

Do you want your sales representatives to be product experts?

Need a solution that brings prescribing information to life?

Axiom PI Coach Program

Dynamic, Interactive Information Exploration: The Key to Retaining Product Knowledge

A product's prescribing information (PI) is the foundational document from which essential sales messages are derived. A sales representative should know the content of their product's prescribing information inside and out. However, as we know, product PIs can be exhaustive, tedious to review, and often difficult to fully understand.

The Axiom PI Coach provides a comprehensive, guided, interactive walk-through of a product's PI, bringing the document to life and clarifying key points and concepts. After completing the Axiom PI Coach, learners should be able to explain any part of the PI and identify and quickly locate key information essential to their customers who are prescribing the product.

The Axiom PI Coach Allows the Learner to:

- Examine the full PI content by clicking key sections for more information
- Review difficult-to-understand concepts in detail
- Practice with the PI information while running through the program

Product Features

- Effective use of text, audio, and illustration/animation
- Main menu of PI sections breaks the PI content into digestible sections
- Tabbed interface for each PI section, including an introduction; annotated walk through; and motivating exercises that include scenario-based verbalization activities, debrief, and self-check questions to ensure comprehension
- 2D and 3D illustration or animation capability for visualization of text-heavy information
- Video capability
- Rollover glossary definitions
- Text capture and note-taking functionality available

AXIOM LEARNING SYSTEM
Module 3: **AXIPRO Product Knowledge**

Lesson 3.3: Annotated PI: Description and Clinical Pharmacology

Annotated PI: DESCRIPTION

Annotation 1
Non-Purine Selective Inhibitor of Xanthine Oxidase

- Febuxostat is a potent non-purine selective inhibitor of xanthine oxidase (NP-SIXO).
- Xanthine oxidase (XO) is an enzyme that catalyzes two steps in the biochemical pathway by which uric acid is generated from purines: the conversion of hypoxanthine to xanthine and the conversion of xanthine to uric acid.
- Selective means that febuxostat inhibits the target enzyme, xanthine oxidase, without inhibiting other enzymes involved in purine and pyrimidine synthesis.
- Non-purine refers to the fact that febuxostat is not a purine. Allopurinol, the xanthine oxidase inhibitor that has been available in clinical practice, is a purine analog. Allopurinol is metabolized to oxypurinol, a xanthine analog that inhibits xanthine oxidase.

Click [here](#) to view a chart of the biochemical pathway.

(Nos. 2677, 2680)
TAPDN148-VI; Revised: Month, Year

TRADENAME™
(Febuxostat)
Tablets

Rx only

DESCRIPTION
TRADENAME (Febuxostat) is a potent non-purine selective inhibitor of xanthine oxidase (NP-SIXO). The active ingredient in TRADENAME immediate release tablets for oral administration is 2-[3-(2,6-dimethyl-4,2-methylpropoxy)phenyl]-4-methylimidazo[5-c]carboxylic acid, with a molecular weight of 316.38. The empirical formula is C₁₆H₁₆N₂O₅.

The chemical structure is:

Cc1nc2c(ncn2C)c1C(=O)O

Febuxostat is a non-hygroscopic, white crystalline powder that is freely soluble in dimethylformamide; soluble in dimethyl sulfoxide; sparingly soluble in ethanol; slightly soluble in methanol and acetonitrile; and practically insoluble in water. The melting range is 205°C to 208°C.

Click the annotations in the PI for more information. When you are done, click the Forward arrow to continue.

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