

The CPE Brief

May 2026

Tailored Insights for You



AUVELITY for Alzheimer's-Related Agitation

The FDA approved AUVELITY® (Axsome) for agitation in Alzheimer's dementia based on Phase 3 data showing reduced symptoms and delayed relapse. This reinforces continued investment in treating behavioral symptoms alongside disease progression.

[Read More](#)

Buntanetap in Early Alzheimer's

Phase 2/3 data showed buntanetap (Annovis) improved cognition in pTau217-positive early AD patients and reduced key biomarkers. The use of biomarker-defined populations continues to shape a more targeted approach to demonstrating efficacy.

[View Article](#)

Phase 1 Study for Oral Alzheimer's Therapy ALZ-507

Alzheon dosed the first subjects in a Phase 1 study of ALZ-507, an oral anti-amyloid therapy targeting APOE4-related pathology. Oral, targeted therapies may become an important differentiator as convenience and patient segmentation play a larger role.

[Learn More](#)

AC Immune Advances Alzheimer's Prevention Trial Cohort

AC Immune initiated the final cohort in its Phase 1b/2 ABATE trial evaluating anti-amyloid beta immunotherapy in early AD. Continued investment in early and preventative approaches suggests sustained confidence in intervening before significant disease progression.

[See Details](#)

Anavex Highlights Shared Autism-Alzheimer's Biology

Anavex highlighted research linking autism and Alzheimer's through shared biological pathways, supporting its SIGMAR1-targeting approach. Cross-disease biology continues to inform development strategies and broaden how mechanisms are positioned.

[Learn More](#)

Across these updates, there's a continued push toward more targeted and differentiated approaches – whether through biomarker-defined populations, novel mechanisms, or more patient-friendly delivery options.

CPE Spotlight



The following highlights select engagements and programs supported by CPE over the past month.

Product Theater

RAPIDS (Relevant Advanced Practice Immuno-Dermatology Symposium)

- Omni, Fort Lauderdale, FL | April 23, 2026
- Dermatology-focused product theater delivered within a multi-specialty immuno-dermatology symposium
- Feedback was consistently positive, but more notably, attendees emphasized how directly applicable the content felt to patient decisions – reinforcing the value of clinically grounded formats.

Below is a list of CPE's core service offerings for clients across marketing and medical affairs. While these reflect our core capabilities, our team regularly customizes solutions to meet evolving client needs.

+ Medical Affairs

Asynchronous Engagements
KOL Identification & Contracting
MOA Visualization
MSL Training
Patient Education
Poster Presentations
Scientific Platform Development

Medical Affairs + Marketing

Advisory Boards
(Virtual or In-Person)
Conference Planning
Content Development
Core Slide Decks
KOL Engagements
Publications

Marketing

Branding & Visual Aids
Healthcare Event Production Management
Launch Preparation
Product Theater Planning & Logistics
Speaker Bureau Services
Speaker Training
Technical Productions

In recent product theater work, we've seen how audiences engage more with focused, clinically grounded formats that prioritize real patient application over broader discussion. At RAPIDS, this showed up clearly – audiences were more engaged with content that felt immediately applicable to patient care.

There are patterns emerging in what's resonating in product theaters right now. I'm happy to compare as you evaluate what's working in your own programs.

With appreciation,

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When you're ready to explore how the CPE Communications Team can support your company, contact Allison at agoldberg@cpeducate.com

