

PRECISION PATIENT ANALYTICS

Informing business actions to improve patient outcomes, based on the first truly complete, cross-sourced, integrated SaaS solution

A unique patient-informed way to improve your business

PredictivePatient is a solution that provides pharma business teams with a real-time view of the complete patient experience and associated prescriber behaviors. It uses integrated, cross-sourced data, delivering alerts directly to stakeholders such as patient engagement service providers, medical science liaisons, sales, and others.

- > Precisely integrating all of your traditional and innovative data assets at the patient level
- > Applying the power of business user-oriented advanced analytics
- > Generating specific next-best-actions for improved patient experiences
- > Continuous learning and feedback for exponential business improvement

AI-driven, patient-rich business solutions:



Enriched patient identification



Improved patient experience from pre-diagnosis through ongoing therapy journey



Accelerated intervention to improve adherence with predictive triggers and alerts



Differentiated provider targeting through hyper-profiling



Illuminated competitive dynamics across lines of therapy

ConcertAI unique strengths:



Superior data integration and accuracy

Open, unconstrained solution



Client-flexible data management, linking and integration to ensure fit for your specific purpose



Data expertise across traditional and novel datasets for optimal data framework



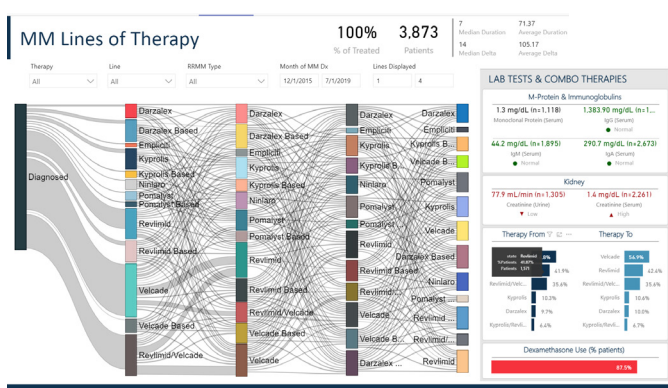
Bi-directional, real-time alerts facilitating business actions

Patient-Centric Analysis

Integration of disparate data, including claims, EMR, payer, lab, and SDoH data, creates a rich view of the patient which can deliver value across functions within the commercial enterprise. These insights can transform patient identification / acquisition efforts, retention, and adherence through use of AI and advanced modeling techniques.

Patient Journey - Line of Therapy

Therapy switching patterns combined with lab results and payer or cost attributes deliver more accurate measures of clinical performance within a competitive environment. Cohorts can be created to determine characteristics that drive movements to and from different lines of therapy.



Can Your Patient Analytics Answer These Questions?

Drop-off

- What is the efficiency of hub services and what is the patient drop-off at each phase of their journey? What are causes of drop-off? How do I fix this?
- Which patients are moving to or from other therapies?
- Which therapies are gaining or losing patients?
- Is switching a phenomena of a specific brand?

Patient Adherence

- Which social determinants most influence adherence in my line of therapy? For which populations?
- Which prescribers are experiencing patient adherence issues? What is driving these adherence issues?
- Which actions should field and operations teams take?

Intervention

- What is the most timely and effective intervention within the patient lifecycle when to resolve a troublesome pattern that has been identified?

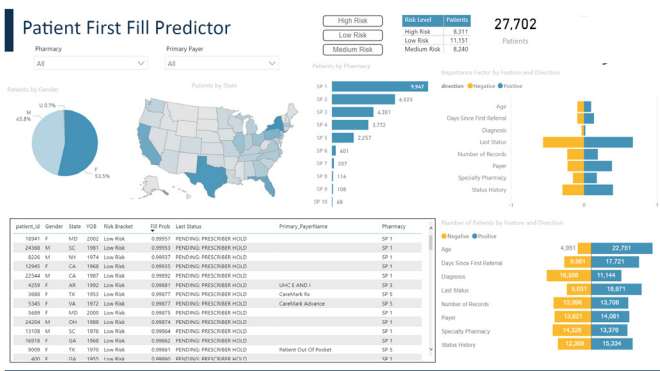
Payers

- What impact are various actions by payers (formularies, patient authorization, co-pays) having on a brand compared to competitors? Which segments are they impacting and by how much?

ConcertAI Predictive Patient is being used by the world's major biopharma companies as the leading, trusted source for timely, relevant, representative insights into the patient experience.

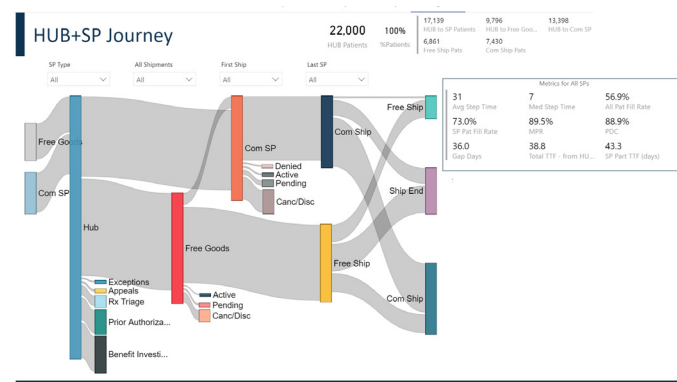
Patient Adherence

Prediction of likelihood to prescription fill is possible through linking social determinants data (shopping habits, financial, education level) with other key characteristics to subsequently inform next-best-intervention, such as the utilization of specialty pharmacy and / or hub services.



Holistic Patient Experience

Understanding the patient experience as they visit hubs and specialty pharmacies delivers speed-to-therapy calculations for distribution and service options. Integrating disparate data sources can identify key behavior influencer drivers. Stakeholders are then prepared to optimize support services and networks and maximize onboarding and adherence.



Physician Behavioral Targeting

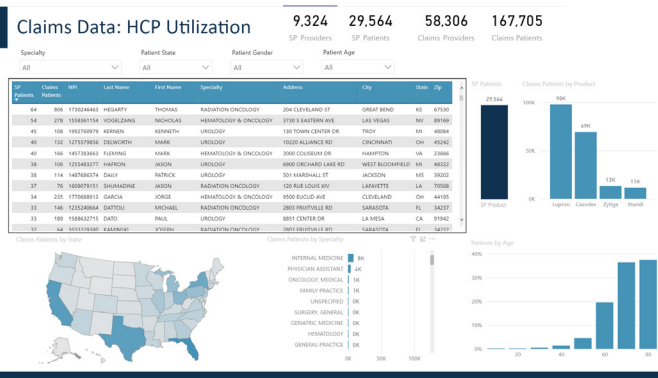
Understanding physician engagement and prescribing habits is key to physician targeting. Value is created through in-depth comprehension of prescriber response to the messaging, the ability to refine future messaging, and model predicted prescriber responses.

Prescribing Behavior

In-depth knowledge of physicians:

- > Specialty focus
- > Volume of patients utilizing specialty pharmacies
- > Therapy options adopted
- > Key patient characteristics

Delivers actionable insights for planning future interactions related to timing, messaging, and medium.



Physician Targeting

Integration of non-traditional third-party data sources such as physician consulting fees make it possible to better assess physician potential across geographies and improve field resource allocation.

"With ConcertAI Predictive Patient we see much more clearly which factors contribute to patients' failure to fill prescriptions and allow us to act to improve access."

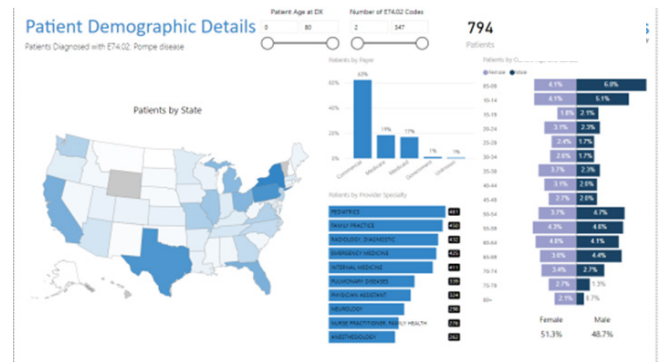
—CHIEF DIGITAL OFFICER

Enhanced Traditional Insights

Predictive Patient integrates disparate and novel data to deliver enhanced value in the areas of forecasting, targeting, and field compensation by bringing new attributes to the forefront with prescriber behaviors, preferences and thought-leader networks.

Forecasting and Sales Automation

Patient demographic data enhances traditional methods of forecasting and sales force allocation, empowering more precise allocation of resources. Combining data from specific cohorts with diagnosis code, payer, and provider specialty, delivers deep and actionable insights.



Capabilities

- > Cross-tokenization using multiple de-identification keys, and certification of combined datasets
- > Dashboards for analysis of key business questions
- > Delivery of combined data sets to various client teams for unlimited analytics, with data science workspaces and AI functionality
- > Incorporation of APIs for real-time data transfer
- > Integration of a vast array of 3rd-party data
- > Machine learning models to identify fill likelihood
- > Next-best-action identification to maximize access
- > Support of analytics users across the enterprise

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Contact us to learn more about Predictive Patient.