

For patients suffering from

**DRY EYE**

**INFLAMMATION<sup>1</sup>**

**WHY WAIT?**

**CHOOSE XIIDRA**

Discover key insights from  
the included patient profiles

**EVALUATE NOW**



Not an actual patient.

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 [here](#)  
and the Full Prescribing Information [here](#).



**xiidra**<sup>®</sup>  
(lifitegrast  
ophthalmic solution) 5%

# COULD XIIDRA BE RIGHT FOR THESE PATIENTS?

Assess each of the following profiles



**SUZZY**

Age 58

May need an Rx

[VIEW PROFILE](#)



**JULES**

Age 71

Newly diagnosed

[VIEW PROFILE](#)



**BRIAN**

Age 64

Exploring new options

[VIEW PROFILE](#)

Not actual patients.

Please see [Important Safety Information here](#)  
and the [Full Prescribing Information here](#).

  
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“My eyes don’t just get dry and itchy. Sometimes they hurt.”

# MEET SUZY 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

Not an actual patient.

Please see [Important Safety Information here](#) and the [Full Prescribing Information here](#).

## WHY WAIT?

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

  
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“My eyes don’t just get dry and itchy. Sometimes they hurt.”

# MEET SUZY 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

Not an actual patient.

Please see [Important Safety Information here](#) and the [Full Prescribing Information here](#).

## WHY WAIT?

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

  
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“ My regular eye drops don’t stop the discomfort. How long do I have to wait for relief?”

# MEET **JULES** Age 71

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

Not an actual patient.

Please see Important Safety Information [here](#) and the Full Prescribing Information [here](#).

## 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?





“ My regular eye drops don’t stop the discomfort. How long do I have to wait for relief?”

# MEET **JULES** Age 71

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?



Not an actual patient.

Please see Important Safety Information [here](#) and the Full Prescribing Information [here](#).

“I work with my hands, but my eyes are taking a beating.”



Not an actual patient.

Please see [Important Safety Information here](#) and the [Full Prescribing Information here](#).

# MEET BRIAN Age 64

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?

  
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“I work with my hands, but my eyes are taking a beating.”



# MEET **BRIAN** Age 64

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

Not an actual patient.

Please see [Important Safety Information here](#) and the [Full Prescribing Information here](#).

## WHY WAIT?

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

  
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## 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 [here](#).