

INTRABEAM®

Radiotherapy System

Outreach Assistance Program



INTRABEAM Radiotherapy System Outreach Assistance Program: A Partnership for Success

As a committed partner in the success of every INTRABEAM customer, Carl Zeiss has developed a turnkey Outreach Assistance Program (OAP) designed to help a hospital's marketing and community outreach efforts to build a high level of awareness of their INTRABEAM Radiotherapy program. The OAP provides a full spectrum of tools to educate referring physicians and patients about the benefits of this new radiation therapy technology and helps INTRABEAM customers maximize the impact of their in-house patient education and public relations programs.

This brochure provides an overview of the comprehensive library of materials available as part of this program, from customizable press releases and

patient brochures to videos and physician education planners. All materials have been carefully developed to deliver key educational messages and accurate clinical information.

All OAP materials, along with detailed program information, are available to INTRABEAM customers in an easy-to-download, customizable format on the dedicated INTRABEAM website, www.meditec.zeiss.com/intrabeam. Customers should visit the site's special password-protected OAP section frequently for the newest program aids.

The ongoing multi-media INTRABEAM Radiotherapy public relations program developed by Carl Zeiss targets media around the country. These multi-media activities will generate enhanced visibility for your unique radiation program in tandem with your hospital's individual awareness campaign.



The program materials make it easier to generate awareness within the local community about the availability of this new therapy option. Early INTRABEAM Radiotherapy adopters have already utilized many of the educational strategies presented here to help maximize their success.

Successfully Spreading the Word...

"Patients come here specifically to get this therapy...It all comes down to awareness. I would make a great effort to use resources like television news stories, billboards and print to inform patients about the opportunity to receive with this new single-treatment therapy. I also would make a great effort to communicate this to doctors."

Dennis R. Holmes, M.D., F.A.C.S.

*Breast Surgeon and Clinical Researcher
University of Southern California
Keck School of Medicine
Pioneer in INTRABEAM Intraoperative
Radiation Therapy*



Outreach Assistance Target Audience

Hospital Staff

As an important first step, hospitals can use OAP materials to educate staff about the new INTRABEAM Radiotherapy technology and encourage them to provide information to appropriate patients.

Physicians Treating Newly Diagnosed Breast Cancer Patients

Informing referring physicians and other caregivers of newly diagnosed cancer patients about INTRABEAM will enable more women to consider this new treatment option.

The INTRABEAM OAP provides educational materials for referring physicians, including a patient discussion guide and plan for an informational event.

Patients and the General Public

The OAP helps hospitals communicate with potential patients and their families through a comprehensive media relations effort. News coverage about this innovative technology will inform a greater number of patients about the therapy. A mass media campaign also will help communicate to the public a hospital's commitment to providing leading edge cancer care.

Cancer Advocacy Groups

Serving as ambassadors, local chapters of advocacy groups can help spread the word about the availability of new treatment options. Hospital staff can meet with advocacy groups to educate them about this new therapy and offer OAP materials for posting on organization websites and for distribution at events.



**Intraoperative Radiation Therapy
For Breast Cancer**
A Guide To Physician-Patient
Discussions



Outreach Assistance Program

Materials

The OAP provides a comprehensive online library of materials to implement a professional INTRABEAM awareness campaign. Whether print and online consumer news coverage or a physician open house, the outreach activities supported by this program can help build credible, high impact visibility for a hospital's radiation oncology program.

Outreach Plan

This blueprint for a comprehensive marketing program combines communications strategies and messaging for all target audiences with a detailed weekly activities schedule to help streamline efforts.

Educational Aids

The program's educational aids can help hospitals directly reach out to key audiences. These include:

- Referring physician event planner and invitation.
- Referring physician guide for discussing radiation therapy options with patients.
- Full-color, eight-page treatment discussion guide for intraoperative radiotherapy to support patient education.

Media Relations Kit

A center's pioneering new program for treating a highly visible disease has strong media appeal. The INTRABEAM OAP provides a full range of customizable materials to support a media relations campaign targeting television, print

and online media – from media proposals and press releases to suggested interview questions. The kit will be updated with additional news releases and other specialized materials on an ongoing basis to keep it fresh and to capitalize on new publicity opportunities.

Multi-Media Content Library

A multi-media content library is available to help support a range of outreach activities.

Highlights include:

- Sample print and television advertising.
- Still and video images to complement public relations, public speaking and education efforts.
- INTRABEAM clinical procedure video for physician audiences.
- INTRABEAM Radiotherapy treatment overview video for patients.

Website

Providing a strong online presence, the dedicated INTRABEAM website www.meditec.zeiss.com/intrabeam offers comprehensive patient and physician education sections, along with OAP guidance. The site was specially developed to provide an easily accessible, credible information resource to support radiotherapy delivered with INTRABEAM.



Carl Zeiss Media Efforts

As an active participant in awareness efforts around innovative radiation therapy, Carl Zeiss supports an individual hospital's outreach program with its own established media relations campaign. The goal of this media effort is to inform patients and appropriate organizations worldwide about the benefits of intraoperative radiotherapy and clinical advances with INTRABEAM, like the landmark TARGIT-A trial.

Carl Zeiss media coverage to date has successfully reached an estimated 10 million people through more than 100 national and international print and broadcast stories. This ongoing broad-based campaign, combined with a hospital's local public relations efforts, will go a long way to encourage patients who can benefit from this therapy to explore treatment within their own communities.



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