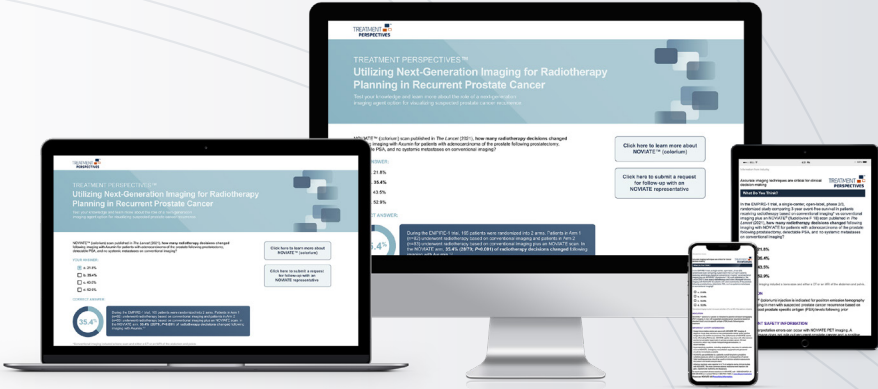


NON-PERSONAL PROMOTION

Treatment Perspectives™ Interactive Quiz



WHAT IS IT?

The Treatment Perspectives Interactive Quiz delivers highly targeted content combined with an interactive question that is essential to the brand. The ElevatedRelevance decision engine provides data-driven insights to determine which HCPs to target and the content to be developed. The HCPs answer a question and can compare their answer to that of a KOL to gain meaningful perspective. After answering the question, the HCP is provided with question-relevant information to further support their knowledge growth.

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

- Target HCPs are not engaging with brand messaging on a consistent basis
- Data on HCP knowledge of specific brand topics is minimal or non-existent
- Lack of scalable, customizable tools with fast time to market that target HCPs and drive measurable brand awareness
- Difficulty in securing and tracking HCP-level data to understand brand retention/recall at the granular level

REASONS TO BELIEVE

- HCP engagement levels rise with effective, personalized content
- 67% of HCPs are interested in more peer-to-peer education, and they are turning to influencers online to get what's lacking

METRICS AND PROOF POINTS*

- **Guaranteed** exposure rate

HOW IS IT DELIVERED?

The Treatment Perspectives HCP Network is utilized to reach target HCPs through an engaging email with a call to action driving targeted customers to a fully branded OnDemand website.

NON-PERSONAL DRIVERS

- Banner (digital display)
- Email
- Direct mail
- Social (Facebook, Twitter, LinkedIn, TikTok, Snapchat)



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