Objective

Ensure that Hem/Oncs see SARCLISA as a relevant third line option when they're planning through complex treatment regimens for multiple myeloma patients.

Challenge

Find an easy way to fit our product, SARCLISA into physician's algorithm and treatment set.

Target Group

Canadian Hematologist/Oncologists

Concept

The "Multiple Myeloma Assessment Pathway" (M.M.A.P) Medical Education Program/Other Learning Activity (OLA): a web-based application to facilitate discussions between Hem/Oncs with respect to individual patient factors that influence treatment decisions. Physicians have the ability to select the decision factors applicable to a patient they have in mind, and receive suggested treatment options. The treatment options reorder based on the decision factors selected. For further discussion, physicians are also able to review

clinical data directly tied to the suggested treatment regimen.

Why win?

"I have been dreaming of someone to come up with this idea. I've been trying to do this for all types of cancers. If we can do this for Myeloma this would be a great start." **– Physician**

Results

Hem/Oncs are raving about this tool in the MM space as being a first-of-a-kind medical education experience.