



# Digital and Traditional Media Communications FAQs



# Communicating about SPRAVATO®

- 1** The following content is intended to provide considerations when communicating about the availability of SPRAVATO® to appropriate patients at your treatment center.
- 2** The information in this toolkit is meant to be educational to help inform your communications. Your use of these materials is not an endorsement by Janssen of your treatment center. In no event is Janssen responsible for your use of this material. Modifications are prohibited and Janssen has no liability for any modifications made. Your use of this material does not provide you with any right or license to any of Janssen's intellectual property, including, without limitation, any Janssen logos, trademarks or images. Janssen reserves all rights under law with respect to its intellectual property. SPRAVATO® is a registered trademark of Johnson & Johnson and its affiliated companies.

# Ways to raise awareness or educate about the availability of SPRAVATO® at your treatment center

## Channels:

- ✔ **Social Media:** Social media platforms allow you to highlight important information and feature engaging visual assets, often around a key moment in time.
- ✔ **Email Newsletter:** Newsletters can highlight new information about your treatment center, product offerings, or an upcoming event to your selected network.
- ✔ **Website:** A dedicated area on your website can call attention to news, new content, or other announcements.

## Content to create and share:

- ✔ **Patient or HCP Stories:** Share details on the patient and/or provider journey.
- ✔ **Videos:** Share patient or provider perspectives across social channels, on your website, or in other communications from your treatment center to appropriate audiences.
- ✔ **Press Releases:** Engage local media contacts around newsworthy announcements about your treatment center.

Important Information: When communicating about SPRAVATO®, it is important to include the Indications, limitations of use and Important Safety Information (ISI). Please see full [Prescribing Information](#), including Boxed WARNINGS, and [Medication Guide](#) for SPRAVATO®.

# Tailor information to your audience



## Patient Experience

- Profile appropriate patient(s) living with TRD or MDSI
- Explain the patient's treatment journey
- Encourage those who may be suffering to seek help from a doctor



## HCP Experience

- Provide information about TRD and/or MDSI
- Define TRD and/or MDSI and SPRAVATO® as an available treatment option
- Help is available; direct patients to call their own HCP for advice



## Treatment Center Experience

- Define TRD and/or MDSI and SPRAVATO® as an available treatment option for patients
- Highlight what patients can expect at the treatment center/during SPRAVATO® treatment(s)
- Communicate that help is available; call the treatment center to learn more

MDD=major depressive disorder; MDSI=depressive symptoms in adults with MDD with acute suicidal ideation or behavior; TRD=treatment-resistant depression.

# Website content to consider

## Disease State Information

Sharing national or state-level data about treatment-resistant depression (TRD) and major depressive disorder (MDD) from organizations like the [U.S. Centers for Disease Control and Prevention](#) (CDC) helps educate both patients and other healthcare professionals.

## Patient Storytelling

Sharing patient stories help to highlight the real-life impact of those struggling with TRD and can help other patients not feel alone in their experiences.

## Consumer-Friendly Language

Sharing accurate information in easy-to-understand and clear language helps educate patients and their loved ones about available treatment options to make informed treatment decisions with their healthcare providers.

# Social media content considerations



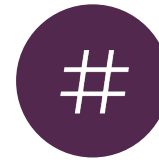
Have a clear purpose



Include an engaging visual



Use language your audience will understand



Add in relevant topic hashtags



Close with a call to action

Remember to always include the Indications, limitations of use and Important Safety Information (ISI) when communicating about SPRAVATO®.

# Example awareness milestones and events to consider highlighting

## Mental Health-Related Awareness Days/Weeks/Months

- **May:** Mental Health Awareness Month
- **July:** Bebe Moore Campbell National Minority Mental Health Awareness Month (also recognized as BIPOC (Black, Indigenous, People of Color) Mental Health Month)
- **September:** Suicide Prevention Month; World Suicide Prevention Day (9/10)
- **October:** National Depression and Mental Health Screening Month; Mental Illness Awareness Week (first full week of the month); World Mental Health Day (10/10)



## Other Notable Events / Milestones

- Opening of a new treatment center location
- Introduction of a new SPRAVATO<sup>®</sup> provider at the center
- New SPRAVATO<sup>®</sup> patient or provider story, quote or experience to highlight



# Practices to consider when developing videos



**Patient storytelling videos** are impactful and show real-life experiences of people living with treatment-resistant depression (TRD) or major depressive disorder (MDD) with suicidal thoughts or actions. You can find examples on [SPRAVATO.com](https://www.spravato.com).



Videos can showcase the **real-life impact of SPRAVATO<sup>®</sup>** treatment and the transformation of a patient's treatment experience.

## Other general tips include:

When mentioning SPRAVATO<sup>®</sup> in a video, make sure to include the appropriate safety information.

A shortform video with an informal structure or tone can resonate with viewers.

Avoid complex medical terminology or jargon.

Describe the condition, in this case TRD or MDD with suicidal thoughts or actions, and share what symptoms it presents.

Use short sentences with simple, clear language.



# Do you have a SPRAVATO® patient who is interested in sharing their experience with challenging-to-treat depression?

Patients with SPRAVATO® as part of their treatment plan who would like to share their story in hopes of helping someone in need of support may contact the SHARE Network, a Janssen Global Services, LLC, program made up of volunteers who are dedicated to inspiring others through their personal health journeys and stories of caring.

Patients interested in learning more about sharing their story should contact the SHARE Network by:

- Sending their information through [www.ShareMyJanssenStory.com](http://www.ShareMyJanssenStory.com)
- Calling toll-free at 1-855-369-1305
- Emailing [info@sharemyjanssenstory.com](mailto:info@sharemyjanssenstory.com)