For patients suffering from DRY EYE

INFLAMMATION'

WHY WAIT?
CHOOSE XIIDRA

Discover key insights from the included patient profiles

EVALUATE NOW



Reference: 1. Xiidra. Prescribing information. Bausch & Lomb Inc; 2023.

Indication

Xiidra® (lifitegrast ophthalmic solution) 5% is indicated for the treatment of signs and symptoms of dry eye disease (DED).

Important Safety Information

• Xiidra is contraindicated in patients with known hypersensitivity to lifitegrast or to any of the other ingredients.

Please see additional Important Safety Information <u>here</u> and the Full Prescribing Information <u>here</u>.



COULD XIIDRA BE RIGHT FOR THESE PATIENTS?

Assess each of the following profiles







VIEW PROFILE

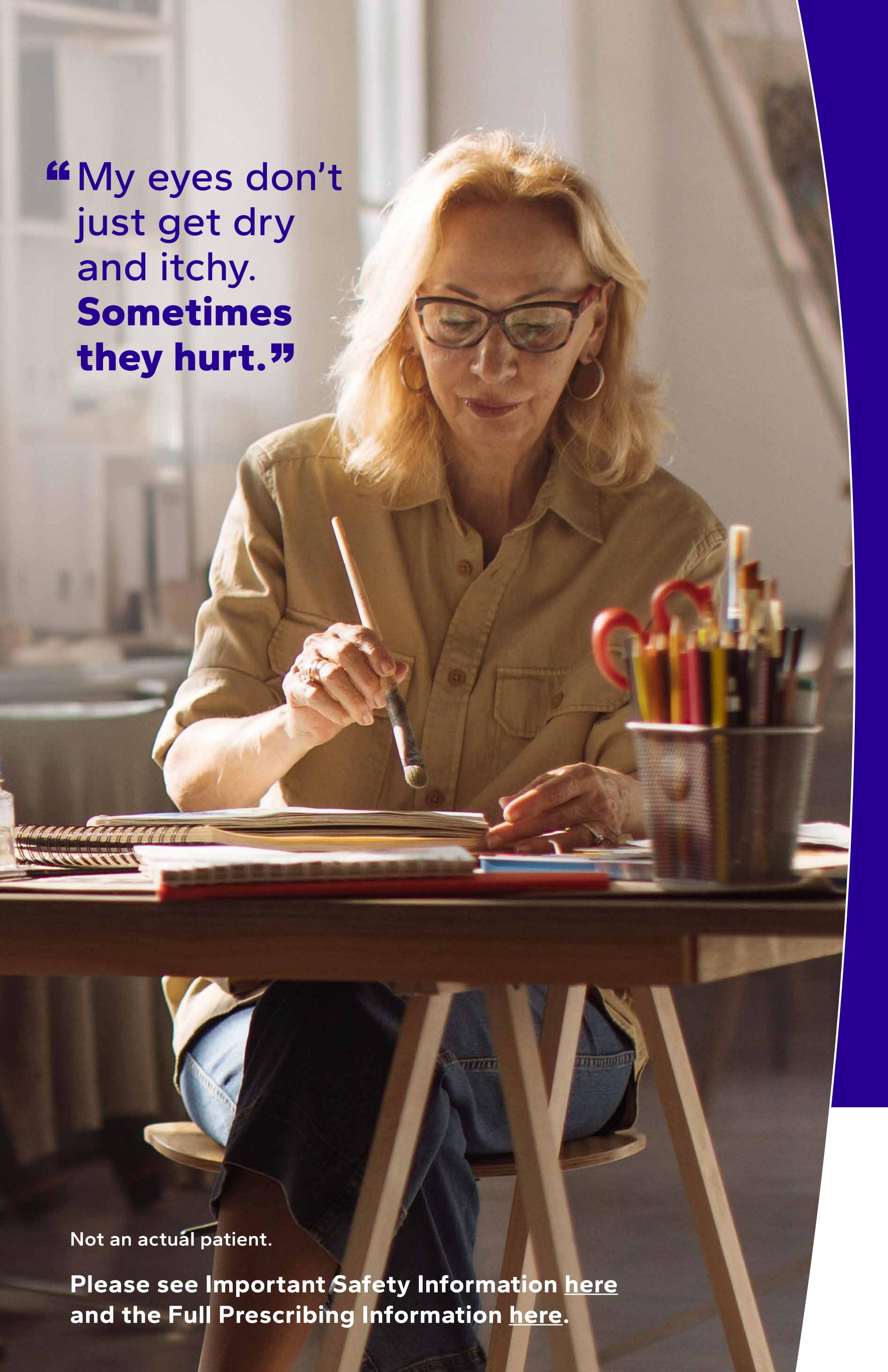


VIEW PROFILE

Not actual patients.

Please see Important Safety Information <u>here</u> and the Full Prescribing Information <u>here</u>.





MEET

Age 58

A small business owner who may need an Rx

HISTORY

ASSESSMENT

DIAGNOSIS

Previously diagnosed with dry eye disease and signs of inflammation

MEDICAL HISTORY

Hashimoto's disease, postmenopausal

HOBBIES

Painting, pottery, playing piano, seeking out the finest local produce

CURRENT SYMPTOMS

Burning, itching, foreign body sensation, ocular pain

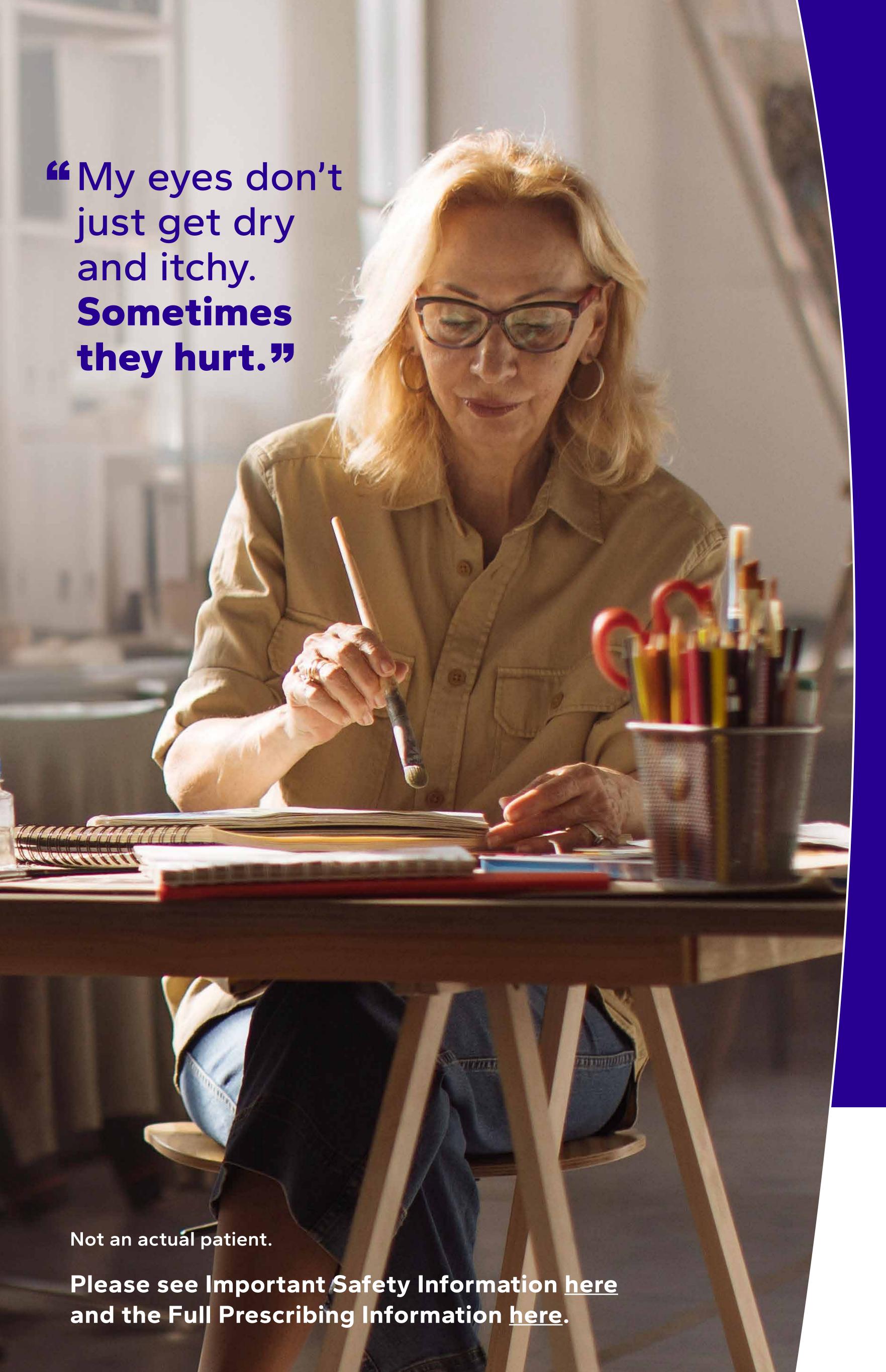
CURRENT/PRIOR TREATMENTS

Three brands of artificial tears cycled continuously

WHY WAIT!

Could patients like Suzy use an Rx with extensive coverage to help **break the cycle** of dry eye inflammation?





MEET Age 58 A small business owner who may need an Rx

HISTORY

ASSESSMENT

CURRENT ASSESSMENT

- Suzy owns an art studio in her hometown and loves teaching people how to paint
- Unfortunately, inflammation and ocular pain due to dry eye disease are impacting her job
- She was prescribed artificial tears and cycles through multiple brands but finds no relief
- Suzy is hesitant about using an Rx due to access concerns

IMPACT

Ongoing inflammatory symptoms due to dry eye disease could affect the success of Suzy's business

WHY WAIT!

Could patients like Suzy use an Rx with extensive coverage to help **break the cycle** of dry eye inflammation?







A newly diagnosed patient looking for answers

HISTORY

ASSESSMENT

DIAGNOSIS

Dry eye disease with clinically significant ocular surface inflammation

MEDICAL HISTORY

Postmenopausal, systemic hypertension, ocular hypertension

HOBBIES

Nature walks, needlepoint, dabbling in watercolor

CURRENT SYMPTOMS

Eye dryness, diffuse redness, ocular pain

CURRENT/PRIOR TREATMENTS

Brimonidine, warm compresses, artificial tears

WHY WAIT!

Could Jules use an Rx with extensive coverage from Medicare Part D to **break the inflammatory cycle** in her newly diagnosed dry eye disease?







A newly diagnosed patient looking for answers

HISTORY

ASSESSMENT

CURRENT ASSESSMENT

- Jules is a vibrant retiree, eager to embark on new adventures with her grandchildren
- Worsening symptoms prompted a visit with her ECP, who evaluated Jules closely
- Jules was diagnosed with dry eye disease characterized by diffuse staining at the age of 71
- As a Medicare Part D patient, Jules has questions about coverage for a new Rx treatment

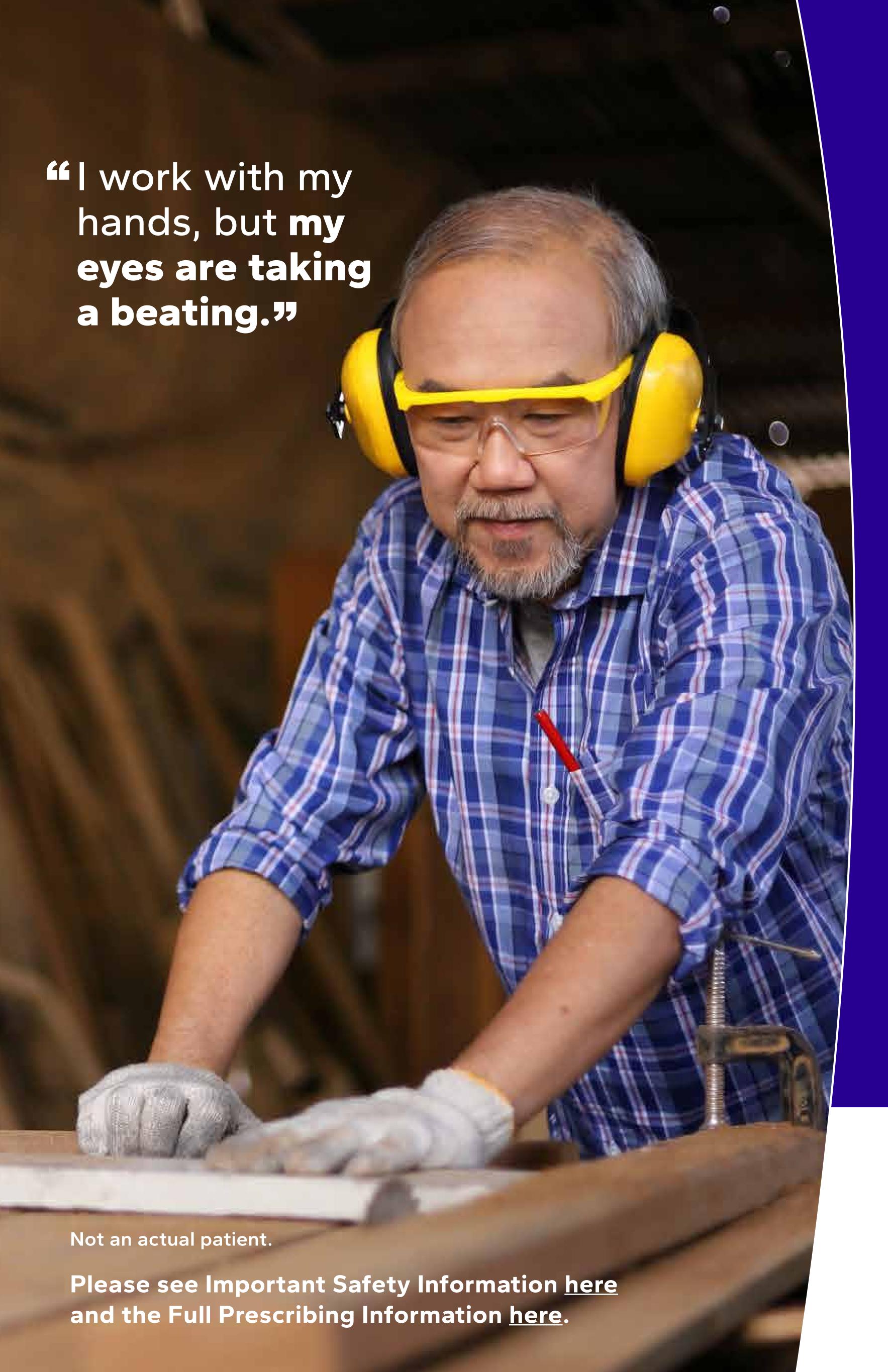
IMPACT

Jules feels held back in her golden years by ongoing inflammatory symptoms due to dry eye disease

WHY WAIT!

Could Jules use an Rx with extensive coverage from Medicare Part D to **break the inflammatory cycle** in her newly diagnosed dry eye disease?







A commercial patient seeking a new treatment option

HISTORY

ASSESSMENT

DIAGNOSIS

Dry eye disease due to Sjögren's syndrome with a high risk of inflammation

MEDICAL HISTORY

Primary Sjögren's syndrome

HOBBIES

Field hockey, fishing, reading mystery novels

CURRENT SYMPTOMS

Conjunctival hyperemia, vision disturbances, burning and itchy eyes

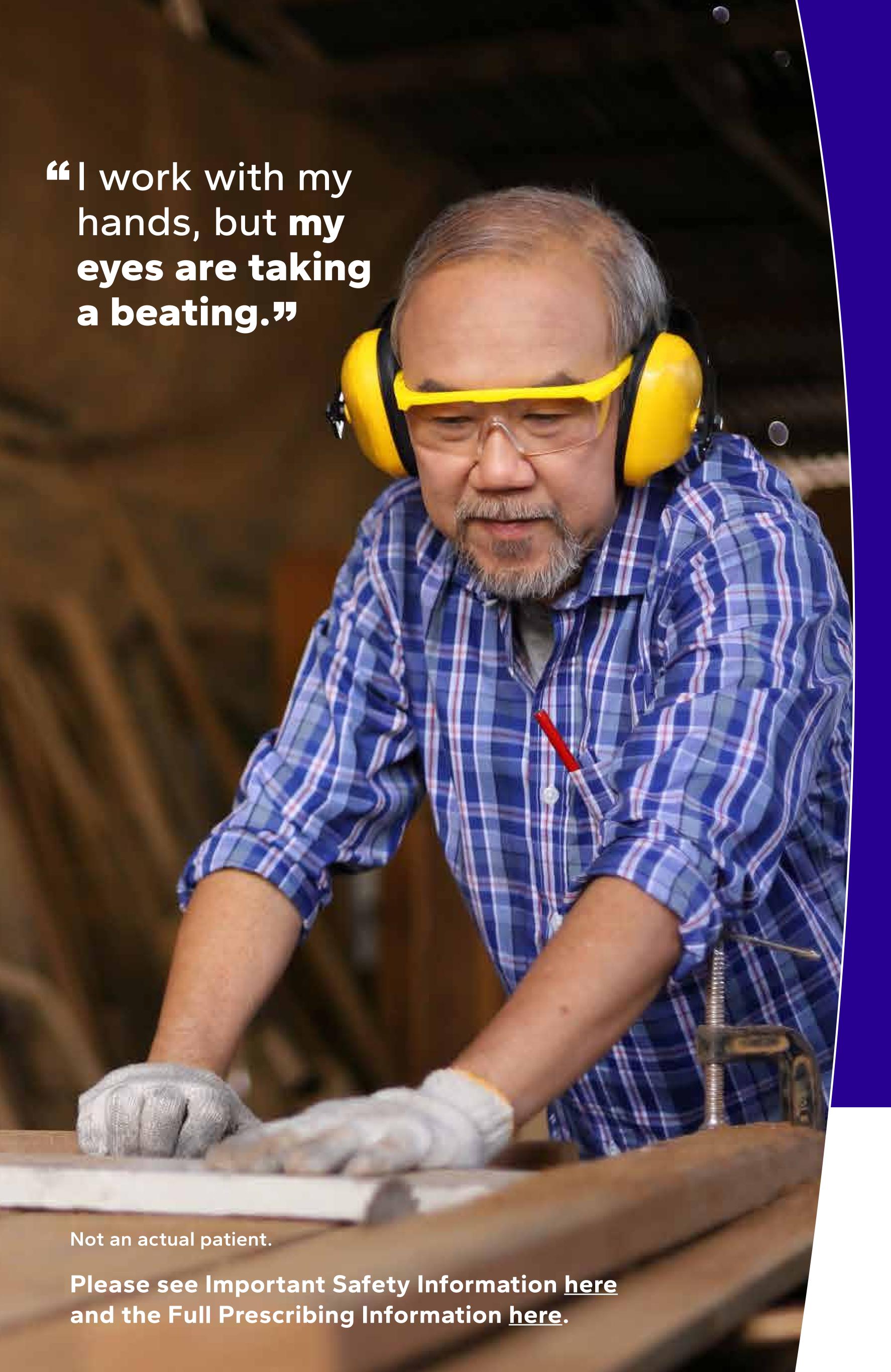
CURRENT/PRIOR TREATMENTS

Topical cyclosporine 0.05% cycled multiple times, artificial tears

WHY WAIT!

Could Brian use an Rx with extensive commercial coverage to **inhibit inflammatory cytokines** from wreaking havoc on his day-to-day life?







A commercial patient seeking a new treatment option

HISTORY

ASSESSMENT

CURRENT ASSESSMENT

- Brian is a well-respected carpenter in his area who tries to enjoy an active lifestyle
- Unfortunately, ocular surface inflammation and vision disturbances cause continuous setbacks
- Brian has tried cyclosporine a few times, but it does not deliver the relief he needs

IMPACT

Ongoing visual disturbances and inflammation due to dry eye disease are leading to small injuries and less time on the job

WHY WAIT!

Could Brian use an Rx with extensive commercial coverage to **inhibit inflammatory cytokines** from wreaking havoc on his day-to-day life?



Indication

Xiidra® (lifitegrast ophthalmic solution) 5% is indicated for the treatment of signs and symptoms of dry eye disease (DED).

Important Safety Information

- Xiidra is contraindicated in patients with known hypersensitivity to lifitegrast or to any of the other ingredients.
- In clinical trials, the most common adverse reactions reported in 5-25% of patients were instillation site irritation, dysgeusia and reduced visual acuity. Other adverse reactions reported in 1% to 5% of the patients were blurred vision, conjunctival hyperemia, eye irritation, headache, increased lacrimation, eye discharge, eye discomfort, eye pruritus and sinusitis.
- To avoid the potential for eye injury or contamination of the solution, patients should not touch the tip of the single-use container to their eye or to any surface.
- Contact lenses should be removed prior to the administration of Xiidra and may be reinserted 15 minutes following administration.
- Safety and efficacy in pediatric patients below the age of 17 years have not been established.

Please see the Full Prescribing Information <u>here.</u>



