Treatment Perspectives™ Electronic Health Record

Message Formats

728x90 Display Message Format

EXCITING NEW DATA
Final Analysis for TITAN Trial in mCSPC
View Publication

noviate colorium

NOVIATE™ (colorium) is an androgen receptor inhibitor indicated for the treatment of patients with:
• Metastatic castration-sensitive prostate cancer (mCSPC)
• Non-metastatic castration-resistant prostate
FULL PRESCRIBING INFORMATION

728x90 Text Content Message Format

NOVIATE™ (colorium) can be started at the full dose in patients with platelets ≥50 x 10^9/L. Recommended daily dose is 400 mg (four 100-mg capsules) taken orally and given once daily.[1]
Learn more about dosing and dosing modifications in response to adverse events in the NOVIATE clinical and safety information.
Access full NOVIATE Prescribing Information.
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INDICATION
NOVIATE™ (colorium) is indicated for the treatment of adult patients with intermediate-2 or high-risk primary or post-essential thrombocythemia) myelofibrosis (MF).
IMPORTANT SAFETY INFORMATION

WHAT IS IT?

The Treatment Perspectives EHR solution provides highly targeted content delivered within the HCP's workflow. Brand creative, text, and financial messages are served up to individually or specialty-relevant targeted HCPs using real-time data, based on ICD-10–, NDC-, or CPT-based business rules.

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

• Brands seek access to engage hospital and outpatient HCPs with patient-relevant messaging during patient visit

REASONS TO BELIEVE

• Business rules drive the right message to the right HCP at the right time in the EHR workflow

• Access to ~60% of the EHR-user HCP universe

METRICS AND PROOF POINTS*

• **20%-110%** increase in eRx
• **Guaranteed engagement** based on business rules

HOW IS IT DELIVERED?

Creative, text, and financial messages are delivered through the Treatment Perspectives EHR Network reaching 60%+ of HCPs.

NON-PERSONAL DRIVERS

• EHR text content

relevatehealth®

RECOGNITION

MM+M MEDICAL MARKETING AND MEDIA

Gartner®

The Communicator Awards

PM360 THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS

HERMES CREATIVE AWARDS

PV PharmaVoice

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

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

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