

FIELD ENABLEMENT

# MyDoc™



Data on file\*

## WHAT IS IT?

MyDoc Personalized Patient Education allows HCPs to star in a patient education video and print magazine. Materials featuring shared-decision patient education about the condition and recommended treatment are co-developed with the treatment team and coordinated by the field force representative. The video is combined with 3D animation and graphics for the HCP to tell the brand story and educate their patients on why they have recommended the brand as the treatment of choice.

## 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

- Clinicians often do not have ample time to spend with their patients, and their patients/caregivers fail to remember up to 80% of the clinician's counsel following diagnosis
- With 46% of HCPs restricting access, field force representatives are having difficulty getting quality time with their target HCPs
- Brands are having difficulty with top-of-mind awareness among key practices
- HCPs are not as well versed on brand benefits as they could be
- Brands are concerned about being outpaced by competitors

## REASONS TO BELIEVE

- Office of Inspector General (OIG) and Pharmaceutical Research and Manufacturers of America (PhRMA) compliant for ease of medical, legal, and regulatory review
- HCPs are not paid to participate, because they understand the value of patient education
- Patient education focus and absence of honoraria mean Sunshine Act reporting is unnecessary
- Creates enduring patient education material for the clinician and care team to share to help improve outcomes (e.g., adherence)

## METRICS AND PROOF POINTS\*

- Average of **15:1** ROI in Year 1

## HOW IS IT DELIVERED?

Reps enroll HCPs, and a professional production team ensures ease of filming. The program is anchored by an in-office video and print display which directs patients to a microsite.



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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