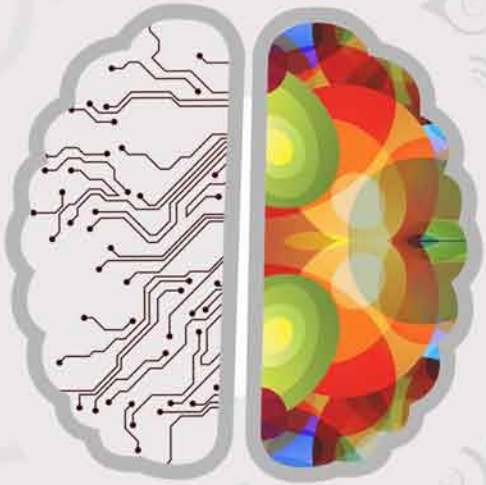
A RIGHT BRAINER'S FOLIO



SREEJITHVENUGOPAL@GMAIL.COM
+91 9884466815

Academics

BA Communicative English and Journalism
Calicut University

Diploma in 2D Design
Arena Multimedia

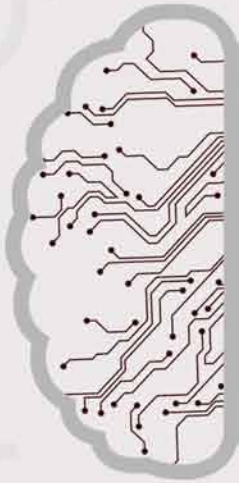
MFA in Applied Art and Advertising
Amritha University

Areas of interest

Print Designing
Advertising and Branding
Web Designing
Photography

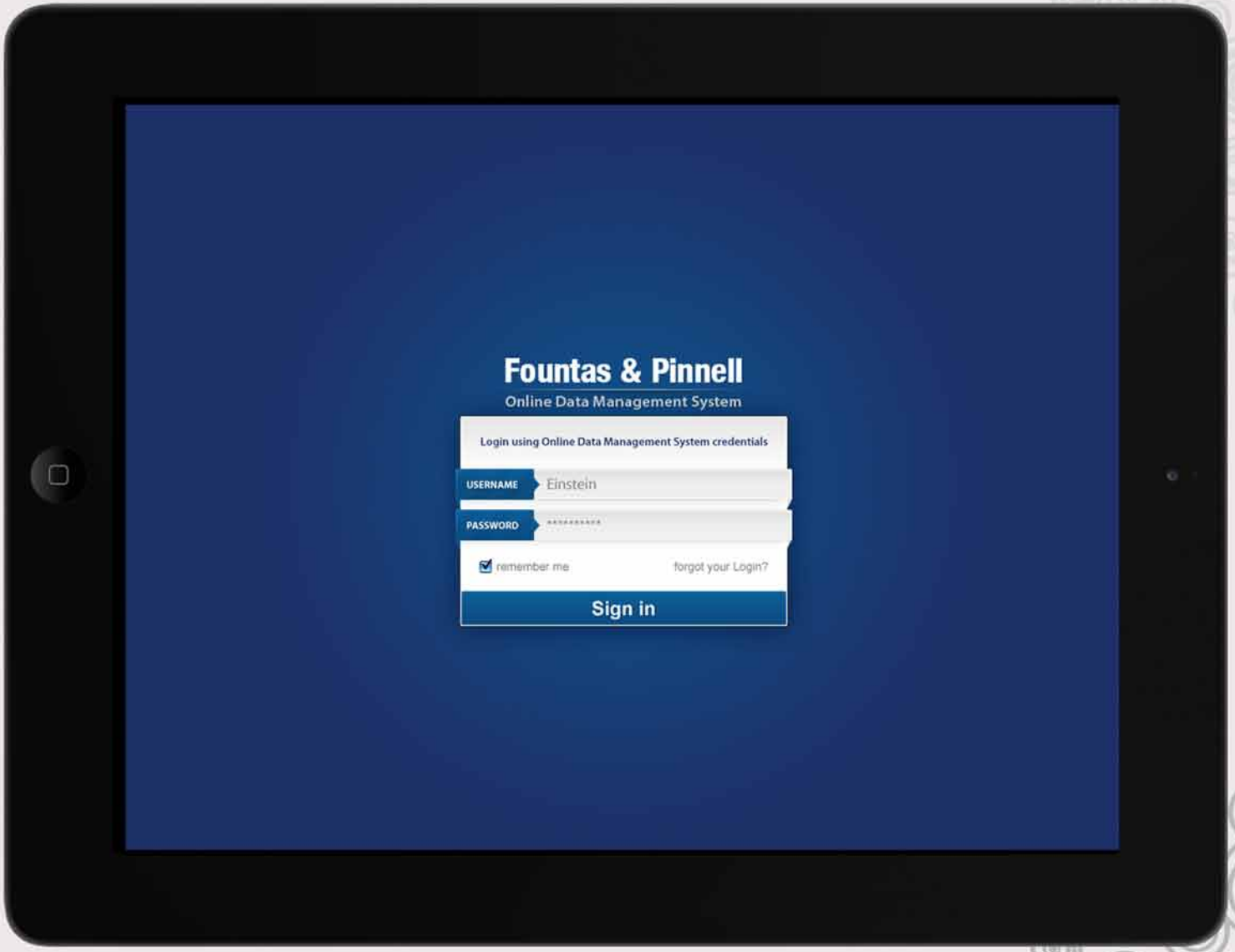
Software Knowledge

Photoshop
Illustrator
Indesign
Corel Draw
Flash
Premier



Native iPad App Design

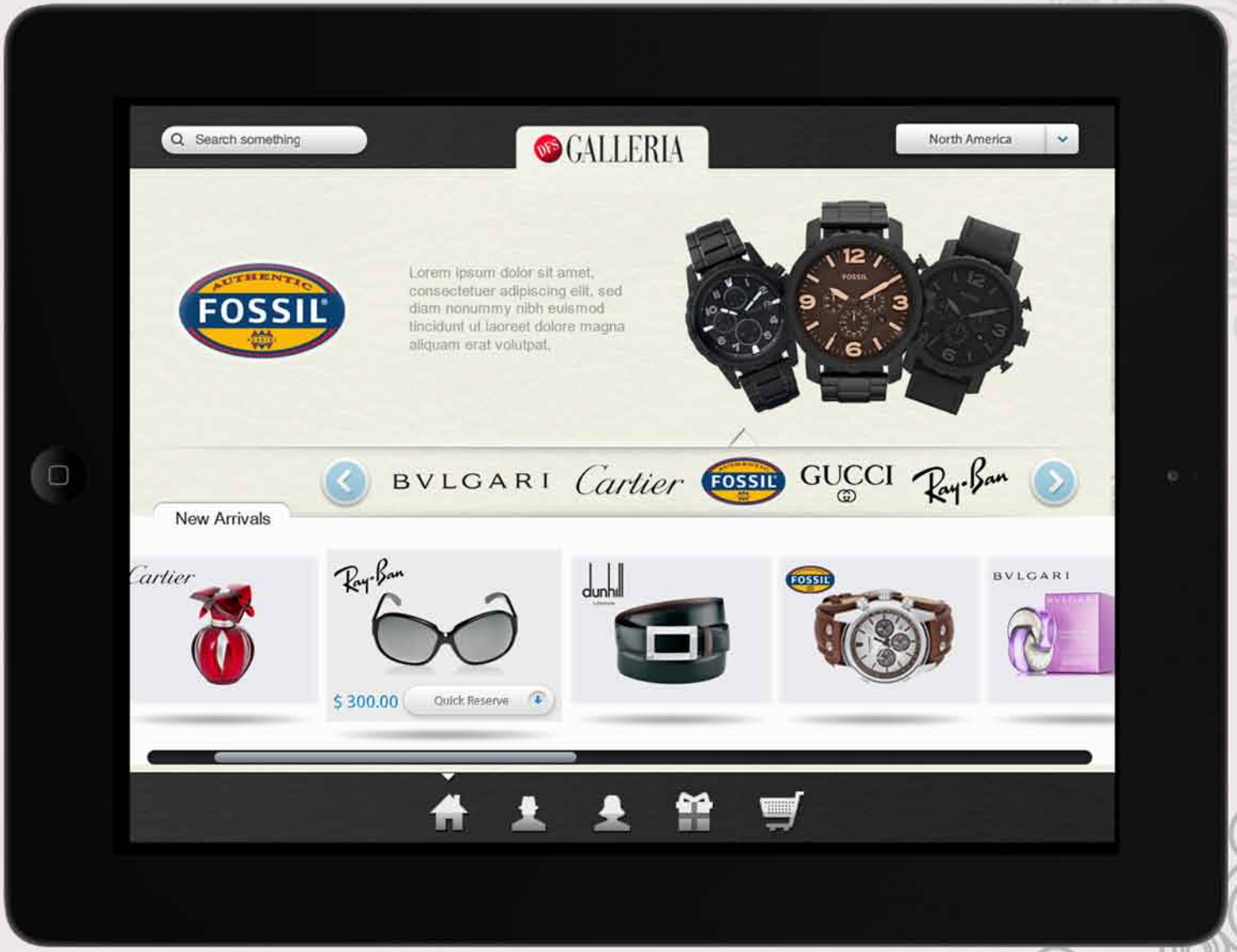
Client : DePuy(Johnson and Johnson)



Native iPad App Login Screen

Client : Fountas and Pinnell

iPad Designs



Native iPad App Design

Client : DFS Galleria

IMPACTS

The full Prescribing Information (also called package insert) is the basis for all of the Company's communications about its products. It sets forth the FDA-approved conditions for use of a product, including indications, dosages, and patient populations, as well as limitations of use, contraindications, warnings, adverse reactions, drug interactions, and use in specific populations. Offer a copy of the current full Prescribing Information for each product discussed during the sales interaction. Please note that the requirement to provide the prescribing information is not limited to situations where you are interrupted by the HCP. Rather, AstraZeneca policy requires that you offer a copy of the current full prescribing information to the HCP during every product discussion.

THE IMPACT OF THE PHARMACIST ON YOUR TERRITORY

In order to establish yourself as an expert, it is important that you understand how the pharmacist can impact your territory. This is for your background knowledge only and not for discussion with customers.

IMPACT ON PHYSICIANS*

- Pharmacists contact physicians an average of 7 times per day regarding their patients' drug therapy
- Pharmacists contact physicians 14 million times per month
- Pharmacists make 11,592,800 therapy substitutions per month
- Pharmacists make 14,600,000 product recommendations per month
- 90% of physicians follow pharmacist recommendations (graphically represent)

Cost is the primary reason why physician offices receive callbacks from pharmacies. In such an instance, a pharmacist may proactively recommend a generic statin even though CRESTOR is an available option for the patient. In doing so, this can lead to a negative perception of overall brand access for the physician. Our goal is to develop a partnership with members of the pharmacy team and equip them with the clinical profile of CRESTOR and the CRESTOR Savings Card program to help them make appropriate therapeutic recommendations.

IMPACT ON PATIENTS*

- Pharmacists spend an average of 2 hours per day and 4 million hours per month consulting patients
- Pharmacies are a major resource for patients who are deciding on their Medicare Part D plan
- Pharmacists make 7.3 product recommendations daily
- Discussion of a medication's side effects is the topic most frequently discussed between pharmacists and patients however, cost and affordability is a close 2nd.**
- Pharmacists reported that more and more patients are verbalizing concerns about the cost of their medications**
  - When probed, about three quarters of respondents mentioned that patients "almost always" or "often" express concerns about the cost of branded medications
  - ***Nearly half of all conversations about cost of a branded drug result in the patient asking to be switched to a generic***

Patients perceive pharmacists as a trusted medical resource. By developing strong partnerships with pharmacy teams in your area, and providing them with information specific to their needs, you can encourage these key decision makers to recommend the most appropriate product choices for their customers.

*PharmaAdvantage™ survey, 2005 (N=100,000)
**Consolidated Insights Pharmacy Research June 2009

IMPACT ON PATIENT ADHERENCE

The pharmacist can be an influential source who helps motivate patients to comply with their treatment. Numerous studies suggest significant improvement in treatment adherence when pharmacists educate patients on the importance of responsible drug management.[1-6] The American Pharmacists Association strongly supports the pharmacist's role in actively counseling patients on adherence by incorporating these objectives into their residency programs.[7]

Because Pharmacists can establish trust with patients, they are in a good position to educate them on the importance of adherence and self-management.

IMPACT ON YOUR BUSINESS

Pharmacists may be able to help PSSs with their territory knowledge by:

- Providing information about local physicians who commonly prescribe CRESTOR and about those who commonly prescribe the competitor
- Clarifying which managed care companies or pharmacy benefit managers process the majority of the area's prescriptions
- Providing information about managed care coverage for local employers and formulary carve-outs that may exist

PSSs can then use this territory knowledge to provide better service and value to HCPs.

Please see additional Important Safety Information, and accompanying full Prescribing Information.

CRESTOR®
rosuvastatin calcium

Pharmacy Booklet

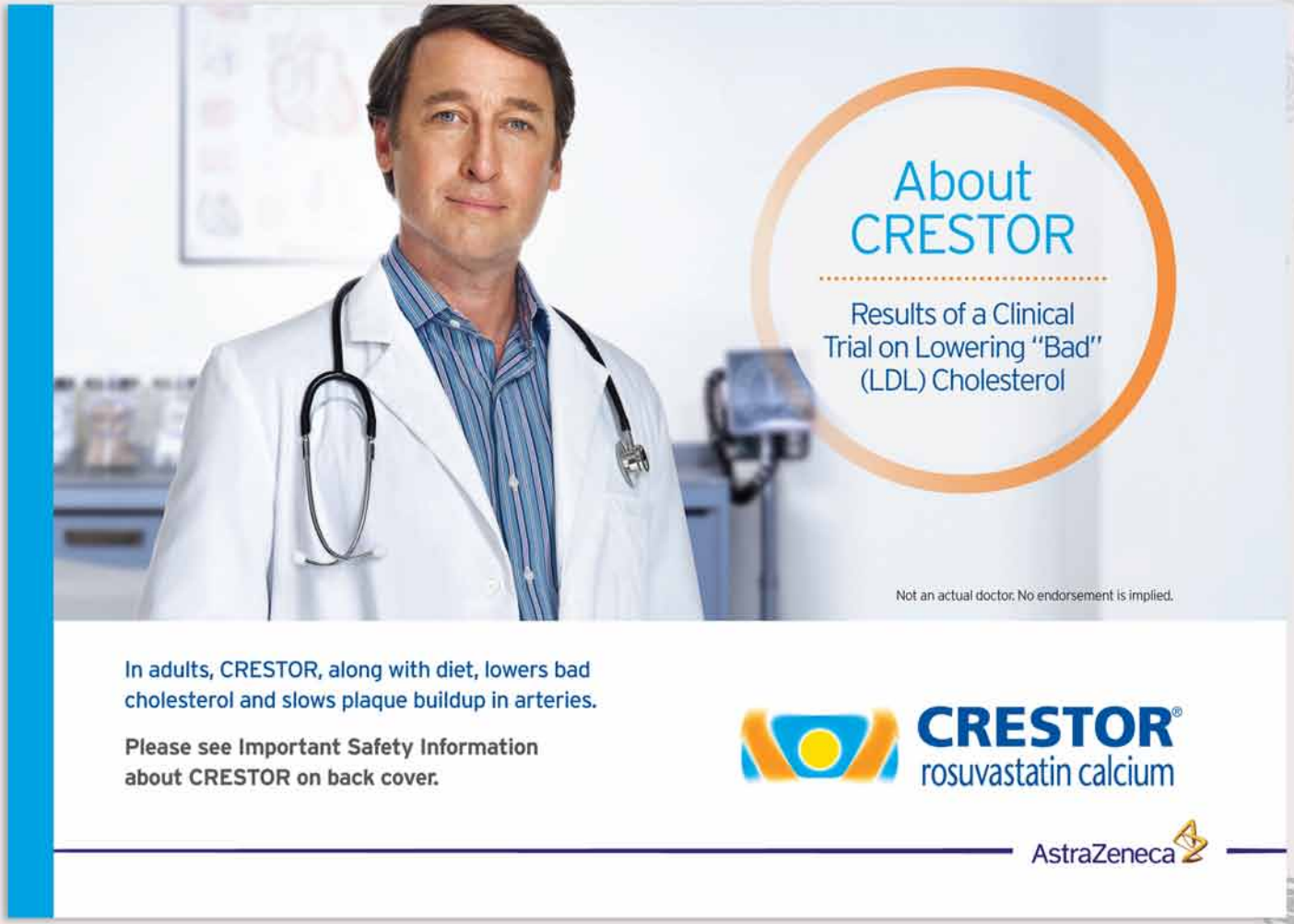
Client : Crestor(Astrazeneca)

Pharmacy Brochure

Client : Crestor(Astrazeneca)

Pharmacy Brochure

Client : Crestor(Astrazeneca)



Pharmacy Brochure

Client : Crestor(Astrazeneca)

Pharmacy Poster

Client : Crestor(Astrazeneca)

Public Service Ad Design

Client : Mindpuppets Designs

Lifestyle changes you can start making today

When it comes to managing your cholesterol, eating a healthier diet and staying active should be the first steps. We know it's not easy, but if you make one change at a time—and listen to your doctor's advice—you may be surprised at what you can accomplish.

Choose healthier foods.
Eating a healthy diet doesn't have to mean giving up the foods you love. It could simply mean finding ways to prepare those foods in healthier ways, or finding lower-cholesterol replacements for them.

Move your body more.
Work with your doctor to plan an exercise routine that makes sense for you. The general rule of thumb is to spend at least 150 minutes a week doing a moderate activity, like dancing or taking a brisk walk.

Take advantage of CRESTOR support

If your doctor prescribes CRESTOR® (rosuvastatin calcium), join the **CRESTOR 360°™ patient support program.**

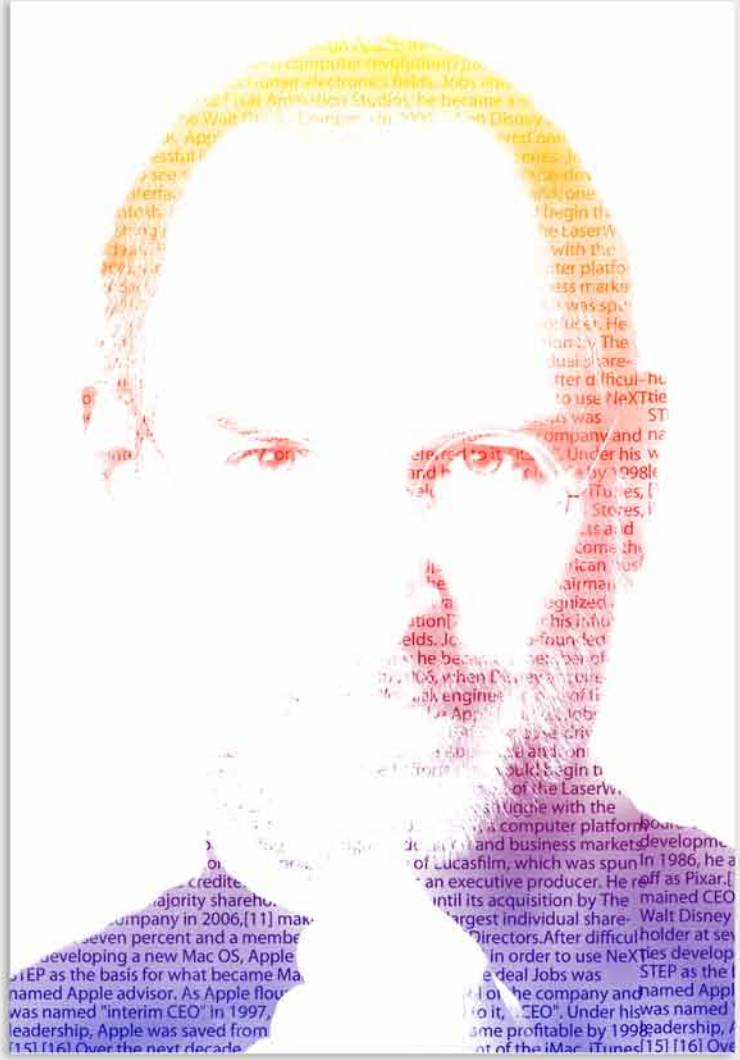
It doesn't cost a thing, and it just may provide the extra motivation you need to stay with your treatment plan.

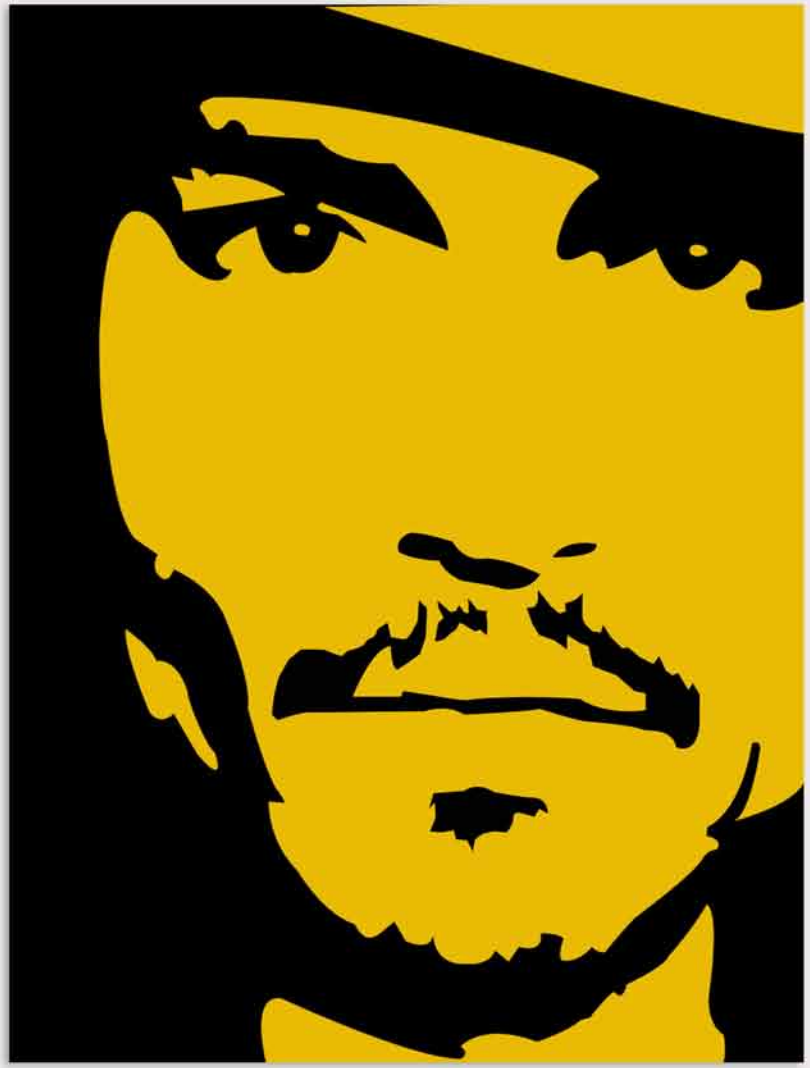
Sign up today at CRESTOR.com
We'll send you helpful diet suggestions and fitness advice.

Please read Important Safety Information about CRESTOR on back.

Pharmacy Leavebehind

Client : Crestor(Astrazeneca)





Illustations

Illustations

Illustations

Logo Design

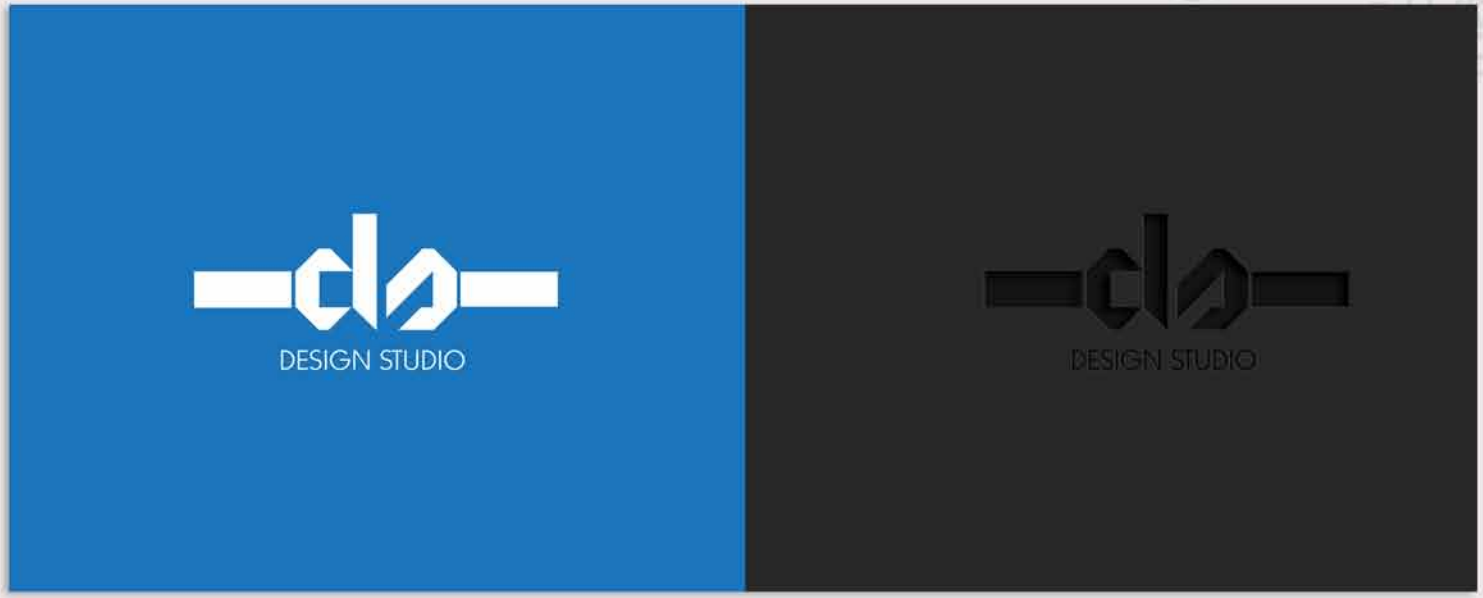
Client : Mindpuppets Designs

Logo Design

Client : John Lenon Music Fest

Logo Design

Client : TalHunt (Cognizant)



Logo Design

Client : Design Studio

Logo Design

Client : Adagio Infotech

Logo Design

Client : Dreamscape

Logo Design

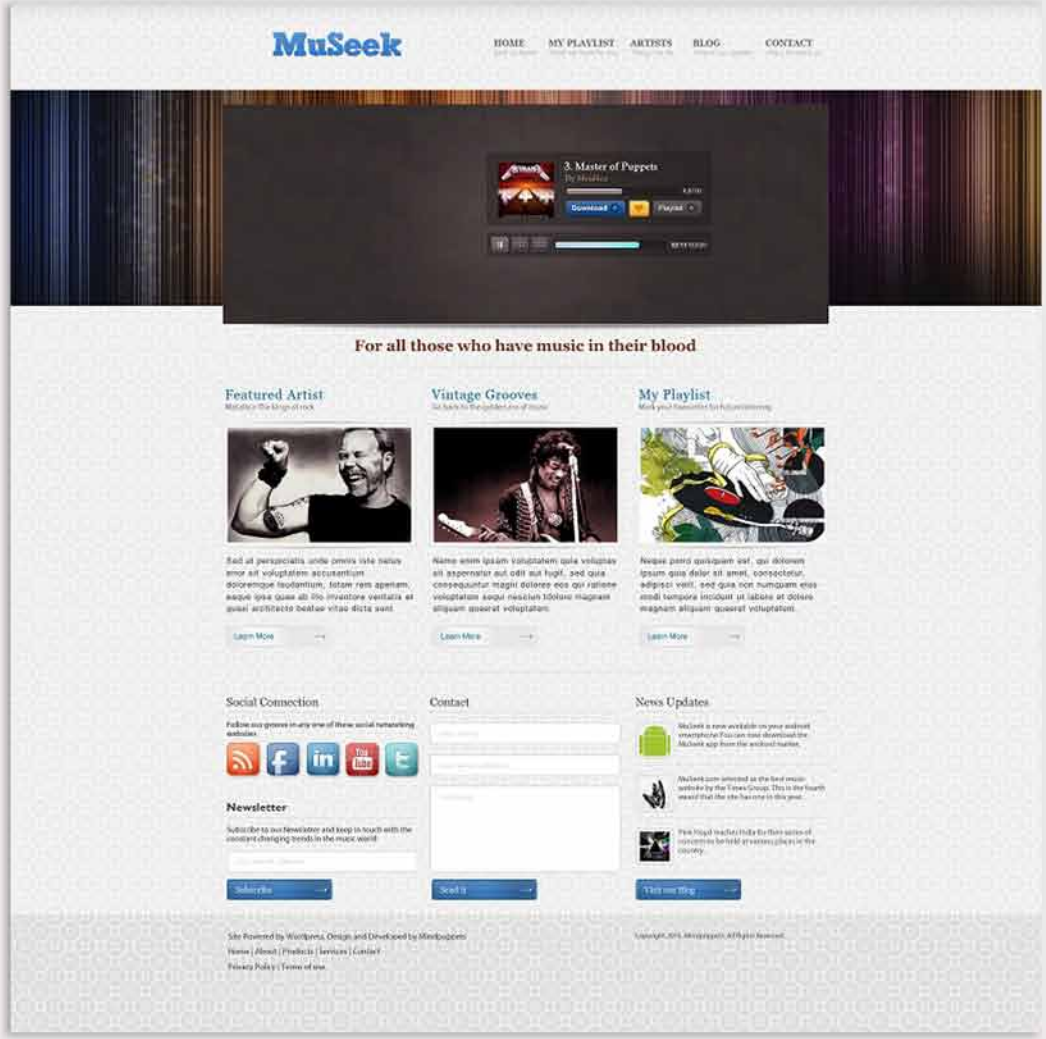
Client : Bob Marley Music Fest

iPhone App Design

Client : Axel Springer

Icon Designs

Client : Cognizant



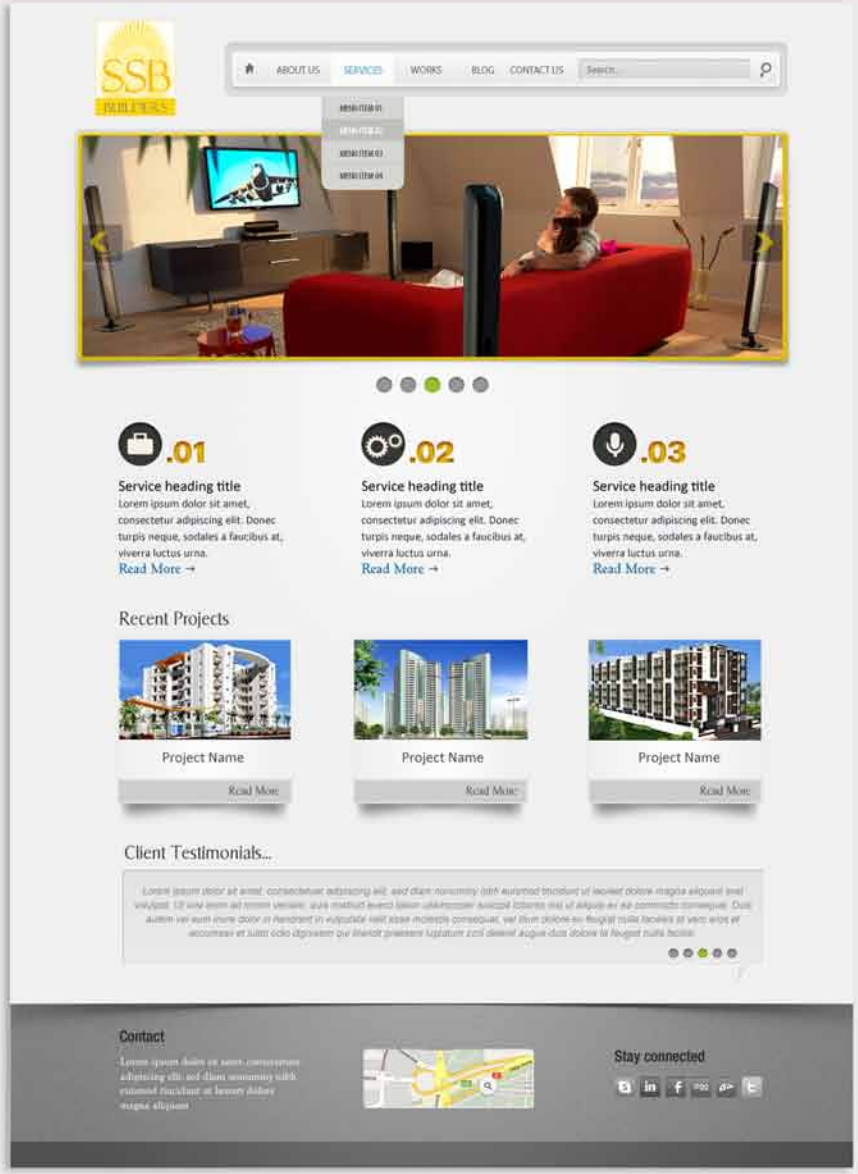
Web Design

Client : Self generated project

Web Design

Client : Mindpuppets Designs

Web Designs

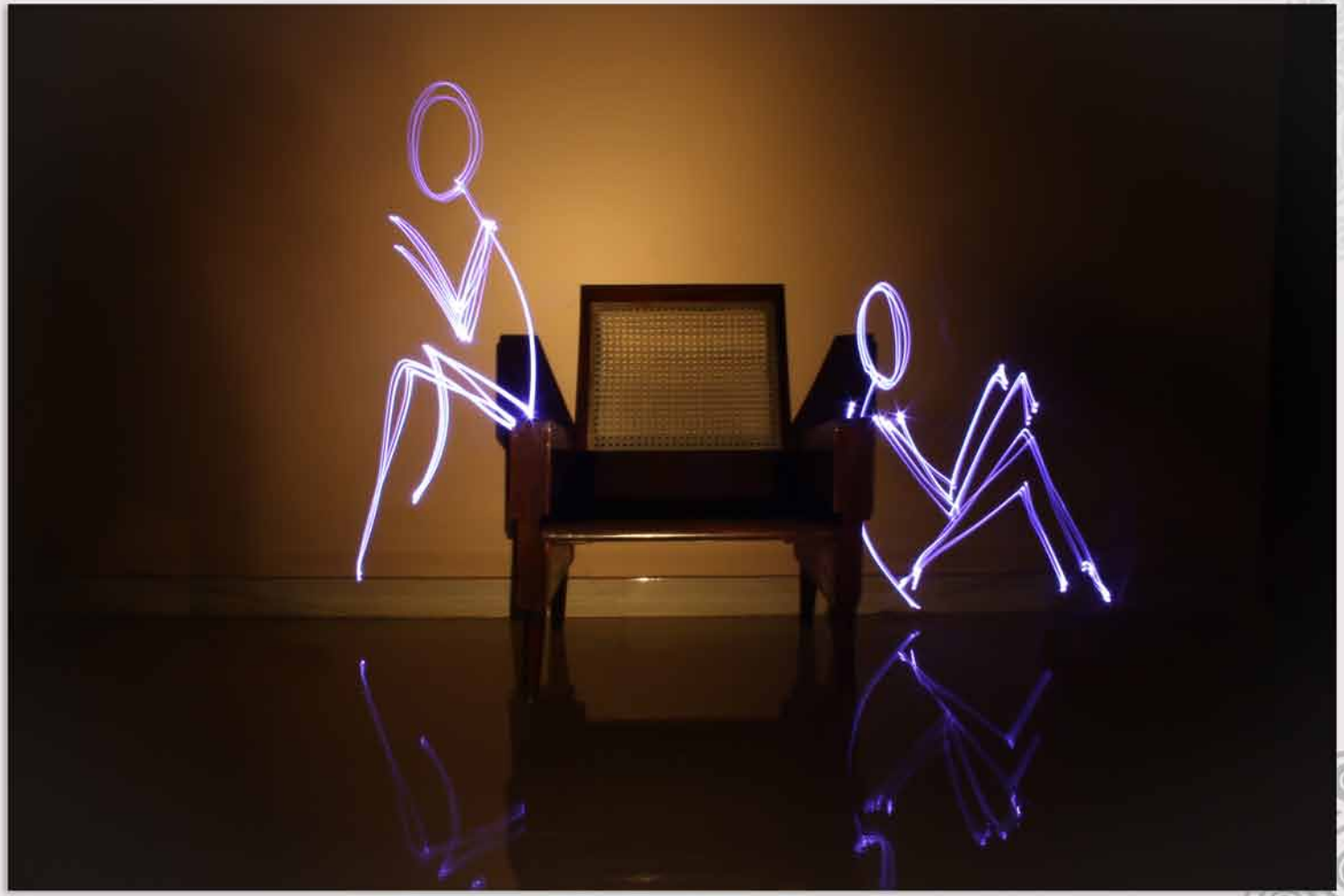


Web Design

Client : SS Builders, Chennai

Light Painting

Client : Cognizant Interactive



Light Painting

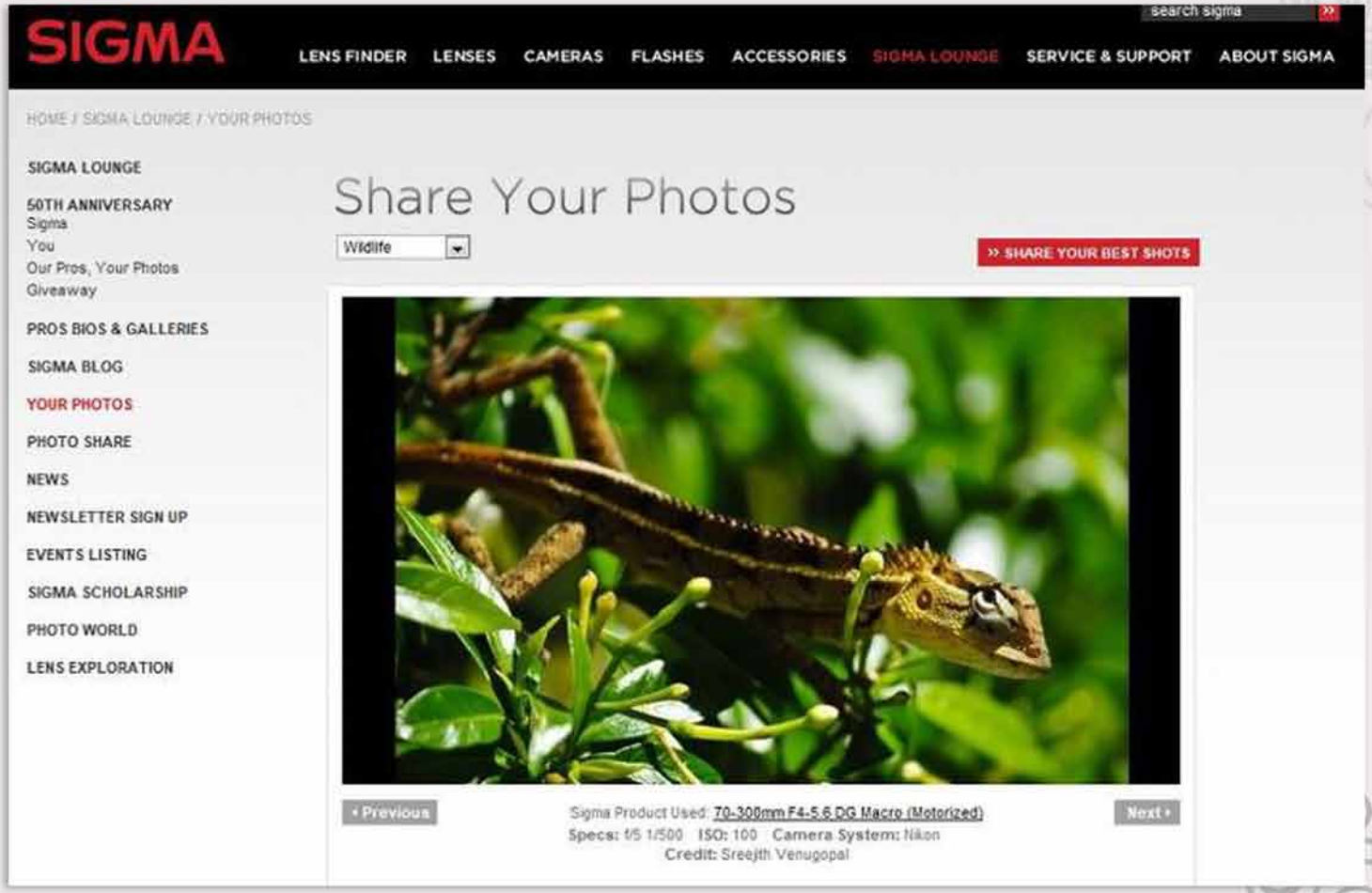
Client : Cognizant Interactive

HDR (High Dynamic Range)

HDR (High Dynamic Range)

HDR (High Dynamic Range)

Recogonitions

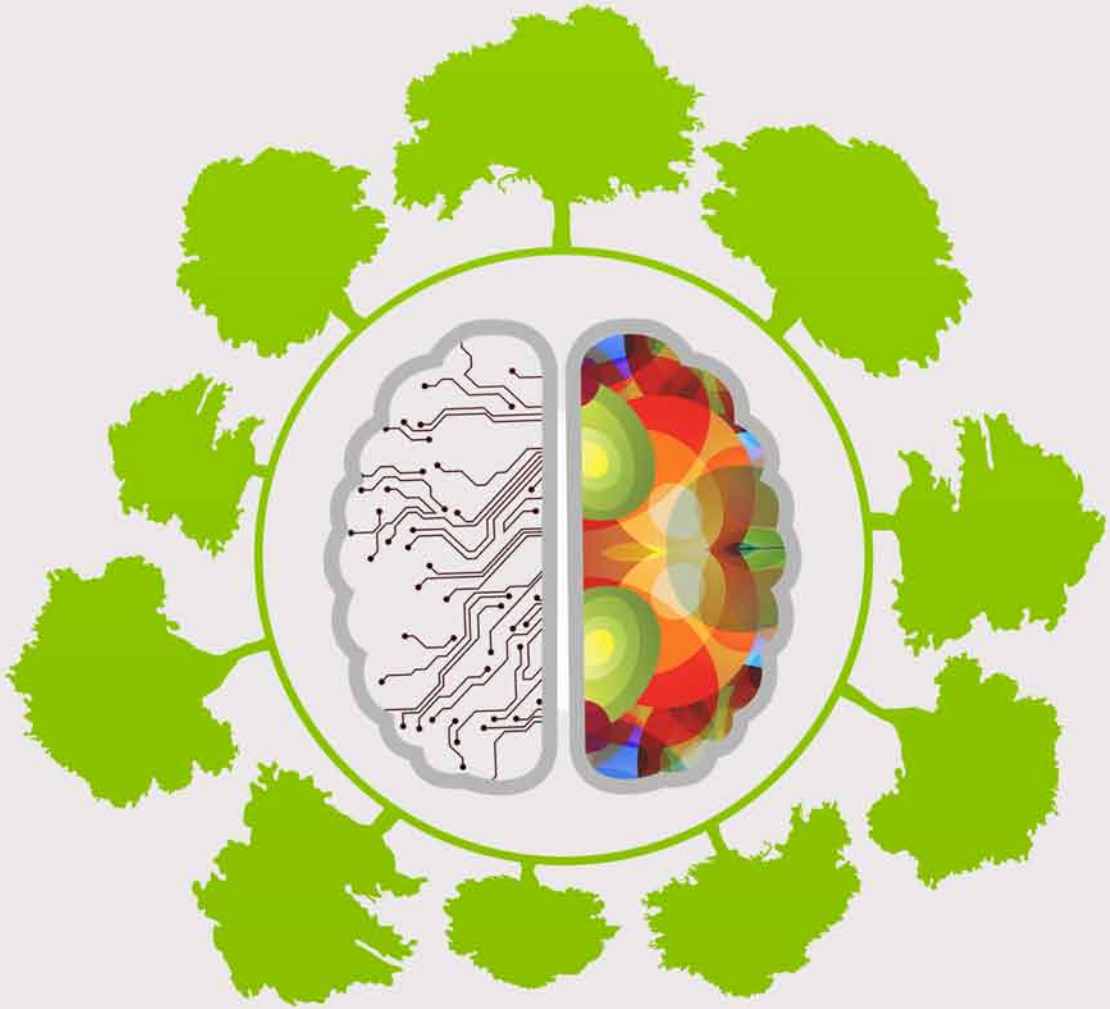


Photos featured in Sigma Website

"Venugopal, Sreejith (288826) showed us the delicateness of a life in wild, the same which turns in to a strong as survival of the fittest.", says **Murali** which is identified as **SECOND**

Photograph wins 3 photography competitions including a second in a photography competition by Cognizant

"Tangled Roots" a documentory on the mangroove forests won the first place in the South Indian Docu-fest

Thank You

This is a Green Folio
and will not be printed