

RTE #1: Study, Key Highlights				
Goal: Reinforce key points of the importance of digital therapeutics and efficacy claims Asset: Demo video and include link to HCP page of site				
Description	Variable/NV	Content Options		
Subject Line	Variable	A	Follow-up on our vorvida® meeting.	
		B	Thanks for chatting about vorvida®!	
		C	More information about vorvida®.	
		D	RE: vorvida®—the online alcohol management platform	
Preheader Text	NV	See the patient efficacy data		
Header Banner	NV	[vorvida® banner]		
Salutation	Variable	Address	Title	Name
		Hello	Dr.	First Last
		Hi	Mr.	First,
		Dear	Ms.	Last,
		[Blank]	[Blank]	
Opening Line (post-visit)	Variable	A	It was a pleasure meeting with you to talk about how vorvida® works to help patients take control of their problem drinking. For your convenience, I've included some details about the online platform and more, below.	
		B	I enjoyed our recent chat about how vorvida® helps patients take control of their problem drinking. As we mentioned before, I'm including some information about vorvida®, the benefits of the digital therapeutic, and more.	
		C	Thanks for taking the time to chat with me about vorvida®, the online alcohol management platform that helps patients take control of their problem drinking. Below, I've included some useful information about how vorvida® works, the benefits of the digital therapeutic, and more.	
		D	Thanks for taking the time to check out vorvida®, the online alcohol management platform that helps patients take control of their problem drinking. Below, I've included some useful information about how vorvida® works, the benefits of the digital therapeutic, and more.	
CTA Text link	NV	For more information, please visit <a href="https://us.vorvida.com/hcp">us.vorvida.com/hcp</a>		
Body	NV	<p><b>[H1]</b> <b>vorvida® was studied in a randomized, controlled clinical trial based on real-world behavior<sup>^1</sup></b></p> <p>[BODY COPY] In this clinical trial, researchers investigated the effectiveness of vorvida® in 608 adults with problematic alcohol intake in Germany.<sup>^1</sup></p> <p>[[Insert chart from p.9 of CVA]]</p> <p><b>[H1]</b> <b>vorvida® was proven to significantly reduce alcohol consumption<sup>^1</sup></b></p> <p>[BODY COPY] When compared against a control group, vorvida® helped users drink less daily and helped promote low-risk drinking behaviors at 3- and 6-month time points.<sup>^1</sup></p> <p>[[Insert chart from p.10 of CVA]]</p> <p>[FOOTNOTES] †Quantity-Frequency-Index (QFI): self-report of beverages consumed in the past 30 days ‡Timeline-Follow-Back (TFB): self-report of beverages consumed in the past 7 days §AUDIT-C (Alcohol Use Disorders Identification Test-Consumption): a 3-item screen that can help identify persons with hazardous drinking behaviors</p> <p>[CALLOUT] vorvida® also significantly reduced episodes of binge drinking and drunkenness compared to the control group.<sup>^1</sup> People using vorvida® reported 10 fewer binge drinking days per month.<sup>^1</sup></p> <p><b>[H1]</b> <b>vorvida® is a new way for patients to rethink how they drink</b></p> <p>[BODY COPY] - vorvida® is a groundbreaking digital therapeutic that gives users the tools to help control how they drink. - It's one of the only online interventions for alcohol that customizes the delivery of CBT-based content for every user. - vorvida® is clinically proven to be effective. - vorvida® is user-approved with overwhelmingly positive reviews. - It's the personal, empowering way to help manage alcohol.</p> <p>[H1] Check out this quick video on how vorvida® works</p> <p>[[DEMO VIDEO]]</p> <p>[CTA BUTTON] Watch how it works</p>		
Closing Line	Variable	A	I appreciate your time. Please let me know if there's anything else you'd like to know about vorvida®.	
		B	If you have any other questions about vorvida®, please feel free to reach out.	
		C	Thank you once again for your interest in vorvida®. I hope you've found this information useful.	
		D	Please let me know if you'd like to schedule some time to chat about vorvida®—I'm happy to put something on our calendars.	
Closing Salutation	Variable	A	Sincerely,	
		B	Warmly,	
		C	Best regards,	
Rep. name and number	NV	[Prepopulated Name, Prepopulated Number]		
Disclaimer	NV	vorvida® is not a healthcare provider and does not provide medical advice, diagnosis, or treatment.		
References	NV	1. Zill JM, Christalle E, Meyer B, Härter M, Dirmaier J. The effectiveness of an internet intervention aimed at reducing alcohol consumption in adults. <i>Dtsch Arztebl Int.</i> 2019;116(8):127-133. doi:10.3238/arztebl.2019.0127		
Footer	NV	[vorvida® footer, incl. unsubscribe]		

**RTE #2: Patient Case (no/limited data will be presented)**

Goal: Highlight the benefits of vorvida® and patient satisfaction  
 Asset: Demo video and include link to HCP page of site

Description	Variable/NV	Content Options		
Subject Line	Variable	A	Follow-up on our vorvida® meeting.	
		B	Thanks for chatting about vorvida®!	
		C	vorvida® and user satisfaction	
		D	RE: vorvida®—the online alcohol management platform	
Preheader Text	NV	Read about the overwhelmingly positive reviews in the clinical trial		
Header Banner	NV	[vorvida® banner]		
Salutation	Variable	Address	Title	Name
		Hello	Dr.	First Last
		Hi	Mr.	First,
		Dear	Ms.	Last,
		[Blank]	[Blank]	
Opening Line (post-visit)	Variable	A	It was a pleasure meeting with you to talk about how vorvida® works to help patients take control of their problem drinking. In addition to what we talked about, here are some compelling facts about vorvida® that might interest you.	
		B	I enjoyed our recent chat about how vorvida® helps patients take control of their problem drinking. Below, I've included some information about vorvida® that might interest you—please feel free to check it out.	
		C	Thank you for taking the time to chat with me about vorvida®, the online alcohol management platform that helps patients take control of their problem drinking. As we discussed, I wanted to send this follow-up email to you that includes some compelling information about vorvida®, plus a demo video of how it works.	
		D	Thanks for taking the time to check out vorvida®, the online alcohol management platform that helps patients take control of their problem drinking. Below are some facts about user satisfaction with vorvida® in the clinical trial, plus a demo video of how it works.	
CTA Text Link	NV	For more information, please visit <a href="https://us.vorvida.com/hcp">us.vorvida.com/hcp</a>		
Body	NV	<p>[H1]                      User satisfaction with vorvida® was overwhelmingly positive<sup>^1</sup></p> <p>Most users* who participated in the vorvida® clinical trial responded positively to the self-directed, online alcohol management platform.<sup>^1</sup></p> <p>[FOOTNOTE]                      *187 of 306 users in the vorvida® group took the survey at 6 months</p> <p>[H2]                      After 6 months of use...</p> <p>[[Graphic Treatment from p.11 of CVA]]                      - 90% agreed this was the type of program they wanted                      - 92% reported they would use vorvida® again                      - 94% said they would recommend vorvida® to a friend</p> <p>[H1]                      Check out this short video about how vorvida® works</p> <p>[[Demo Video]]</p> <p>[CTA BUTTON]                      Watch how it works</p>		
Closing Line	Variable	A	I appreciate your time. Please let me know if there's anything else you'd like to know about vorvida®.	
		B	If you have any other questions about vorvida®, please feel free to reach out.	
		C	Thank you once again for your interest in vorvida®. I hope you've found this information useful.	
		D	Please let me know if you'd like to schedule some time to chat about vorvida®—I'm happy to put something on our calendars.	
Closing Salutation	Variable	A	Sincerely,	
		B	Warmly,	
		C	Best regards,	
Rep. name and number	NV	[Prepopulated Name, Prepopulated Number]		
Disclaimer	NV	vorvida® is not a healthcare provider and does not provide medical advice, diagnosis, or treatment.		
References	NV	1. Zill JM, Christalle E, Meyer B, Härter M, Dirmaier J. The effectiveness of an internet intervention aimed at reducing alcohol consumption in adults. <i>Dtsch Arztebl Int.</i> 2019;116(8):127-133. doi:10.3238/arztebl.2019.0127		
Footer	NV	[vorvida® footer, incl. unsubscribe]		