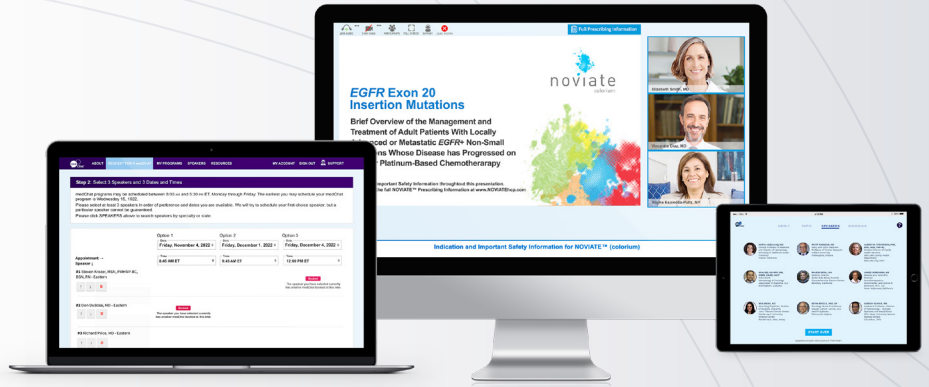


mChat™



WHAT IS IT?

mChat is a virtual-live, peer-to-peer engagement platform leveraging the brand's trained speakers. Hosted by the field force representative, the speaker engages with a customer practice of 1 or more HCPs with a ~20-minute presentation followed by ~10 minutes of Q&A. The HCPs choose an approved topic, dates and times that fit their schedule, and the speakers they want to hear.

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

- Dinner meetings are not garnering desired participation
- Call frequency is down, and reps are looking to make a meaningful impact with their biggest potential prescribers
- Travel costs and time constraints contribute to diminished participation at speaker events
- Brands are looking for scalable solutions to connect HCPs and brand-trained speakers without an exponential increase in marketing costs

REASONS TO BELIEVE

- Brands are beginning to empower the field force to create communications customized to the needs of HCPs
- 85% of HCPs rank KOL-derived content as having high educational and clinical value
- One-on-one interaction between speaker and practice scheduled within 5 business days of request

METRICS AND PROOF POINTS*

- **1.5x–5x+** increase in prescriptions

HOW IS IT DELIVERED?

Field force representatives introduce mChat to their HCPs with a digital program brochure. The rep helps the HCPs request their mChat through an online scheduling assistant. On the day of the mChat, the HCPs and rep access their event through the mChat Webcast Player.

DRIVERS

- Digital program brochure
- Online scheduling assistant with confirmation and reminder emails
- Phone reminders from the Relevate Health Customer Support team



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



relevatehealth®

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

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