

PEER-TO-PEER

PracticeShare by Treatment Perspectives™



WHAT IS IT?

PracticeShare by Treatment Perspectives provides a highly personalized and relevant local market-focused content experience to maximize HCP engagement via the right channel, right sender, and right message. The ElevatedRelevance® Decision Engine provides data-driven insights to help brands validate: which markets to target, the content to be developed for each local/individual market, the thought leaders to be used as brand ambassadors, and the channels to be used for a true precision marketing approach. A dynamic and engaging PracticeShare by Treatment Perspectives OnDemand platform hosts custom-developed and brand-provided video, audio, and other-format content, optimized for each local market.

RELEVATE DIFFERENTIATORS

Local and Personalized Engagement at National Scale

Continuous program optimization and execution for engagement in the right markets, to the right HCPs, at the right time, with the right message, delivered by the right KOL, in the right channel, for greater return on investment (ROI).

The ElevatedRelevance® Decision Engine (Ele)

Ele combines real-world data and proprietary algorithms driving campaign-specific, actionable, market and audience insights.

Treatment Perspectives HCP Network

Relevate Health's proprietary and HCP-recognized network providing unrivaled access to 1.4+MM prescribers and their 2.3+MM associated treatment team members.

WHEN TO USE

- Suboptimal HCP engagement and interaction with brand materials (branded & unbranded), as seen by lower click-through rates, etc.
- Variation in brand performance at the subnational level (eg, market, local, regional)
- Field force reduction has resulted in underserved “white-space” markets (eg, vacancies)
- Declines in field force access to key customers

REASONS TO BELIEVE

- HCP engagement levels rise with personalized and locally relevant content
- Digital marketing allows HCPs to be targeted as individuals with unique needs
- 67% of HCPs are interested in more peer-to-peer education, and they are turning to influencers online to get what’s lacking
- 83% of HCPs are likely to prescribe a new drug if it’s endorsed by a KOL

METRICS AND PROOF POINTS*

- Average of 6:1 ROI
- ~ 20% unique open rates
- Up to 7% Rx lift

HOW IS IT DELIVERED?

Using a highly personalized omnichannel approach, the HCP target audience will be driven to the campaign-exclusive PracticeShare by Treatment Perspectives OnDemand platform. All campaign activity and engagement is tracked on an individual HCP level and provided to the customer in the form of detailed, HCP-level data feeds and insightful aggregate data reports, providing meaningful campaign and individual HCP insights driving the next best action for each targeted HCP.

NON-PERSONAL DRIVERS

- Banner (digital display)
- Email
- Social (Facebook, Twitter, LinkedIn, TikTok, Snapchat)
- Video/CTV
- Audio
- Direct Mail

PERSONAL DRIVERS

- Field-delivered print
- Field-triggered email



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RECOGNITION



WHY PARTNER WITH RELEVATE?

- **Proven, measurable results**
Integrated real-time measurement and reporting framework using industry and proprietary benchmarks for campaign performance (ROI), reporting (aggregate and physician-level data) and optimization
- **Video and event production**
Full video production capabilities, a proprietary broadcast/webcast system, and a nationwide network of studios, event sites, technicians, and onsite meeting planners
- **Solution-driven portfolio**
Innovative solutions that meet medical, legal, and regulatory compliance standards

NON-PERSONAL

- Treatment Perspectives OnDemand Platform
- Treatment Perspectives Key Account Messaging
- Treatment Perspectives EHR HCP Messaging
- Treatment Perspectives Interactive Quiz

PEER-TO-PEER

- Treatment Perspectives National Broadcast
- PracticeShare by Treatment Perspectives
- mChat

FIELD ENABLEMENT

- FieldShare
- MyDoc
- REPCast
- KOLCast
- Expert Exchange

- **White-glove customer service**
Single point of contact who understands the brand strategy and business
- **Pharma-trained delivery and Project Management teams**
Multidisciplinary specialists to ensure that the program is developed and delivered in alignment with brand strategy, on time, and on budget
- **Award winning and nationally recognized expertise**
Strategy, creative, analytics, user interface, user experience, development, SEO/SEM, and mobile to guide the success of the program



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*Data on file; Relevate Health 1st party Campaign data