



Market: Medical

Customer: Watson Pharmaceuticals

Problem: The Client was launching a new pharmaceutical drug that used an innovative delivery system referred to as a “transdermal delivery system” - also known as a “patch.” Because Watson was the first company to use the transdermal delivery system, they had to educate prescribing physicians on both the benefits of their drug as well as how the delivery system worked.

Solution: Bridgeborn developed a training solution used nationwide as part of Watson’s “Road Show” product launch. Bridgeborn’s deliverable was the cornerstone of the entire presentation which was routinely used in front of over 500+ physicians (Watson’s potential customers). The solution used Bridgeworks© 3D graphic visualization to create an anatomically correct view of a female patient. Using a combination of dissolves (of the skin) and animations, Bridgeborn created a single visualization showing how the patch was applied and delivered drugs throughout the body - as well as the efficacy of their drug. The entire 3D visualization was seamlessly embedded and delivered in a PowerPoint presentation.

Value to Client: This training solution provided the speaker / trainer with a simple yet effective visualization that told a very complex story through an intuitive set of animations. As a result, the speaker had to spend less time explaining or defending the new delivery system and instead could focus on selling the new drug based on its benefits, use cases, etc. Additionally, the interactive, 3D environment proved highly useful in showing how delivery of the drug moved through the entire system with the ability to zoom in on key organs and systems. This capability served to reduce questions and increase both understanding and “buy-in” of the new pharmaceutical drug.

| Services Provided | |
|-------------------|--------------------------|
| | Analysis |
| | SDE&I |
| ✓ | Data Visualization |
| ✓ | Support Services |
| ✓ | Training and Education |
| | Research and Development |

