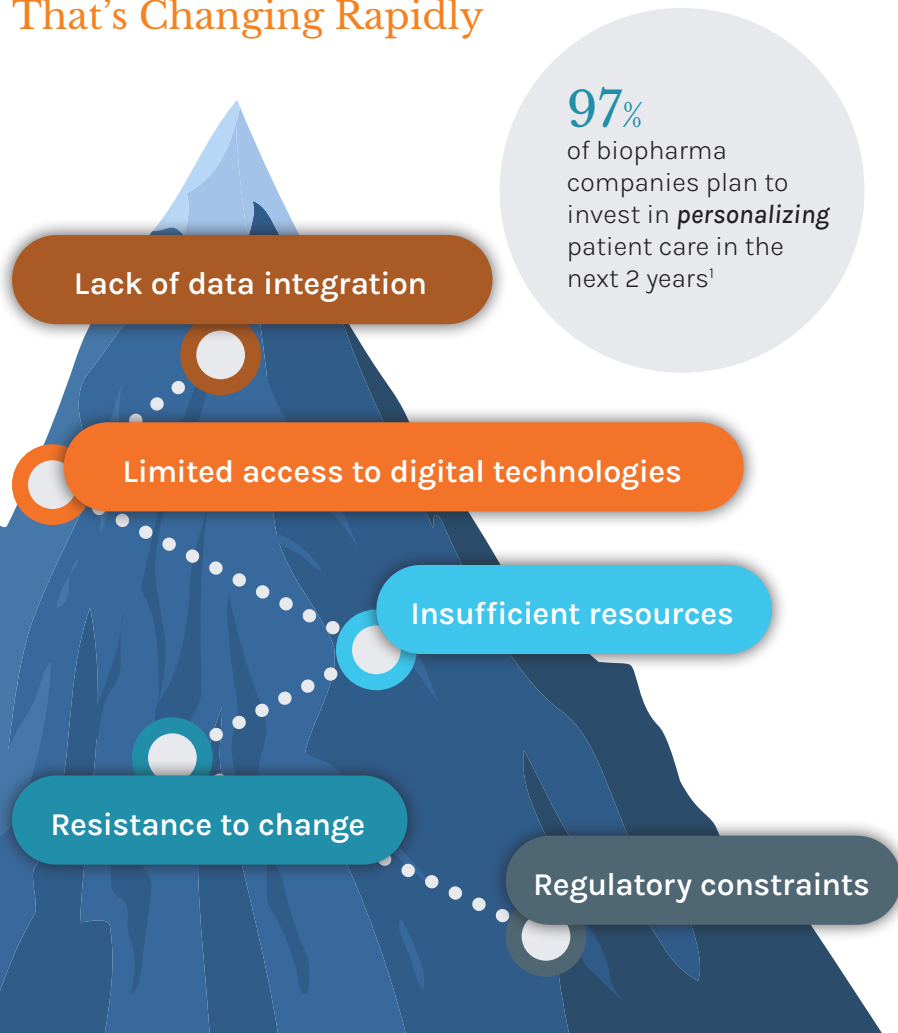


Biopharma is overcoming challenges of being able to deliver personalized patient support through both the democratization of information and the rapid emergence of digital tools. Companies are rapidly advancing capabilities and partnerships to move from a one-size-fits-all model of patient support to a personalized 1:1 model, and this is forging a new standard of what patient centricity looks like. Through this shift, brands can better meet patient expectations, deliver enhanced health benefits and drive better business performance.

Pharma Has Faced Challenges with Personalization...But That's Changing Rapidly

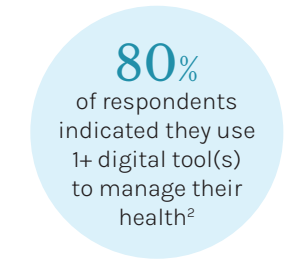
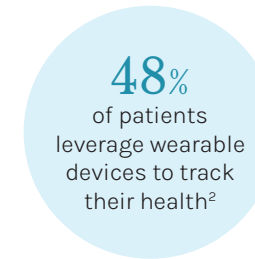
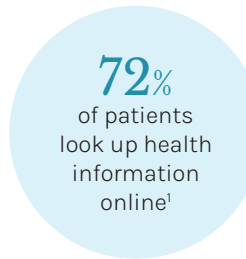


Two Driving Forces Are Increasing Pharma's Ability to Personalize Patient Support

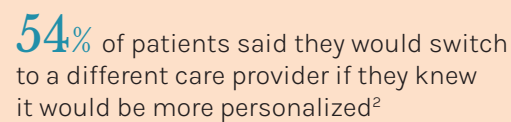
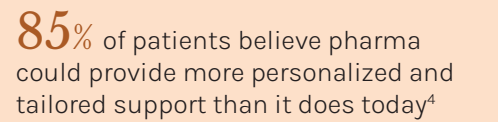
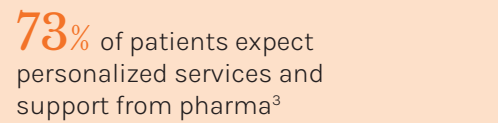
Democratization of Health Information
Data to Power Personalization



Rapid Emergence of Digital Solutions
Tools to Deliver Personalization



Personalization Meets Patient Expectations



Personalization Has Positive Health Benefits

HIV Management: Impact of personalized patient support on medication adherence for HIV-positive individuals showed a statistically significant improvement in medication adherence compared to a standard program.⁵

Diabetes Management: Impact of a personalized patient support program in diabetes management results in a statistically significant improvement in glycemic control and self-efficacy vs. a standard program.⁶

Health Outcomes: Impact of personalized support showed a statistically significant improvement in health outcomes, including improved medication adherence, decreased hospitalization and improved disease management.⁷

Personalization Has Positive Business Benefits

Advantages of Personalization for Biopharma Companies

- Increased patient engagement and satisfaction
- More efficient use of resources
- Better medication outcomes, leading to better business performance
- Differentiation from competitors
- Market reputation, specifically with providers

1. Pew Research Center. 2. Deloitte. 3. Accenture. 4. Medidata. 5. UCSF. 6. U Michigan. 7. Journal of Medical Internet Research.