

NON-PERSONAL PROMOTION

Treatment Perspectives™ Key Account Messaging



WHAT IS IT?

The Treatment Perspectives Key Account Messaging (KAM) solution delivers targeted messages to specialty-relevant HCPs at their point of practice (key accounts) using an innovative blend of active and historical search AND unified identifiers.

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

- Difficulty accessing specialty-relevant HCPs at key accounts
- Need to increase share of voice and brand awareness due to low awareness and recall

REASONS TO BELIEVE

- Monthly HCP-level data provides field force with insights on next best action for key accounts

METRICS AND PROOF POINTS*

- **10-15%** increase in relevant brand website traffic
- **Average of 75%** of key accounts frequency of destination traffic increased
- **Average of 90%** of key accounts reached

HOW IS IT DELIVERED?

Key accounts are matched and their IP addresses activated via Relevate's Elevated Relevance platform in a Treatment Perspectives KAM campaign. All web traffic originating from the targeted IP addresses is followed, and those that meet the profile based on either active and historical search behavior and/or unified ID are served campaign messages (digital display) using a network of accessible endemic and non-endemic sites. Conversion results in targets being redirected to a designated campaign site.

NON-PERSONAL DRIVERS

- Digital display



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