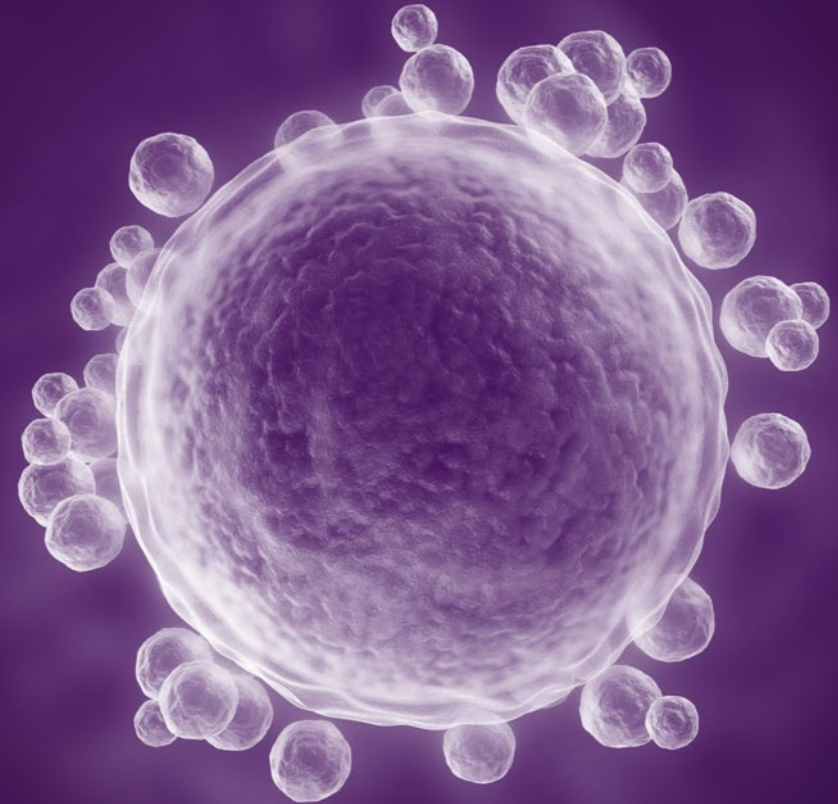


PRECISIONscientia

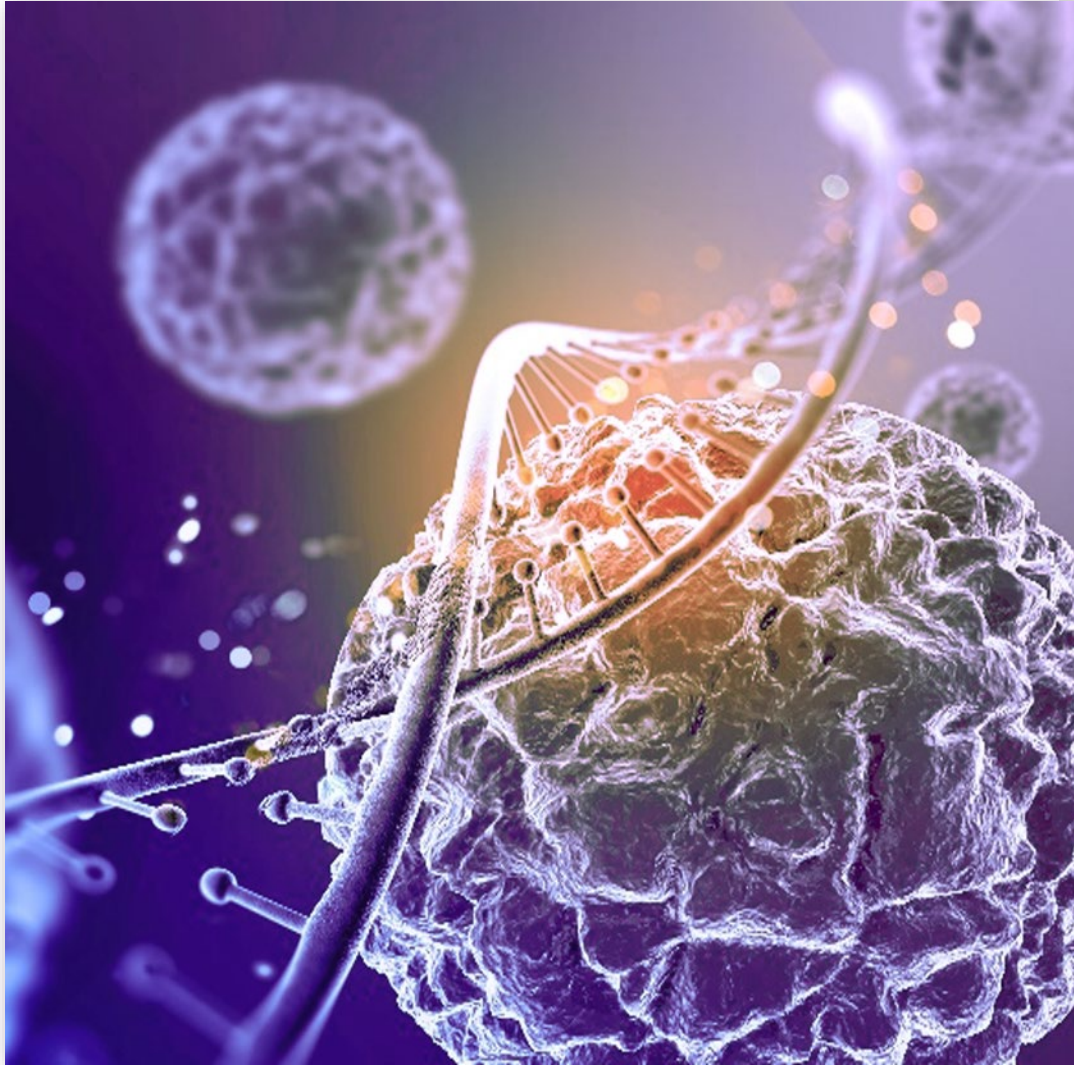
An Introduction

July 2022

PRECISION**scientia** | a precision value & health team



We are experts in...



Interpreting and communicating the science behind today's cutting-edge medical innovations.

Partnering with pharmaceutical and biotech companies to successfully **bring novel therapies to market** in the most complex areas of medicine.

Leveraging KOL expertise and applying our knowledge to develop communications and educational programs designed to affect positive change in frontline medicine.

Delivering across the commercialization lifecycle, from medical affairs to marketing to field training.

We bring...

The same rigor and dedication to communicating your science as you bring to creating it:

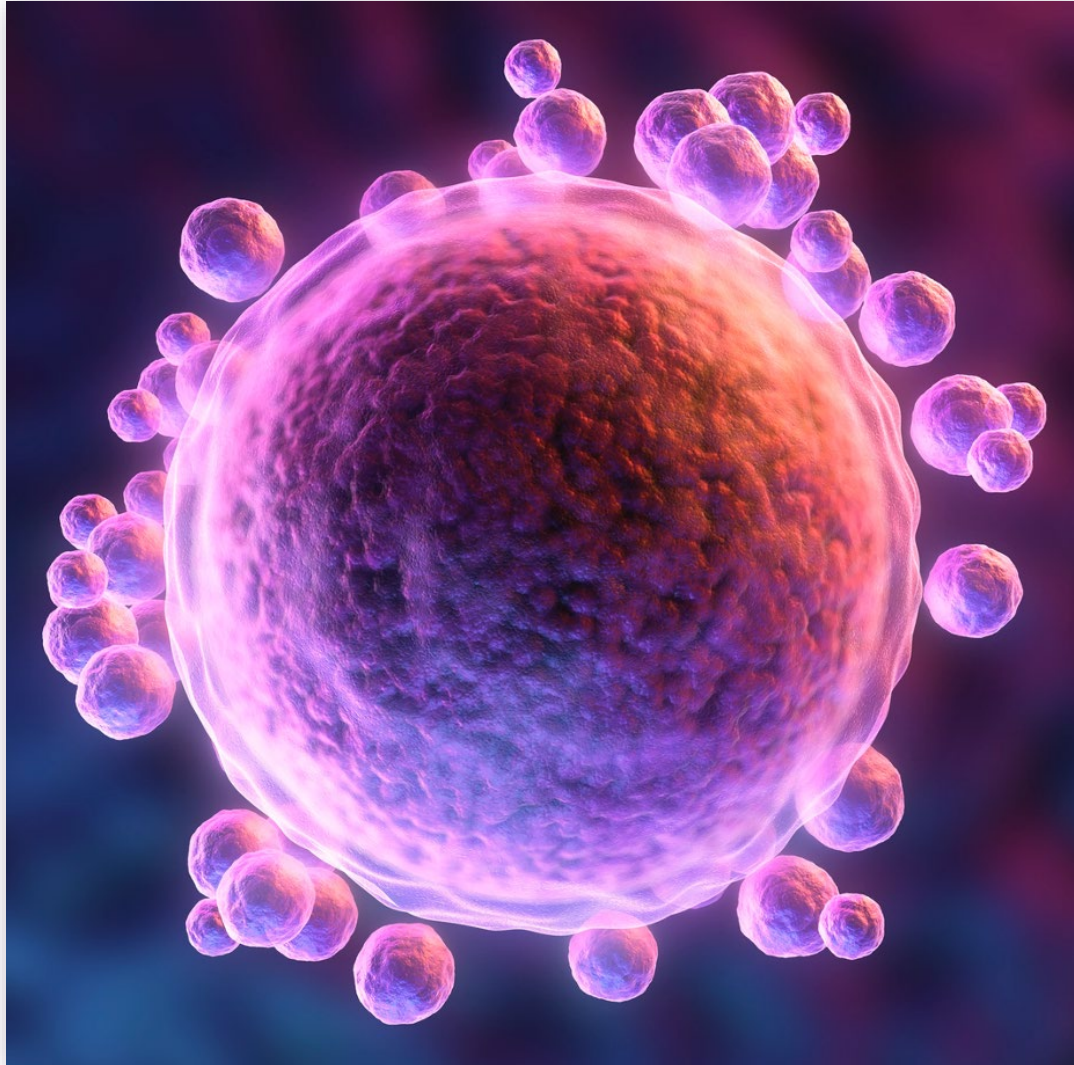
Our experts dig deep and wide into the science surrounding your innovation. No stone is left unturned.

We sift through this mountain of data and information to create the strategy to communicate your scientific story.

We deliver programs and assets that tell your story with impeccable execution: every detail checked and rechecked to ensure nothing is lost in translation. We won't stop till we get it right.

RESULT: Communication and education inspires HCPs and other stakeholders to act.

We believe that...

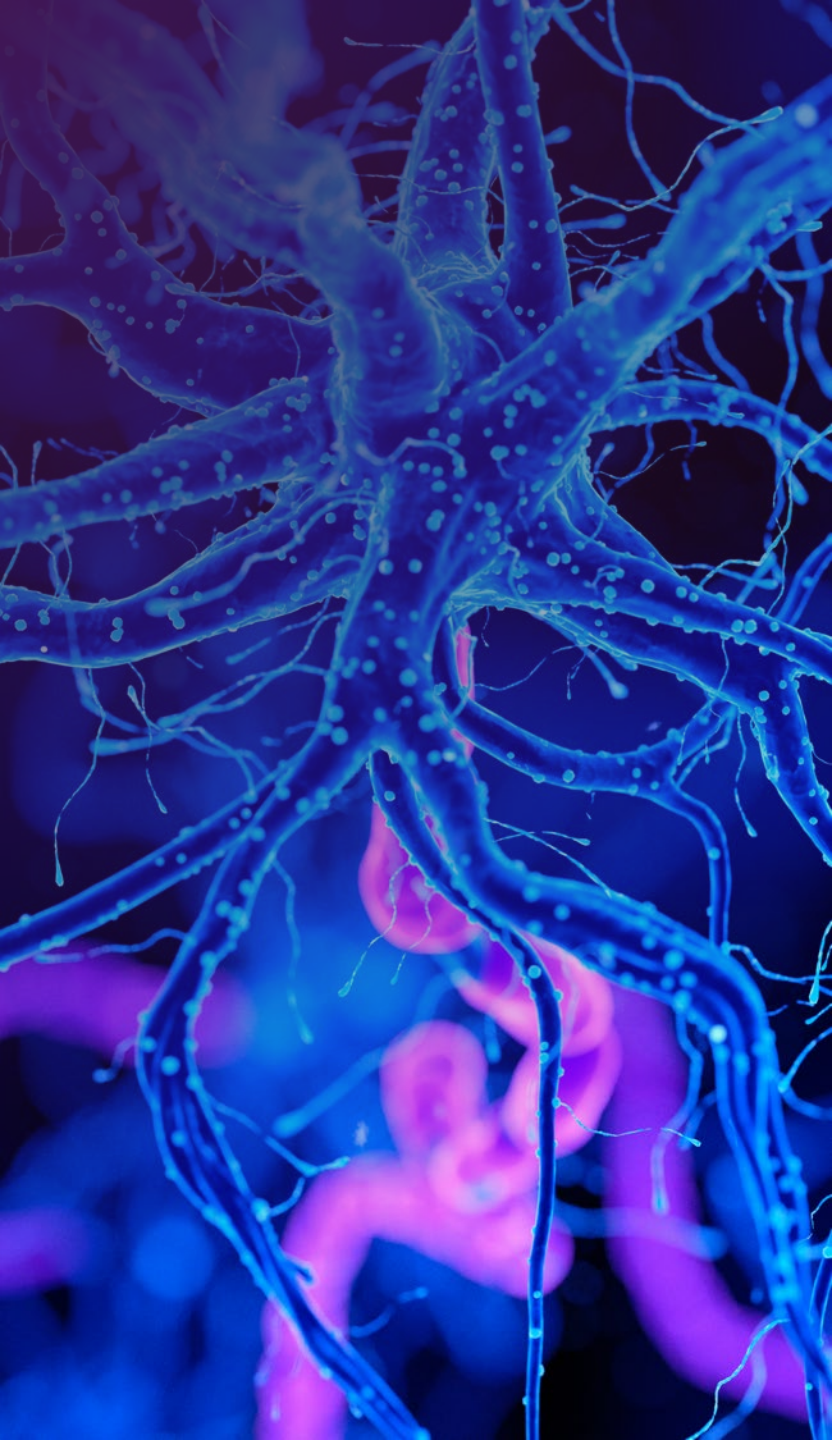


Your science can improve and save lives.

We play a critical role in getting it into the hands of healthcare professionals and patients who need it.

We believe that contributing to medicine is a noble and worthy endeavor.

We bring a team of inquisitive problem solvers and passionate creators who share a calling to our work, our clients, and each other



Your science is our
responsibility

Our experience by the numbers

Science on staff

240+
Employees

85+
With doctoral
degrees in science



Over 20 years in business with offices in

Philadelphia

Boston

London



Products and Launches

185+
Products supported

45+
Supported launches



Supported

145+
Disease states

90+
Pharma & biotech
companies



What clients hire us to do

Medical Affairs

- Publication Planning and Execution
- Communication Plan Development
- Scientific Communications
- Evidence Generation Strategy and Life Cycle Management
- Medical Expert Engagement and Insights
- Scientific Platform Development
- Advisory Board Meetings



Marketing

- Commercialization Strategy
- Launch Planning and Execution
- Thought Leader Engagement and Insights
- Peer-to-Peer Strategy and Tactics
- Multichannel Marketing Strategy and Execution



Training

- Sales Representatives & Medical Science Liaisons
- Foundational Modules
- Curriculum Development
- Workshops
- Assessments and Certification
- Sales Tools and Resources



Digital /Technology

- KOL and DOL Solutions
- Omnichannel Customer Engagement (OCE)
- Animations (MOA, MOD)
- AR & VR applications
- Digital & interactive tools
- Virtual events & video
- Websites
- eLearning



What clients hire us to do

Medical

Strategic Insights and Support	Internal Activities	Scientific Communications	Clinical Development Strategy	External Communications
<ul style="list-style-type: none"> ▪ Annual & Launch Readiness Planning ▪ Competitive Intelligence ▪ Key Opinion Leader ID & Interactions ▪ Insight Mining ▪ Advisory Board Meetings 	<ul style="list-style-type: none"> ▪ Landscape Assessments ▪ Disease State Backgrounders ▪ Congress Coverage ▪ Expert Lecture Series ▪ MSL Training & Journal Clubs 	<ul style="list-style-type: none"> ▪ Literature Gap Analyses ▪ Communication Planning ▪ Scientific Platform Development ▪ Publication Planning ▪ Abstracts, Posters, Manuscripts 	<ul style="list-style-type: none"> ▪ Gap Analyses ▪ Scientific Evidence Generation Planning ▪ Steering Committees ▪ Life Cycle Management 	<ul style="list-style-type: none"> ▪ Congress Booth Materials ▪ MSL Slide Decks & Materials ▪ Symposia

Why they hire us to do it

- Deep bench of scientific and clinical knowledge
- Core expertise in creating scientific platforms and disease state education
- Experienced in providing strategic insights and support to medical teams
- Strong ability to distill scientific concepts and data into key messages

What clients hire us to do

Marketing

Commercialization Strategy	Thought-leader Engagement and Insights	Peer-to-Peer Strategy and Tactics	Multi-channel Marketing Strategy and Execution
<ul style="list-style-type: none"> ▪ Product Positioning ▪ Message Development ▪ Launch Planning & Readiness ▪ Disease Education & Market Prep 	<ul style="list-style-type: none"> ▪ KOL Profiling/POAs ▪ Advisory Board Meetings ▪ Steering Committee Meetings ▪ Congress Coverage ▪ KOL Database Management 	<ul style="list-style-type: none"> ▪ Brand Planning (strategic/tactical) ▪ Content Development ▪ Speaker Training & Ongoing Engagement ▪ Congress Activities ▪ Congress Booth Materials ▪ Symposia 	<ul style="list-style-type: none"> ▪ Videos ▪ Social Media ▪ On-demand Programs ▪ Virtual Ad Boards ▪ Mobile Device Tools ▪ Banner Ads ▪ Email Marketing

Why they hire us to do it

- Strategic and tactical services grounded in science
- Expert in executing peer-to-peer tactics and engaging KOLs
- True strategic partner, engaging in brand planning

What clients hire us to do

Training

Build Knowledge	Develop Skills	Enhance Performance
<ul style="list-style-type: none"> ▪ Learning systems <ul style="list-style-type: none"> ✓ Anatomy & Physiology ✓ Disease Education ✓ Product Information ✓ Competitive Landscape ▪ E-Learning, M-Learning, Gamification ▪ Assessments ▪ Annotated Sales Aids, PI, Clinical reprints 	<ul style="list-style-type: none"> ▪ Workshops <ul style="list-style-type: none"> ✓ Live ✓ Virtual ▪ Facilitator & Participant Guides ▪ Certification & Sales Simulations ▪ Launch, POA, NSM Training 	<ul style="list-style-type: none"> ▪ Product & Marketplace updates ▪ Scenario-based training ▪ Sales tools, Job aids, Flashcards ▪ Resource & Implementation guides

Why they hire us to do it

- Through our deep understanding of the most critical elements of science commercialization, we apply a comprehensive approach to learning and development
- Development of assets that engage adult learners with experiences that are relevant and effective to achieve key knowledge and skills aligned to business goals

We take pride in our reputation

Large or small in size, we adapt and form long lasting trusted partnerships





Thank You

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