



DONNA MALIK

donna malik

Creative Director / Art



With a fruitful career in healthcare advertising and communications, Donna has developed a passion for meaningful creative. She knows that expert healthcare education design—created with a sense of mission—can make a true difference in patients’ lives and in the understanding of the providers who treat them. She is well versed in health literacy principles and has a true understanding of the healthcare provider as consumer. As a result, Donna is able to produce stellar materials that are not only read, but incorporated into daily life.

As an art director, Donna is experienced in a wide variety of disciplines within the pharmaceutical communications industry including direct to patient, medical education, and advertising. Whether print, interactive, video, or multimedia, her work bridges engaging and informative creative with strategic branding goals.

For more than 15 years, Donna has worked independently and directly with communication agencies providing creative vision and bringing the best creative talent to the table.



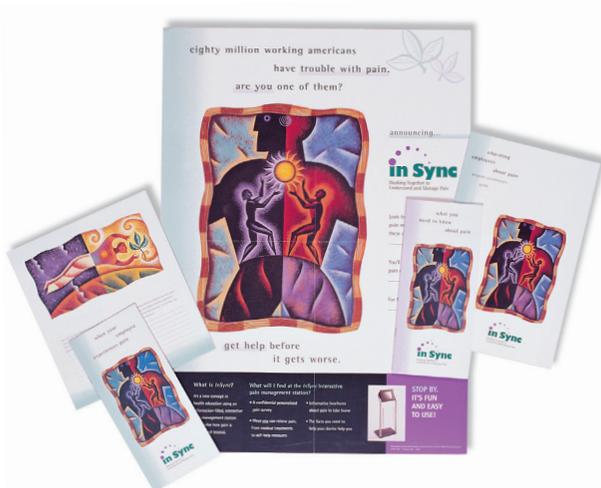
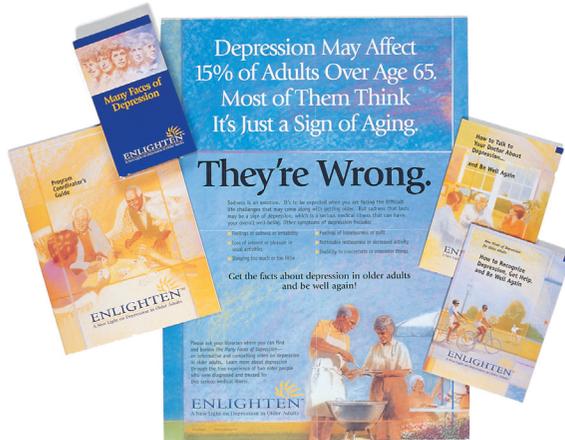
DONNA MALIK

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patient education / unbranded



Unbranded disease awareness programs disseminated through various local, regional, and national channels | Designed to inform and educate patients and motivate them to speak to their health-care professional about diagnosis and treatment | Each program offers a variety of educational materials including brochures, posters, and screeners, as well as video and PowerPoint presentations



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patient education / branded



Product-specific education materials aimed at raising awareness of both their condition as well as the brand therapy | Includes treatment guidelines and other important brand information | Brochures, diaries, educational video, reminder items, and other media

Mirena
Keep life simple...
with one less thing to think about

Be spontaneous
Mirena eliminates the risk and the worry of pregnancy.

Know your options
Contraception options include:
• Available in oral and transdermal forms
• Can be used only once
• Requires daily or weekly maintenance
• Requires for use to their only
• Non-reversible method sterilization
• Requires to block tubal ligation and does not open up to the child
• Usually permanent, reversal is difficult, expensive, and not always successful
• Does not affect necessity or ability to have sex
• Usually permanent, reversal is difficult, expensive, and not always successful

Yaz (drospirenone & ethinyl estradiol)
IT'S WORTH TALKING ABOUT
The Only Low-Dose 28-Day Pill With the Unique Hormone Drug

DISCOVER
Yaz (drospirenone & ethinyl estradiol)
The Only Low-Dose 28-Day Pill With the Unique Hormone Drug

3 Things You Can Do For Your Health
1. Eat well-balanced, low-salt, low-fat diet with plenty of fruits and vegetables.
2. Be physically active to a heart rate of 130-150 3 times a week.
3. You can make a difference.

TRUE OR FALSE?
140/90
High blood pressure makes your heart work harder.

Living After a Heart Attack
Learning About Heart Failure

Should I be on antibiotic prophylaxis?
The risk of PID is not as high as you think. Research has shown that there is a lower risk of this type of birth control. Women using Mirena have a lower risk of PID than women using other birth control methods. In fact, research shows that women using Mirena have a lower risk of PID than women using other birth control methods. In fact, research shows that women using Mirena have a lower risk of PID than women using other birth control methods.

Mirena
Keep life simple.

How does Mirena work?
There is no single mechanism for how Mirena works. Mirena may:
1. Block sperm from reaching or hatching your egg.
2. Make the lining of your uterus thin.
3. Stop the release of your egg from your ovary. But that is not the way it works in most cases.
It is believed that all of these actions may work together to prevent pregnancy.

Getting Healthy, Staying Healthy
The Zone

About High Blood Pressure
High blood pressure is a leading cause of heart disease and stroke. It's important to know your numbers and take steps to keep them under control.

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disease management



Unbranded disease management programs featuring highly targeted education materials | Provides patients with a variety of tools aimed at improving understanding and better management of their condition | Includes guides to treatment, medication journals, and areas to organize personal information as well as ongoing communications with newsletters, postcard mailings, etc



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cultural sensitivity and special populations



Specialized communication for targeted populations | Focus on target audience's special needs and addresses those needs in ways meaningful to that specific group



▲ Low-literacy, specialized population: Hepatitis in the prison system

▼ African Americans and heart health Hispanics and heart health ▶



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counseling tools



Useful tools for providers to use with patients to better explain their condition, available treatments, and possible complications | Tools includes flip charts, wall charts, multimedia aids, brochures, and other educational aids

FOR SURGEONS

Breast Implant Selection Guide—Implant Tradeoffs

Selecting the appropriate type of breast implant requires an individualized approach to each patient. This guide is designed to help you design an implant for your patient in a thoughtful and systematic way. Use this guide in conjunction with the Breast Implant Patient Self-Assessment. These important details describe the benefits of each type of implant.

| | TEARDROP GEL (ANVRELLE) [®] STYLE 410X | ROUND GEL (ANVRELLE) [®] STYLE 111, 120, 130 | ROUND SALINE (ANVRELLE) [®] STYLE 100, 105, 110, 120, 130 |
|--|--|--|---|
| Personal Assessment | | | |
| Younger than 22 | ••••• | ••••• | ••••• |
| Comfort with silicone | ••••• | ••••• | ••••• |
| Aesthetic Goals | | | |
| "Rounder, fuller" look (fuller upper pole) | ••••• | ••••• | ••••• |
| "Scoop-shaped" look (scoop-shaped upper pole) | ••••• | ••••• | ••••• |
| Soft feel | ••••• | ••••• | ••••• |
| Smaller incision | ••••• | ••••• | ••••• |
| Low ridge palpability | ••••• | ••••• | ••••• |
| Low rippling | ••••• | ••••• | ••••• |
| Surgical Options | | | |
| Increase incision flexibility | ••••• | ••••• | ••••• |
| Cohesiveness of implant fill type (in drapery when expanded) | ••••• | ••••• | ••••• |
| Low capsular contracture rates | ••••• | ••••• | ••••• |
| Low risk of rotation | ••••• | ••••• | ••••• |
| Lower reoperation rates | ••••• | ••••• | ••••• |

FOR PATIENTS

Breast Implant Patient Self-Assessment

This assessment will help you discuss the benefits and risks of each type of breast implant with your provider. Use this assessment to help you understand your options.

SURGICAL OPTIONS

Depending on a number of factors, different surgical approaches include:

- Inframammary
- Periareolar
- Transaxillary

MALE URDGENTIAL SYSTEM

FEMALE URDGENTIAL SYSTEM

UNDERSTANDING OVERACTIVE BLADDER

Patient Education Films

SANCTURA XR
Imipramine (extended-release capsules)

FROM GINGIVITIS TO PERIODONTITIS:
A STEP-BY-STEP REVIEW

HEALTHY GUMS

Healthy gums are pink, firm, and bleed easily.

GINGIVITIS

Gingivitis is an early stage of gum disease. You can help control plaque and gingivitis by following these five basic steps:

- 1 Clean between the teeth daily with a soft bristle or interdental cleaner to remove plaque and food particles between teeth where your toothbrush can't reach.
- 2 Brush your teeth twice a day.
- 3 Eat a well-balanced diet.
- 4 Visit your dentist regularly.
- 5 If your dentist or hygienist finds you need additional help, they will recommend antibiotic treatment twice a day for 10-14 days to help control plaque above the gumline and gingivitis.

MODERATE PERIODONTITIS

Periodontitis can be treated only by your dentist.

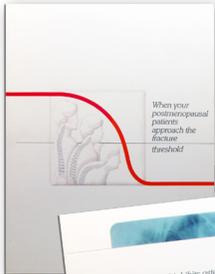
CONTROLLING PLAQUE AND GINGIVITIS

Controlling plaque and gingivitis is essential for maintaining good oral health.

professional sales promotion



Sales visuals, flash cards, and other materials for use by the sales force for direct promotion



Calcimar® inhibits osteoclast activity...

Decrease in the osteoclast level

Increases trabecular bone mass

12% increase in bone mineral density above performance level

18 to 23% increase in BMD after one year of treatment

Calcimar
Calcitonin Receptor Modulator
The Chemical Labors

Healthcare costs are troublesome to Park

- High cost of multiple drug regimens for chronic disease
- High cost of continuing medication when nonparticipation

Athena Rx helps control medication

- Low prices for branded and generic products
- Alternative products - brand quality, generic cost

The disease is Parkinson's.

The issue is control.

Maintain as much as possible...

recommend

athena

Athena Rx Home Pharmacy extends your control over issues critical to the management of Parkinson's disease

- The need:** Ensure compliance to therapy
- Our promise:** High compliance, compliance obstacles
- The need:** Reduce healthcare costs
- Our promise:** Low cost on the medications you prescribe
- The need:** Therapeutic consistency
- Our promise:** No untimely substitution
- The need:** A commitment to neurology
- Our promise:** Changing medicine into new treatments, services that keep patients informed

athena Rx home pharmacy
1-800-5 ATHENA

IN THE MIDDLE OF THE NIGHT THE LAST THING YOUR COUGH PATIENT WANTS TO DO IS TAKE MEDICINE.

LET THEM REST EASIER WITH TWICE-A-DAY PENITUS™

PENITUS™ IS THE FIRST AND STILL THE ONLY 12-HOUR LIQUID CHERRY COUGH SUPPRESSANT

Penitus
The revolution made to last

The Ideal System For Meniscus Repair

The only system designed exclusively for arthroscopic fixation of longitudinal vertical PCL deficient meniscus lesions

Skilgath Arrow® provides an OR time of 15-20 minutes

Includes all that the meniscus needs during healing

When healing is complete, implant is absorbed

MENISCUS ARROW

advertising



Prompt promotion campaigns for various products and services

RIGHT ON TARGET

The right patient.
The right message.
The right response.

theDailyApple.com
Start to Live! with your doc.

Today's patients are more active and engaged in their health care than ever before. The right message delivered to the right patient at the right time is essential for successful outcomes. TheDailyApple.com is a leading provider of patient education and engagement solutions. Our platform allows you to create personalized content and deliver it to the right patient at the right time. This targeted approach can improve patient adherence, reduce hospital readmissions, and lower the cost of care. Contact us today to learn more about our solutions and how we can help you improve your patient outcomes.

CYTOVENE
UNPLUGGED

NOW IN SOLID ORAL FORMULATION: SIMPLY PREVENTION WITHOUT THE INCONVENIENCE. Recently, CYTOVENE (ganciclovir capsules) has been shown to reduce the incidence of CMV retinitis in patients with HIV infection. CYTOVENE (ganciclovir capsules) is a convenient, easy-to-take, solid oral formulation that provides the same powerful antiviral activity as the intravenous formulation. The new formulation is easy to take, easy to swallow, and easy to carry. It is also easy to store and easy to transport. CYTOVENE (ganciclovir capsules) is a powerful, simple intervention for the prevention of CMV retinitis in patients with HIV infection. For more information, please visit the Product Information Document at 1-800-831-4647.

CYTOVENE
ganciclovir capsules
POWERFUL PREVENTION.
SIMPLE INTERVENTION.

When an adjunct to levodopa therapy is required...

PERMAX
SIMULATES
NATURAL
DOPAMINE

Like endogenous dopamine, PERMAX (peramiprone) is the first and only available dopamine agonist with direct activity at both D1 and D2 dopamine receptors. This similarity to natural dopamine may improve the likelihood of response.

PERMAX
peramiprone
THE NATURAL ADJUNCT TO LEVODOPA THERAPY

ANNOUNCING

The New Shape of Eldepryl
Some Hard-to-Swallow, Chalky New Pill

There's no mistaking the benefits of Eldepryl™ over both oral and injectable formulations. The new, round, smooth, and easy-to-swallow pill is a game-changer. These new, round, smooth pills are easy to swallow, easy to carry, and easy to store. They are also easy to transport. Eldepryl (selegiline) is a powerful, simple intervention for the treatment of Parkinson's disease. For more information, please visit the Product Information Document at 1-800-831-4647.

Eldepryl
SELEGILINE HYDROCHLORIDE

ROCK ENROLL
Ready to get back into "Grassroots Running"? Join our community of runners and enjoy the benefits of running. For more information, please visit the Product Information Document at 1-800-831-4647.

JOG & LOG
WALK & TALK

HIKE, BIKE, WHATEVER YOU LIKE

sales training and incentive programs



Print or interactive-based training and incentive programs



▲ Rep kit of training materials and sales tool

▲ Intranet-based rep training program

▼ Rep sales incentive programs launched at national POA meeting



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professional education programs



Lunch and learns, community workshops, and other educational slide programs



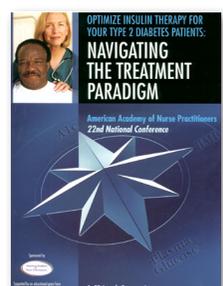
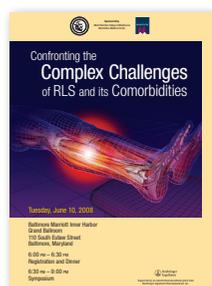
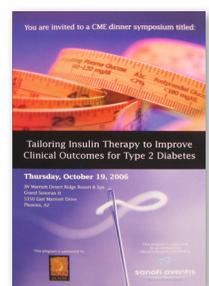
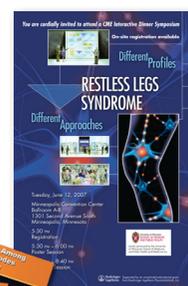
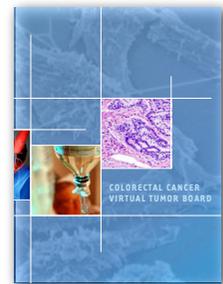
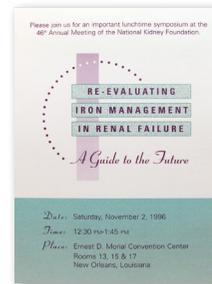
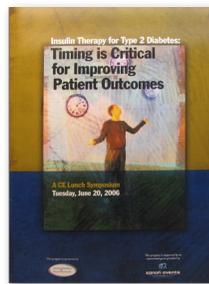
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medical education



Highly clinical to lightly promotional medical meeting themes | Symposia, CME, non-CME | Full range of meeting materials including invitations, posters, slide presentations, handouts, workbooks, interactive materials, and more



slide presentations



Symposia, CME, non-CME, consumer, professional, business to business



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corporate collateral and promotion



Corporate brochures, presentation folders, business cards, and other collateral materials

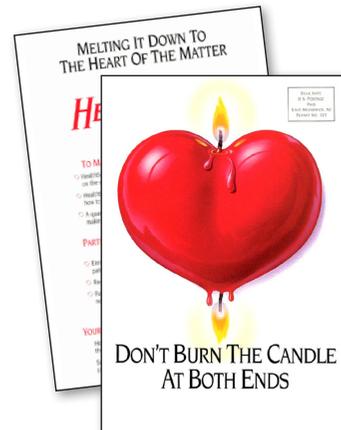
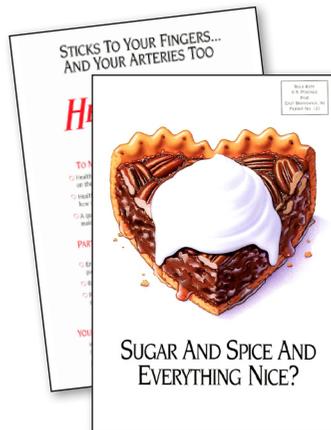
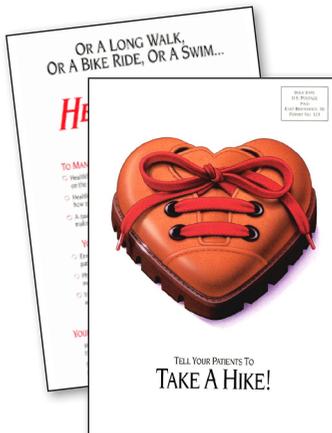


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direct mail



Traditional mail programs, as well as HTML email campaigns | Postal programs featuring flat and dimensional mailers with premium items and response mechanism



▲ Mail services promoting a customized patient education program

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presentation and trade display



Presentation and visual displays for intimate meetings, small trade shows, and large public events | Deliverables range from poster panels to table-top displays to multi-sensory environments



▲ Consumer health fair display featuring narrative, sound effects, display panels, and take-away materials

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web and interactive design*



Interface design and creative direction of internet- and intranet-based web sites

*Produced in conjunction with strategic partners

www.climarapro.com

www.cancertrialshelp.org

www.medadherence.com

www.epilepsy-scholarship.com

www.painaftershingles.com

www.linkdepression.com

video and multimedia*



Creative direction and production supervision

**Produced in conjunction with strategic partners*



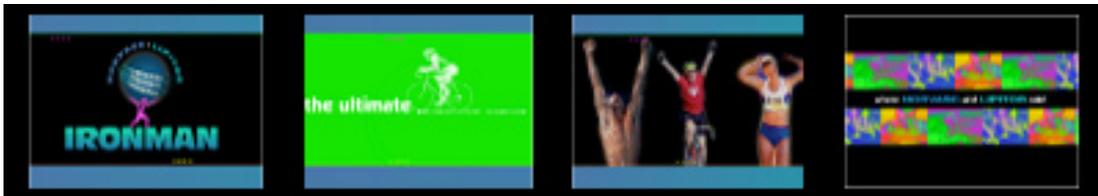
Physician cultural communication video



Video news Release: Patient Navigation



Patient education video: birth control



Sales force motivational presentation (Flash)

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healthcare program logos



corporate identity



TORTUGA



Eve Hall Consulting, Inc.



THE Donessa Group LLC



LITTLE EGG CHARTERS

Light Line and Fly Fishing Guide Service

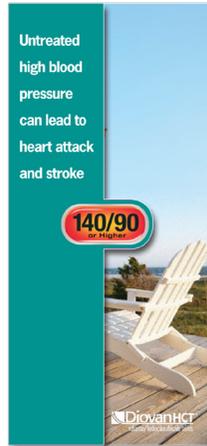


concepts / branded patient education



Concept development for branded patient education brochure | Diovan HCT

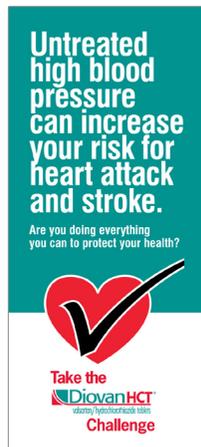
The approach to this concept is to demonstrate to patients what may happen if they ignore the warning signs of high blood pressure



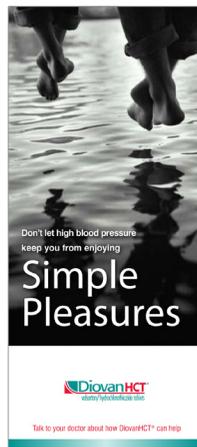
Features die-cut cover to reveal patients enjoying life because they are managing their HBP with Diovan HCT



Empowerment



Direct, engaging



Emotional



Scare tactic



The facts about HBP

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concepts / corporate campaign



Concept development for corporate campaign promoting an internal wellness program



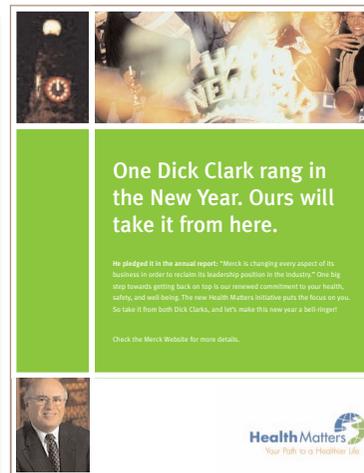
Road sign concept would utilize sign icons to provide direction and highlight key aspects of the program



Concept reinforces company's commitment to it's employees



Concept that coordinates with January launch of the program



Dick Clark, synonymous with New Years, but also the name of the president of Merck

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accolades



Work featured in the following publications:

| **Best of Brochure Design**

| **Best of Logo Design**

| **Package & Label Design** | Rockport Publishers



Health Information Network



THE RX CLUB



A D C N J

THE GLOBAL AWARDS
THE BEST IN HEALTHCARE COMMUNICATIONS WORLDWIDE



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