

DON'T WAIT TO ACT

Vistogard[®] (uridine triacetate) oral granules is the first and only antidote for 5-FU overdose and early-onset, severe or serious 5-FU toxicity

Indication

VISTOGARD[®] is indicated for the emergency treatment of adult and pediatric patients:

- Following a fluorouracil or capecitabine overdose regardless of the presence of symptoms, or
- Who exhibit early-onset, severe or life-threatening toxicity affecting the cardiac or central nervous system, and/or early-onset, unusually severe adverse reactions (e.g., gastrointestinal toxicity and/or neutropenia) within 96 hours following the end of fluorouracil or capecitabine administration.

Limitations of use

- VISTOGARD[®] is not recommended for the non-emergent treatment of adverse reactions associated with fluorouracil or capecitabine because it may diminish the efficacy of these drugs.
- The safety and efficacy of VISTOGARD initiated more than 96 hours following the end of fluorouracil or capecitabine administration have not been established.

*A pyrimidine analog

Vistogard[®]

Discover IT

HEALTH
PHARMACEUTICAL

This is a product website for BTG plc, a global specialist healthcare company. The site contains information on the new product VISTOGARD[®] (uridine triacetate), a drug to treat patients following an overdose of chemotherapy drugs.

Background

BTG plc is an international specialist healthcare company that is developing and commercialising products targeting critical care, cancer and other disorders. The site contains information on the new product VISTOGARD® (uridine triacetate) a drug to treat patients following an overdose of chemotherapy drugs.

Goals

As this website is for medical professionals, Discover IT needed to make the website easy to use, whilst keeping the quality of content clear and easy to understand. This was because the site was going to be text heavy, and not have a lot of images. Discover IT were able to implement designs that broke the text up whilst keeping all the necessary information.

Challenges

- **Web Responsiveness** - Discover IT had to make the website look great on mobile, whilst keeping all the valuable content on the site.
- **Mobile Friendly** - The entire site was required to be mobile friendly. This meant lots of additional time and effort went into this aspect of the project to make it run smoothly.
- **Broken Glass Effect** - Discover IT created a broken glass effect for the home page, but the client also wanted to use this for banner advertisement, with significant success, in a campaign.

Solution

As a solution to the broken glass effect for the home page, Discover IT decided to create an animated gif. This way, Discover IT could add the animation without having a huge impact on the speed of the website.

As a solution to the mobile friendly aspect of the project, Discover IT decided to use the Bootstrap framework to help aid site development. Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web. It helps make front-end web development faster and easier. It's made for devices of all shapes, and projects of all sizes.

"I've worked with Discover IT for over a year now on several different Kentico websites and digital projects, and my experience has been great. Quality work, organized, friendly, responsive, and a great team to work with. We love our new websites!"



Katie Truluck
Associate Product Manager
BTG

Results

The following results show data based on three months before go-live (Feb 29, 2016 – May 31, 2016) and after go-live (June 1, 2016 – Sep 1, 2016).

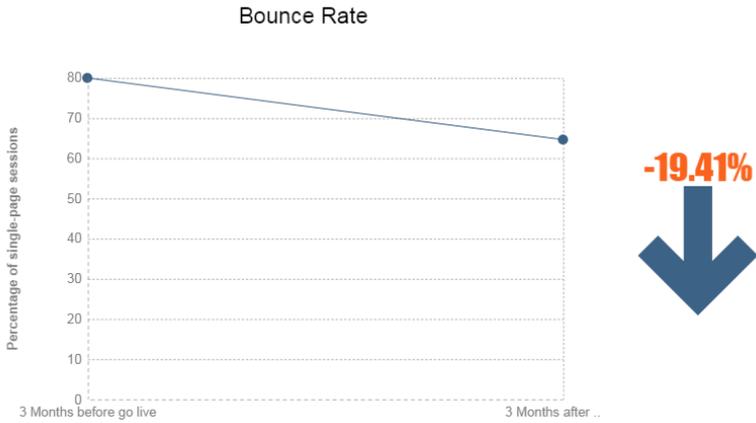


Figure 1: Bounce Rate before and after go-live

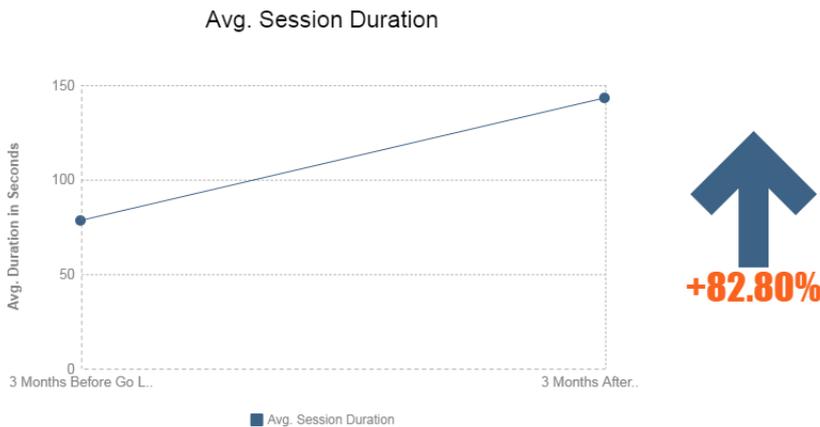


Figure 2: Average Session Duration before and after go-live

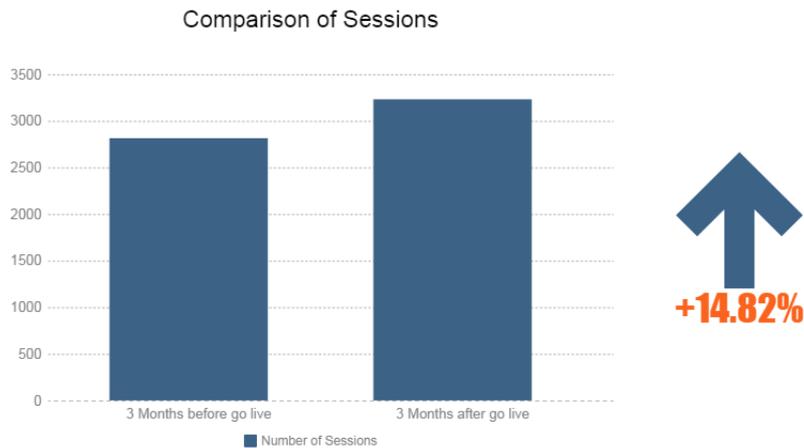


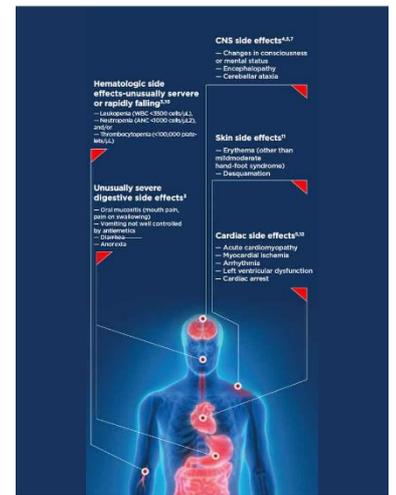
Figure 3: Number of sessions before and after go-live



When you see these RED FLAGS DON'T WAIT TO ACT

Administer Vistogard® (uridine triacetate) oral granules at the initial signs of early-onset or serious 5-FU toxicity

- For signs that appear within 96 hours after the end of 5-FU administration
- The first and only treatment for early-onset, severe or serious 5-FU or capecitabine toxicity or overdose



- CNS side effects^{1,2}**
 - Changes in consciousness or mental status
 - Encephalopathy
 - Cerebellar ataxia
- Hematologic side effects—unusually severe or rapidly falling^{1,2}**
 - Anemia (HbC <10000 cells/L)
 - Neutropenia (ANC <1000 cells/L)
 - Thrombocytopenia (<100000 platelets/L)
- Unusually severe digestive side effects^{1,2}**
 - Oral mucositis (mouth pain, pain on swallowing)
 - Diarrhea (not well controlled by antidiarrheals)
 - Constipation
 - Abdominal pain
- Skin side effects^{1,2}**
 - Erythema (other than mild/moderate)
 - Hand-foot syndrome
 - Discoloration
- Cardiac side effects^{1,2}**
 - Asystole (cardiorespiratory arrest)
 - Myocardial ischemia
 - Arrhythmias
 - Left ventricular dysfunction
 - Cardiac arrest

If you suspect signs or symptoms of toxicity, don't wait to treat!

—Red flags that develop early—
especially during the first or second treatment cycle and appearing within 96 hours of 5-FU administration—may become severe or life-threatening*

Red flags require attention

Treat 5-FU overdose immediately with Vistogard®, regardless of the presence of symptoms. Toxicities may begin within hours of starting 5-FU.²

Assess patient for severe 5-FU toxicity
Stop 5-FU or capecitabine
Administer Vistogard®
Prior to 96 hours after discontinuation of 5-FU or capecitabine

Key Criteria for Choosing Kentico

- All-In-One Solution - Kentico is a unified solution, and it is highly flexible and customisable. Kentico is full of possibilities
- Core Functionality and Additional Applications - Easy-to-use Content Management, E-commerce, Newsletters, Forums, and other marketing functionality
- Reusability - There are various Kentico components and functionalities that are reusable
- Cloud Computing - It supports cloud computing as well as traditional hosting, which is an added benefit
- Kentico Support - Kentico provides exceptional support and documentation
- Security - Kentico is secure and stable

All in all, Kentico is an outstanding platform to develop rapid applications that are easy to manage and customise.

Discover IT

Discover IT is a Web application development company which specialises in designing and building Web business applications including e-commerce solutions integrated in real-time with Sage 50 Accounts. They also have many years' experience working for the insurance industry, developing Internet-based insurance applications such as full-cycle online quote engines, monthly renewable policies, and temporary policies with online payment and automatic generation of policy documentation.

Discover IT was an early adopter of Kentico, having used it since 2005. They are a Kentico Gold Development and Integration Partner and use Kentico CMS exclusively for their content management solutions. They have developed Sage 50 Connect for Kentico - a Kentico Web store integration solution that is connected directly, in real-time with a remotely located Sage 50 Accounts system. In addition, they offer a Sage Pay Payment Gateway for the Kentico CMS E-commerce module.

DISCOVER IT

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