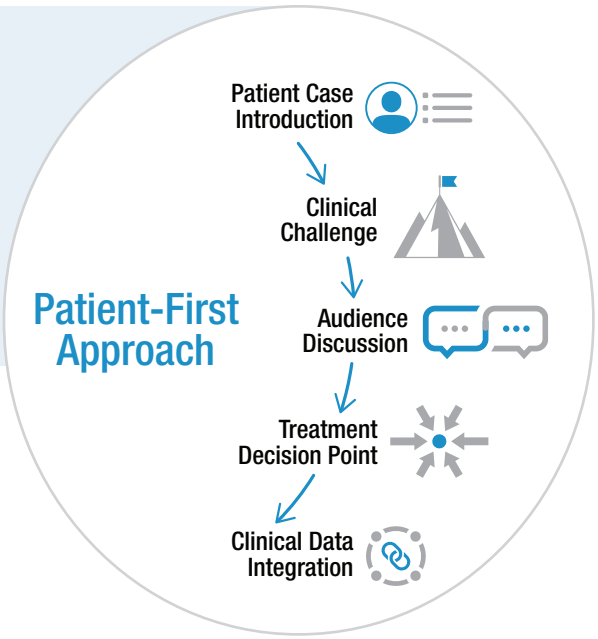
Case-Based Product Theaters

Transforming Product Education Into Clinical Decision-Making

CPE Communications

A case-based product theater uses realistic patient scenarios to guide healthcare professionals through diagnosis, treatment selection, efficacy assessment, and long-term management decisions.

Rather than presenting clinical data slide by slide, the program follows patients through their treatment journey, allowing attendees to apply evidence to situations that mirror everyday clinical practice.



How It Works

- Introduce a representative patient case
- Explore treatment challenges and decision points
- Engage the audience with questions and discussion
- Integrate product data within the patient journey
- Demonstrate outcomes through real-world clinical scenarios
- Reinforce key messages through practical application

Case-Based vs Traditional Didactic Product Theater Formats

Case-Based

"How would I use this with my patient?"

- **Patient-first** presentation
- Interactive discussion and **clinical problem-solving**
- **Active** audience participation
- **Application-centered**
- **Data embedded** within cases
- **Interactive** dialogue
- Emphasis on **clinical relevance**

Traditional Didactic

"What does the study show?"

- **Data-first** presentation
- **Sequential review** of slides
- **Limited** audience participation
- **Information-centered**
- **Data presented** in sequence
- **Minimal** discussion
- Emphasis on **product attributes**

Impact on Learning

- Brings clinical information to life
- Higher engagement
- Greater audience participation
- Stronger knowledge retention
- Improved clinical relevance
- Easier translation to practice
- More memorable learning experience

- Delivers clinical information
- Efficient review of data
- Comprehensive study coverage
- Consistent messaging

Why It Works

More Relevant
Healthcare professionals naturally think in terms of patients, not clinical endpoints. Case-based learning places product data into a familiar clinical context, making information more meaningful and easier to apply.

More Engaging
Audience members become participants rather than passive listeners. Interactive cases create opportunities for discussion, reflection, and peer-to-peer learning.

Better Knowledge Retention
People are more likely to remember information when it is connected to a story or real-world scenario. Patient journeys help transform data into memorable experiences.

Demonstrates Clinical Value
Case discussions show how efficacy, safety, and treatment outcomes translate into actual practice, helping clinicians visualize where the product may fit within patient care.

Supports Adult Learning Principles
Healthcare professionals learn most effectively when education is practical, problem-centered, and immediately applicable to patient management.

The Impact of a Case-Based Approach

Connects Data to Practice
Clinical trial results become actionable treatment decisions.

Encourages Discussion
Creates opportunities for meaningful peer exchange and sharing of clinical experiences.

Highlights Product Differentiation
Allows the audience to see how a product addresses specific patient needs and treatment gaps.

Improves Audience Participation
Interactive questions and decision points increase involvement and attention throughout the program.

Creates a More Memorable Experience
Attendees leave with patient stories and clinical insights, not just slide content.

Audience Experience

Case-Based Format



Patient Scenario

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Audience Engagement

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Clinical Decision Making

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Data Applied to Practice

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Actionable Learning

Traditional Format



Presenter Speaks

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Audience Listens

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Data Review

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Knowledge Transfer

Key Takeaways

- A case-based product theater shifts the focus from “What does the data show?” to “How would I use this information with my next patient?”
- By combining clinical evidence with realistic patient scenarios, case-based product theaters create a more engaging, memorable, and practice-relevant learning experience that can help healthcare professionals better understand a product’s role in patient care.

Traditional Product Theater	Case-Based Product Theater
“Here is the data.”	“Here’s the patient. Let’s decide what to do together.”

If interested in creating a **Case-Based Product Theater**, please contact Allison Goldberg, Associate Vice President, CPE Communications at (917) 509-9583 or agoldberg@cpeducate.com.

Case-Based Product Theater Samples

Below are samples adapted from a successful case-based product theater.

CPE Communications



Case 1: Maya,16-year-old with IGA 3 moderate facial acne

Maya has approximately 55 noninflammatory and 38 inflammatory lesions, oily skin, and two small nodules. She is frustrated by persistent breakouts. She is interested in trying a topical, non-antibiotic treatment option and asks why her acne continues despite trying to control visible lesions.

Quick Response Audience Question

Which core acne pathways are active in this patient?

Gaps in Acne Treatment

The Pathogenesis of Acne Vulgaris Is Multifactorial

Acne vulgaris is characterized by 3 key factors resulting in the 4th key factor, inflammation, leading to the formation of different types of acne lesions

Product Fills a Long-Standing Gap in Acne Therapy

Understanding the Product

- Androgens activate the sebaceous gland in acne pathogenesis
- This product inhibits the intracellular effects of androgens within the sebaceous gland.

Persistent oiliness can reflect local androgen receptor activity within the sebaceous gland.



Case 2: Jordan, 23-year-old with moderate facial and upper-trunk acne

Jordan notes that his acne has been bothersome and difficult to control over the past few years and is now beginning treatment with the product. He wants realistic expectations for the first few months and asks whether improvement can continue with longer treatment.

Quick Response Audience Question

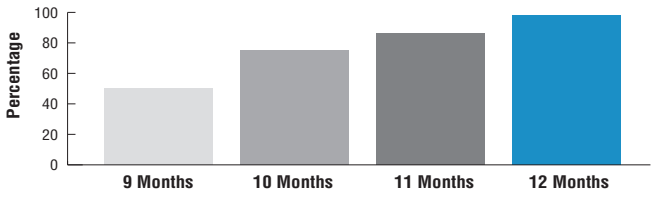
When were visible results achieved with the product in clinical trials?

Efficacy and Safety Data

In Two Pivotal Phase 3 Trials

- Significant treatment success vs vehicle was shown
- Reduced noninflammatory lesion counts vs vehicle
- Significantly reduced total lesion counts vs vehicle
- Produced visible results after 12 weeks of treatment

Week 12 (~3 months) is a key assessment point; open-label data show that some patients achieved clear/almost-clear status over 9–12 months.[1,2]



Summary Audience Question

Which of these conversations most closely resemble a patient you see in clinical practice?

Summary

An approval of this type marks the introduction of a new class of topical therapy to dermatology.

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