

NON-PERSONAL PROMOTION

Treatment Perspectives™ OnDemand



WHAT IS IT?

The Treatment Perspectives OnDemand solution drives engagement with a dynamic brand content experience (videos, podcasts, digital content) to maximize HCP engagement. The ElevatedRelevance Decision Engine provides data-driven insights to help brands decide which HCPs to target, the content to be developed, and the channels to be used for personalized, targeted delivery.

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

- 46% of HCPs restrict pharma field force access
- Field force reduction has resulted in underserved “white space” or vacant markets
- HCP-level data and engagement metrics with brand content are not available without activating field force
- Existing brand videos and other high-value digital assets are underutilized
- Investment in triggers (e.g., ICD-10) is not being operationalized for non-personal campaigns
- Brands are experiencing low participation in live and virtual speaker programs with the field force and HCPs seeking an OnDemand solution

REASONS TO BELIEVE

- Customized learning journey for each HCP with individualized next best action
- HCPs recognize and trust content delivered through the Treatment Perspectives Network
- Guaranteed engagements and physician level data

METRICS AND PROOF POINTS*

- **Guaranteed campaign interactions** provided at the onset of the campaign
- **HCP-level data**
- Average **6:42** minutes of HCP engagement time per session

HOW IS IT DELIVERED?

An omnichannel, HCP-centered campaign drives a targeted audience to engage with brand content made available on a campaign-dedicated OnDemand platform.

NON-PERSONAL DRIVERS

- Banner (digital display)
- Email
- Social (Facebook, Twitter, LinkedIn, TikTok, Snapchat)
- Video/CTV
- Audio
- Direct Mail

PERSONAL DRIVERS

- Rep-delivered print
- Rep-triggered email



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