel Control Dysfunction (BCD). If it is, it's time to talk to your doctor about Solesta, a simple in-office procedure that reduces the incidence of BCD, and the embarrassment. In the end, you may end up winning at a slower pace.







3:15 AM

## Another night undisturbed by ulcer pain.

**The Promise...** 'Tagamet' helps ulcer patients feel better fast.

**The Proof...** 80% of patients with duodenal ulcer, an 77% with gastric ulcer...even smokers, get pain relief with their first dose of 'Tagamet' 800 mg. h.s. That's effectiveness. That's fast relief.

For fast relief, rapid healing, effective prevention of duodenal ulcer recurrence, the longest record of safety and unmatched value, there's nothing like...

 **Tagamet**<sup>®</sup>  
brand of cimetidine

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