PORTFOLIO

SANDEEP JAMBHEKAR

Soft Bones
Finding the Key to HPP

Patient Education Meeting 2014
Soft Bones Rare Disease Day
at Sanford Brainerd, La Jolla, CA

HPP Europe
Update

Sick and alone, global visibility of hypophosphatasia, a rare, genetic bone and dental disease was achieved with the first personal website created by Steve Uzupruna. His objectives were to break down the isolation, find other patients, and to share and disseminate information.

MAY 2005 – MAY 2014
In May 2005, the first association in the world to help in the fight against hypophosphatasia was formed in France. It first focused on spreading information about hypophosphatasia in Europe, but soon spread internationally. They wanted to identify and support new patients. They also wanted to advance knowledge of the disease with doctors and scientists and to try to promote scientific and medical research.

TEN YEARS OF SHARING AND FIGHTING
The French network of experts

MEDICINE AND RESEARCH
Hypophosphatasia Europe has organized two international symposia in 2007 and 2012 bringing together global hypophosphatasia specialists to share their progress in their research. Several interesting therapeutic perspectives emerged, including Enzyme Replacement Therapy, which is progressing rapidly through clinical trials for very young children with a severe form of the disease. The association, thanks to the commitment of its members, volunteers and donors, has also been involved in financing many research projects aimed at better understanding the disease and its effects, fostering the conditions medical diagnostics, and to improve the medical care of patients.

COMMUNICATION
At the end of 2012, a book was published that contained information and explained terminology. It shows what the disease is and how the association is working with its partners. The English version of this book will be released sometime in 2014.

LOBBYING
During the past ten years, many lobbying activities were also conducted in collaboration with our partners, the Alliance Maladies Rares and Eurordis to encourage the recognition of rare diseases, help with the establishment of the "National Plans for Rare Diseases", and help change the care of patients with rare diseases.

Another area of lobbying is pharmaceuticals. We were proactive within the industry working with companies willing to take an interest in hypophosphatasia!

The HPP Collaboration
Make Your Mark
Mosaic Murals

The HPP Collaboration: Make Your Mark Mosaic is a unique art project created by the HPP team at Alexion to partner with Soft Bones and the patients, caregivers and supporters of the HPP community. The project aims to build awareness around hypophosphatasia and inspire collaboration among people affected by HPP.

To create the murals, Soft Bones organized two events during HPP Awareness Week last fall, at Wildwood Elementary School, which Soft Bones founder Deb Sittig's son attends, and the Mountain Lakes Library. Each participant was given an 8-inch, square tile to decorate using blue and green coloring supplies.

"This is such a wonderful and fun idea to both bring the HPP community together and to educate the broader public about hypophosphatasia and the devastating effects it has on patients," said a third grade teacher at Wildwood Elementary School, Mountain Lakes, New Jersey. "The children and teachers at our event really enjoyed creating the tiles together to express themselves as individuals and to see the bigger picture of how together we can bring awareness of HPP."

The resulting tiles were then placed together to create two large maps of the globe, which are now 56 inches wide and 40 inches high!

To view The HPP Collaboration: Make Your Mark Mosaic mural, please visit **hypophosphatasia.com**
Everyone at Soft Bones and Alexion is hoping to see this project grow over time, so please continue to visit the website to stay updated on the status of this project and other HPP news.

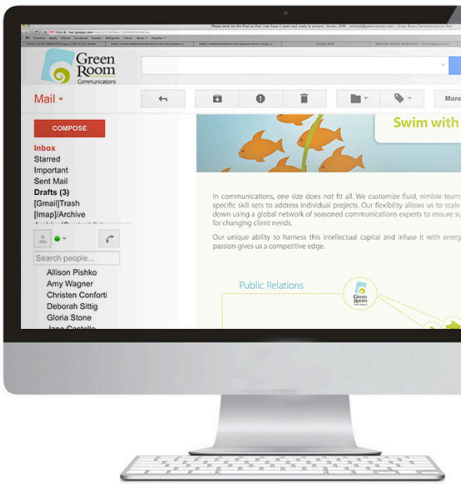
Softbones Newsletter Spring 2014

Green Room Communications

Creative Director

NEWSLETTER

2014
GDUSA
Campaign
Award



Green Room MassBio Ad Campaign

Green Room Communications

Creative Director

CAMPAIGN

2014
GDUSA
Logo
Award

GRO CREATIVE

GRO CREATIVE

GRO CREATIVE

GRO CREATIVE

Green Room Creative Logo

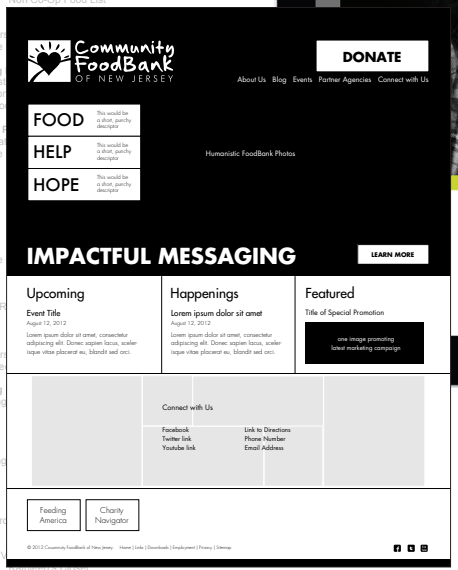
Green Room Communications

Creative Director

LOGO

Community Food Bank of NJ Sitemap (Proposed keeping FOOD, HELP, HOPE with Descriptors)

- Header All Pages
  - Home - Both Branches Combined (Slider)
  - About Us (Landing Page)
    - Our Story
    - Co-Op Food List
    - Non Co-Op Food List
  - Partners
  - Donate
- Food (Landing
  - Underst
  - Nutritior
  - Find Fo
- Help (Landing P
  - Advoca
  - Donate
    - Donate
    - Host / R
  - Partners
  - Volunte
- Hope (Landing
  - Feeding
    - Training
    - Kids Pro
  - Social M
    - Kathleen's Closet
    - Grains for Good
  - Other Resources
    - Food Stamps



2013 GDUSA & ADCNJ Web Award

Community Foodbank of New Jersey

Element Six Creative Group

Lead Information Architect, Lead UX/UI Designer

WEBSITE

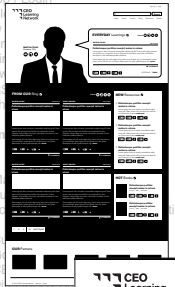
CEO Learning Network Proposed Sitemap Draft 3

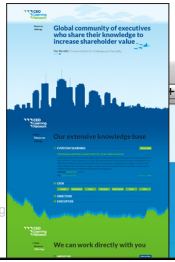
Header Area
- Sign Up / Login
  - Bl
- Follow
  - Er
  - Li
  - Tw
  - Rs
- Search

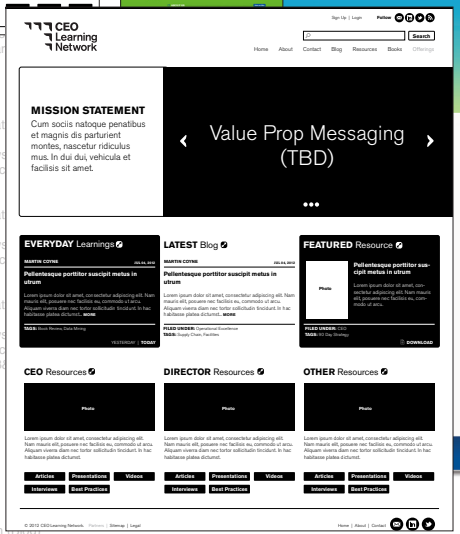
Main Sitem
- Home
- About
  - Ma
  - Fu
- Contac ing
- Blog
  - C
  - G
  - C
  - D
  - Everyday Lear
  - etc...
- Resources
  - CEOs
    - Articles
    - Presentat
    - Videos
    - Interviews
    - Best Prac
  - Directors
    - Articles
    - Presentat
    - Videos
    - Interviews
    - Best Prac
  - Others
    - Articles
    - Presentat
    - Videos
    - Interviews
    - Best Prac
- Books (Amazon, Ba
- Offerings

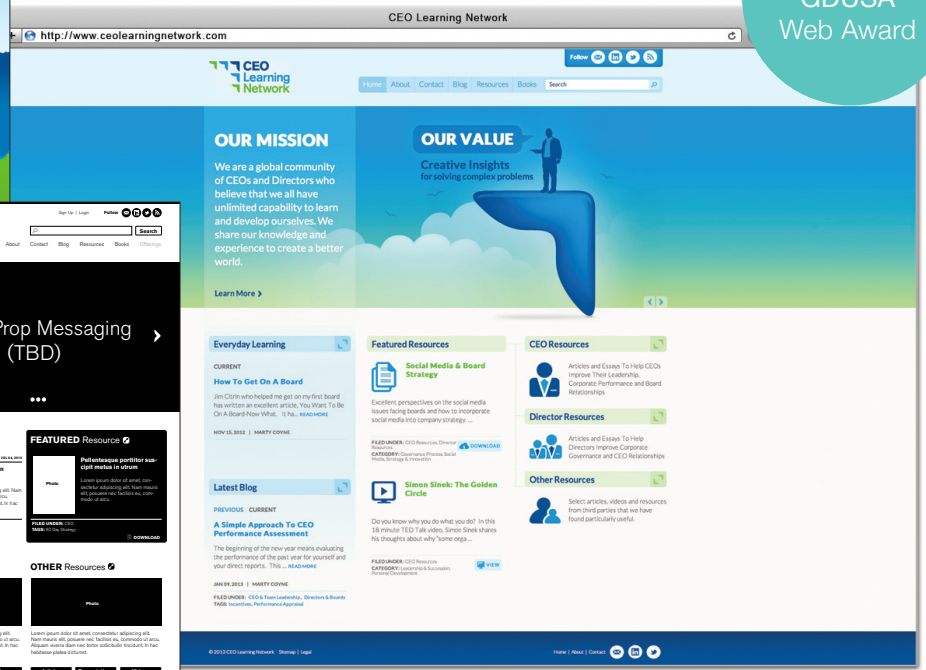
Footer
- Partners
- Sitemap
- Legal

Other Functionality
- Share on Linked In (Blog)
- Tweet (Blog)









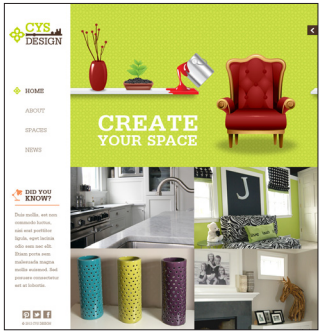
2013 GDUSA Web Award

CEO Learning Network

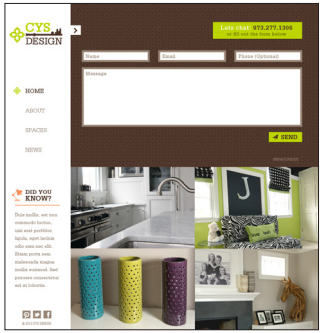
Element Six Creative Group

Lead Information Architect, UX/UI Designer

WEBSITE


CYS DESIGN
HOME
ABOUT
SPACES
NEWS
CREATE
YOUR SPACE
DID YOU KNOW?

CYS DESIGN
Lets chat: 973.277.1306
HOME
ABOUT
SPACES
NEWS
CREATE
YOUR SPACE
DID YOU KNOW?


CYS DESIGN
Lets chat: 973.277.1306
Name
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Message
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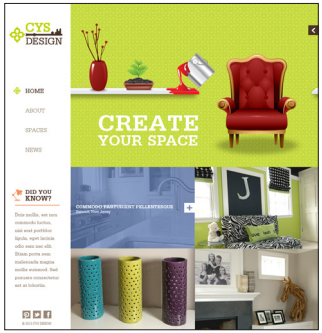
HOME
ABOUT
SPACES
NEWS
DID YOU KNOW?


CYS DESIGN
HOME
ABOUT
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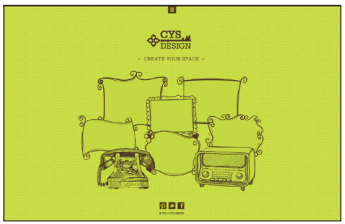
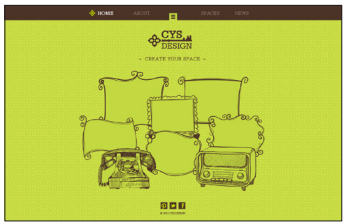
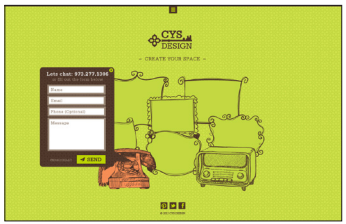
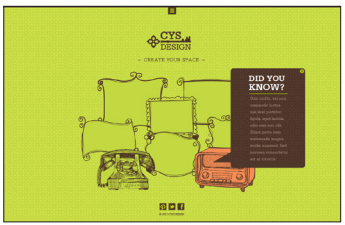
YOUR SPACE
DID YOU KNOW?


CYS DESIGN
CREATE YOUR SPACE


HOME
ABOUT
SPACES
NEWS
CYS DESIGN
CREATE YOUR SPACE


CYS DESIGN
CREATE YOUR SPACE
Lets chat: 973.277.1306
Name
Email
Phone (Optional)
Message
SEND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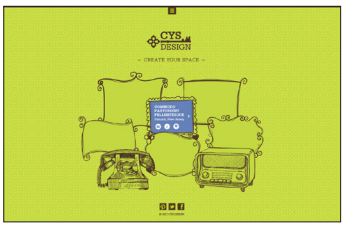
DID YOU KNOW?


CYS DESIGN
CREATE YOUR SPACE

CYS Designs (Comps)

Element Six Creative Group

Lead Information Architect, UX/UI Designer

WEBSITE

BD
Protecting
Nurses
BD Vacutainer® Push Button Blood Collection Set
Satisfying
Patients

BD Vacutainer PBBCS

Element Six Creative Group

Lead Information Architect, UX/UI Designer, Production Manager

MOBILE APP

BD PhaSeal™
Resources
BD PhaSeal™
Closed System Transfer Device
Proven Safe Handling
of Hazardous Drugs
Risks
True CSTD
BD PhaSeal
Value
DVO
Clinical
BD

BD PhaSeal CSTD

Element Six Creative Group

Lead Information Architect, UX/UI Designer, Production Manager, Content Manager

MOBILE APP

2009
ADCNJ
Print Award

BD Nurses Guide

Element Six Creative Group

Lead Graphic Designer, Pre-Press Designer, Production Manager

BOOKLET

Device Development for Combination Products
An Overview
Overview of Device Development for Combination Products
Roadmap 3
Concept 6
Definition 10
Development 24
Qualification 40
Launch 50
Glossary 54

BMS Training Materials

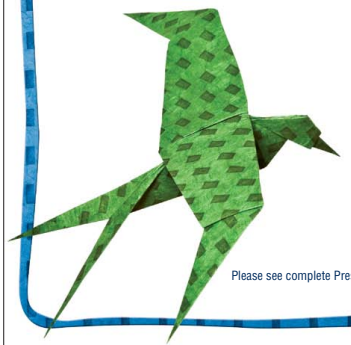
Element Six Creative Group

Lead Graphic Designer, Pre-Press Designer, Production Manager

BOOKLET

A New Option for Adult Female Members With Irritable Bowel Syndrome With Constipation (IBS-C)

AMITIZA® (lubiprostone) is indicated for the treatment of IBS-C in women ≥18 years old[1]



Please see complete Prescribing Information in pocket.

amitiza®
lubiprostone

Irritable Bowel Syndrome (IBS): easured and Managed in Your Plan?

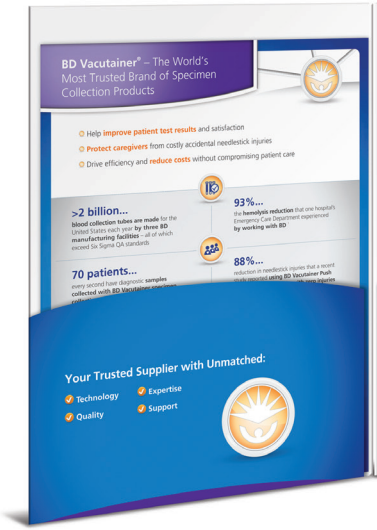
Important Educational Information for Formulary Decision-makers

IBS Branded & Unbranded

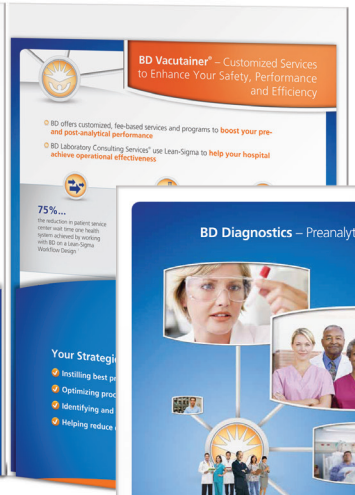
Element Six Creative Group

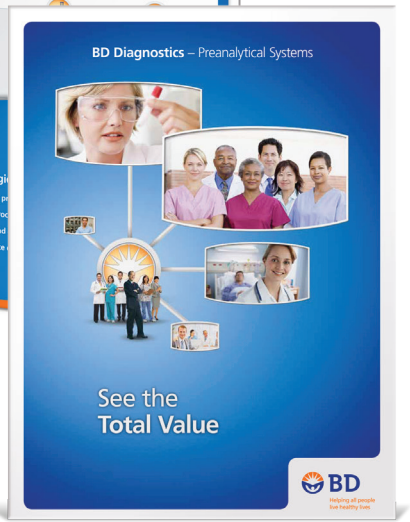
Graphic Designer, Pre-Press Designer, Production Manager

BOOKLET


BD Vacutainer® – The World's Most Trusted Brand of Specimen Collection Products
Help improve patient test results and satisfaction
Protect caregivers from costly accidental needlestick injuries
Drive efficiency and reduce costs without compromising patient care
>2 billion...
blood collection tubes are made for the United States each year by three BD manufacturing facilities – all of which exceed Six Sigma QA standards
93%...
the hemolysis reduction that one hospital's Emergency Care Department experienced by working with BD
70 patients...
88%...
Your Trusted Supplier with Unmatched:
Technology
Expertise
Quality
Support

Case Study
BD Vacutainer® Push Button Collection Sets
Clinically Proven to Reduce Needlestick Injuries
Using BD Vacutainer Push Button Blood Collection Sets, the facility experienced an 88 percent reduction in reported accidental NSIs, with no injuries reported during the last 21 months of the study
Background
Thousands of needlestick injuries (NSIs) occur every year in hospitals around the country, placing healthcare workers at risk of becoming infected with HIV/AIDS, hepatitis, and other bloodborne diseases. These accidents not only take a toll on the injured and their families, they also can cost facilities thousands of dollars in workers' compensation claims, fines, litigation expenses and employee downtime.
An estimated 61 percent of needlestick injuries occur after use and before disposal, and this is especially true during phlebotomy procedures.[1] However, as one major healthcare facility experienced, next-generation safety-engineered blood collection sets can help reduce this problem, affording caregivers greater protection against these costly, life-altering injuries.
The Situation
After examining preliminary data, the clinical laboratory safety officer of a 465-bed critical care facility in the U.S. Northeast established and led a multi-department team to identify the root causes of phlebotomy-related NSIs and implement solutions. This team – comprised of nurse directors from the infection control and employee health services departments – conducted a thorough review spanning two years of NSI data. Their analysis revealed that 85 percent of injuries occurred after caregivers removed needles from the vein prior to and during safety feature activation.
The Solutions
Untapping Value in Specimen Collection:
Enhancing patient satisfaction
Increasing test accuracy
Improving safety and compliance
Driving efficiency


BD Vacutainer® – Customized Services to Enhance Your Safety, Performance and Efficiency
BD offers customized, fee-based services and programs to boost your pre- and post-analytical performance
BD Laboratory Consulting Services® use Lean-Sigma to help your hospital achieve operational effectiveness
75%...


BD Diagnostics – Preanalytical Systems
See the
Total Value
BD
Helping all people live healthy lives

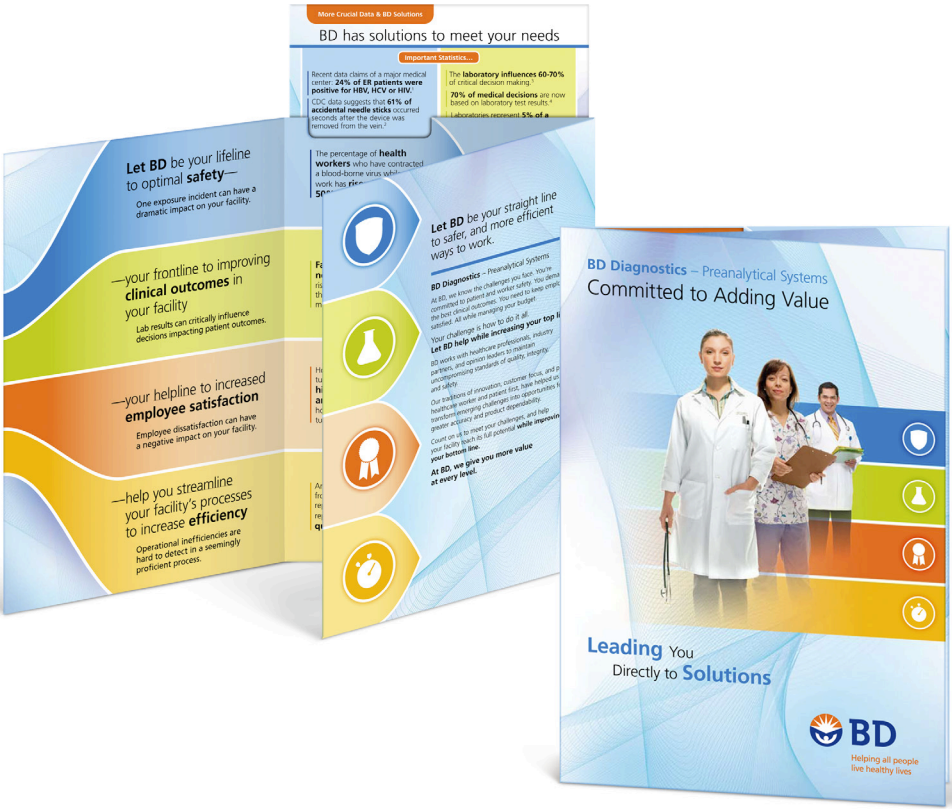
BD Vacutainer® – Our Commitment to Uniformity
Case Study
Urine Collection Product Utilization
Background
BD Vacutainer® – Analyzing Your Critical Preanalytical Processes
Breakdowns in specimen collection and handling in pre-analytic processes can expedite the ability to provide high-quality, meaningful results
Select IVD customers can take advantage of products to identify and benchmark preanalytical process
BD can help hospitals implement solutions to improve patient care, protect caregivers from needlestick injuries, drive efficiency and reduce healthcare costs
$5,000...
68%...
17.8%...

BD Total Value Campaign

Element Six Creative Group

Graphic Designer, Pre-Press Designer, Production Manager

FOLDER


More Crucial Data & BD Solutions
BD has solutions to meet your needs
Important Statistics...
Recent data claims of a major medical center: 24% of ER patients were positive for HBV, HCV or HIV.
CDC data suggests that 61% of accidental needle sticks occurred seconds after the device was removed from the vein.
The laboratory influences 60-70% of critical decision making.
70% of medical decisions are now based on laboratory test results.
Laboratories represent 5% of a
Let BD be your lifeline to optimal safety—
One exposure incident can have a dramatic impact on your facility.
—your frontline to improving clinical outcomes in your facility
Lab results can critically influence decisions impacting patient outcomes.
—your helpline to increased employee satisfaction
Employee dissatisfaction can have a negative impact on your facility.
—help you streamline your facility's processes to increase efficiency
Operational inefficiencies are hard to detect in a seemingly proficient process.
The percentage of health workers who have contracted a blood-borne virus whi
work has
Let BD be your straight line to safer, and more efficient ways to work.
BD Diagnostics – Preanalytical Systems
Committed to Adding Value
Leading You Directly to Solutions
BD
Helping all people live healthy lives

BD Value Brochure (Mid-Managers)

Element Six Creative Group

Graphic Designer, Pre-Press Designer, Production Manager

BROCHURE

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