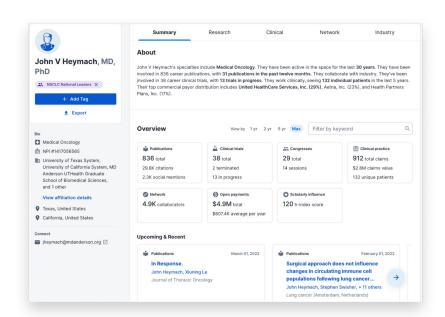## HCP Universe

H1's HCP Universe in Focus

Medical Experts like you've never seen them.

The universe of HCP knowledge is always expanding. Navigate endless possibilities with powerful clusters of HCP insights surfaced through H1's intuitive user-centric portal.

HCP profiles combine multiple data sources to deliver a 360-degree view, including:

- Professional designations
- Educational background
- Location and institutional affiliations
- Areas of focus
- Publication history
- Involvement in clinical trials
- Presentations at congresses
- Industry payments
- Network of collaborators
- Measures of scholarly influence

When available, profiles are enhanced with:

- Provider-reported data
- Contact information
- Patient demographic data

- Clinical activity
- NPI and other unique identifiers
- Payor mix

- Social network handles and activity
- Provider diversity signals
- Society and journal memberships

Data Coverage & Sources

H1's HCP Universe has global data coverage across multiple categories, with regional data enhancements where available.

Global Coverage

- **Demographic:** Name, institutions, hospitals, departments, research interests, clinical specialty, conditions, and addresses
- **Clinical Trials:** Trials indexed at ClinicalTrials.gov, ANZ CTR, CHI-CTR, and other Clinical Trial registries
- **Scholarly Activity:** Articles indexed on PubMed, Global Index Medicus (GIM), and PMC Europe, cross-referenced to social media mentions
- **Collaboration & Industry Influence:** local, regional, and global conferences, posters and session speakers, and society leadership positions
- **Industry Payment Information** from the Physician Payments Sunshine Act and European Federation of Pharmaceutical Industries and Associations (EFPIA)

US Data Enhancements

2B medical claims annually provide insight into 200M patient encounters and payor mix for 2M HCPs. HCP identifiers including NPI and CMS data are also searchable.

Region Europe Data Enhancements

Claims data provides institution-level insight into the disease and treatment landscape in these 12 countries:

- Austria
- Finland
- Italy
- Sweden
- Belgium
- France
- Norway
- Switzerland
- Denmark
- Germany
- Spain
- United Kingdom

🏛 Institutional Intelligence

Easily identify the top treating institutions for any therapeutic area and determine which HCPs are associated with the institution. Where available, visualize the institution's history of industry payments. This feature currently covers institutions in US and Region Europe countries, with more countries continuously added.

🔍 Robust Search, Filter, and Sort Options for HCPs and Institutions

Search by name, keyword, diagnosis and procedure codes, or institution. Narrow HCP results with filters and sort by HCP characteristics to find the exact profiles you want. Search is improved with the use of advanced operators and Synonyms are enabled so that your keyword search returns the most relevant results.

🏷 Tailored Tagging

Whether you find a Medical Expert through a specific search or through exploring HCP profiles, Tag providers of interest with a public or custom (private) Tag to easily track your target list's activities, publicactions, and achievements.

📶 Customizable Activity Feed

Streamline scrolling by selecting Tags and Saved Searches to populate your Activity Feed. Recent and upcoming congresses relevant to your selections are highlighted to make congress planning simple and efficient.

📥 Saved Search

You've found the exact HCPs that interest you and filtered out those that aren't relevant. Save your custom search parameters to easily refresh your target list in the future.

🎛 Flexible Workflows

Incorporate insights from HCP Universe into your existing workflow with the solutions that work best for you:

- The Weekly Digest delivers the top activity from your Tags and Saved Searches, directly to your email each Monday

- The H1 Explore Browser Extension provides HCP Universe insights right in your browser, linking you to more detailed information on HCPs in your daily searches

  Single sign on makes it easy for you to access the
- H1 platform with your Novartis credentials

To learn more, visit h1.co