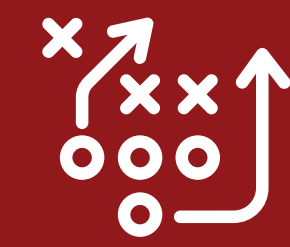


Key Market Access Challenges We Solve...



Customer & Access Influencer Engagement

- Quality of access analyses, access barrier/reimbursement scenario profiling
- Competitive value story priorities & voice of customer message testing
- Payer segmentation & value-enhancement strategies
- Stakeholder influence mapping (MCOs, HCPs, APMs, 3rd parties)
- Distribution & patient support model development/evolution
- Pricing/contracting strategies for specialty therapeutics



Regional & Local Level Access Ecosystem Strategy

- Provider key account opportunity identification & prioritization
- Account profiling, segmentation & engagement
- New breed of KOL sphere of influence & affiliations
- New product / CDx adoption
- Regional / state access influencer mapping
- Custom provider pilot / partnership planning
- Emerging access influencer assessment & data / technology-based partnerships



Clinical & Quality Strategy

- KOL / Pharmacy Dir. / Quality Dir. / Pathologist influence maps
- Value proposition story optimization
- Endpoints & quality metrics assessment and mapping
- Alternative Payment Model strategy (e.g. OCM, MIPS)
- Value-based care value proposition framework
- Pathways positioning & impact analyses
- HC Policy strategic planning



Analytics & Valuation

- Patient journey analytics (e.g. persistency, abandonment)
- Distribution & HUB performance business reviews
- Custom partnerships & valuation / ROI for services
- Performance impact assessment (discounts, pathways)
- RFP, fair market value & program implementation
- Key account (tier 1) engagement target updating /prioritization & performance influence point identification



Portfolio Strategy & Commercial Capabilities

- Business unit / franchise strategy, & portfolio strategy
- Commercial capabilities & organizational benchmarking
- Portfolio opportunity & advisory services (e.g. M&A, Licensing)
- R&D & portfolio optimization strategy
- Portfolio lifecycle mgmt., LOE & biosimilars strategy
- Operational approach optimization (structure, processes, people, rewards) to support strategy pull-through



Strategic Engagement Support Software

- Payer quality of access tracking & reporting for engagement targeting
- Provider key accounts profiling, tracking & reporting for engagement targeting
- Distribution model tracking & analog reporting for model development & optimization
- Pathways & APM tracking & reporting for engagement & support resource targeting
- Quality measures mapping for PI / TPP vs. competitors & US HC policy tracking