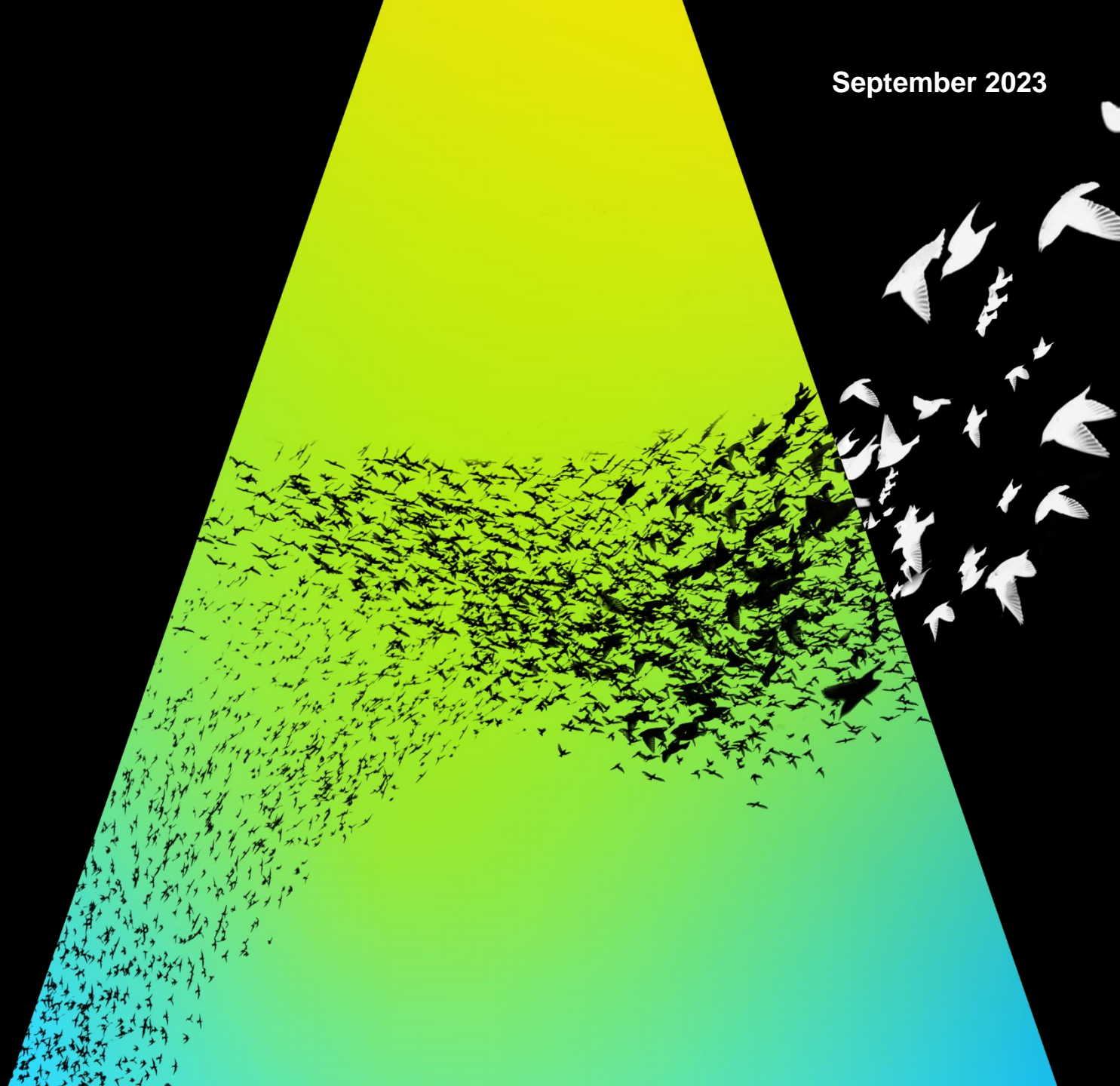


Better health happens when we connect.

September 2023

Introducing Avalere Health™



**We bring Medical
Affairs to Life**

Your partners in navigating science and data



**Complex
data**



**Compelling
scientific value story**

“Science isn’t finished until it’s **communicated.**”

- Sir Mark Walport, U.K. Government Chief Scientific Adviser

Avalere Health

SCIENTIFIC NAVIGATORS

helping **MEDICAL AFFAIRS TEAMS**

build **SCIENTIFIC VALUE STORIES**

by **BRINGING** people, science, data, and solutions **TOGETHER**

to **TRANSFORM** patient health and outcomes



SCIENCE IS
IN OUR DNA



BRING DEEP PASSION and **LONG-STANDING EXPERTISE** to medicine and scientific storytelling

SCIENTIFIC
NAVIGATION



GUIDING medical affairs teams **STRATEGICALLY** and **SCIENTIFICALLY**

SYNERGY &
COLLABORATION



Combine our strengths to build **CONNECTIONS** across **functions** and **teams**

TRANSFORMATIVE
SOLUTIONS



EXPERTS in delivering **SMART ENGAGEMENT** and **INNOVATIVE** solutions for medical affairs teams

We bring industry-leading expertise in Medical Affairs

Innovative Services

INSIGHT		ENGAGEMENT	
STRATEGY		IMPACT	
Personas & segments	Portfolio narratives	Digital Ecosystems	Customer experience
AI-driven analyses	Medical learning journeys	Patient engagement	Educational effectiveness
X-function evidence analysis	Omni-channel plans	Omni-channel MSL	Ecosystem analytics

Thought Leadership

OMNICHANNEL AND THE AGE OF PERSONALIZATION IN MEDICAL AFFAIRS

By Marian Lowers, Senior Director, Medical Digital Engagement, and Cary Lyons, Head of Strategy, Medical

NUMBERS, NAVIGATION, AND NARRATIVES: DIGITAL STORYTELLING IN MEDICAL COMMUNICATIONS

By Amy Jackson, Senior Editorial Director, and Cary Lyons, Head of Strategy, Medical

Publications: The unsung heroes quietly transforming patients' lives

How to Support and Enhance the Evolving Role of the MSL

REINVENTING VALUE: Integrated evidence generation 2.0: A strategy for every stakeholder

Specialist Skills



How Medical Affairs is changing and its implications on Scientific Communications & Medical Affairs skills



How to gather the Right Insights and Build Scientific Strategies



How to assess Engagement Maturity, Build Content Maps and Omnichannel Journeys

A

Guiding the way to help you reach the summit

SITUATION

We discuss your strategic goals across portfolio, asset(s) and external landscape

INSIGHT

We dig deep for insights that matter – to shape your plans and strategy

STRATEGY

We build the right narrative with the right evidence to fuel your plans

ENGAGEMENT

We deliver the right content in preferred channels to create customer experience

IMPACT

We track activity effectiveness against defined KPIs & analytics



Overarching Vision



Define 'Good'



Stakeholder Needs



Insights & Analysis



Key Objectives



Narrative & Platform



Evidence & Gaps



Engagement Route Map

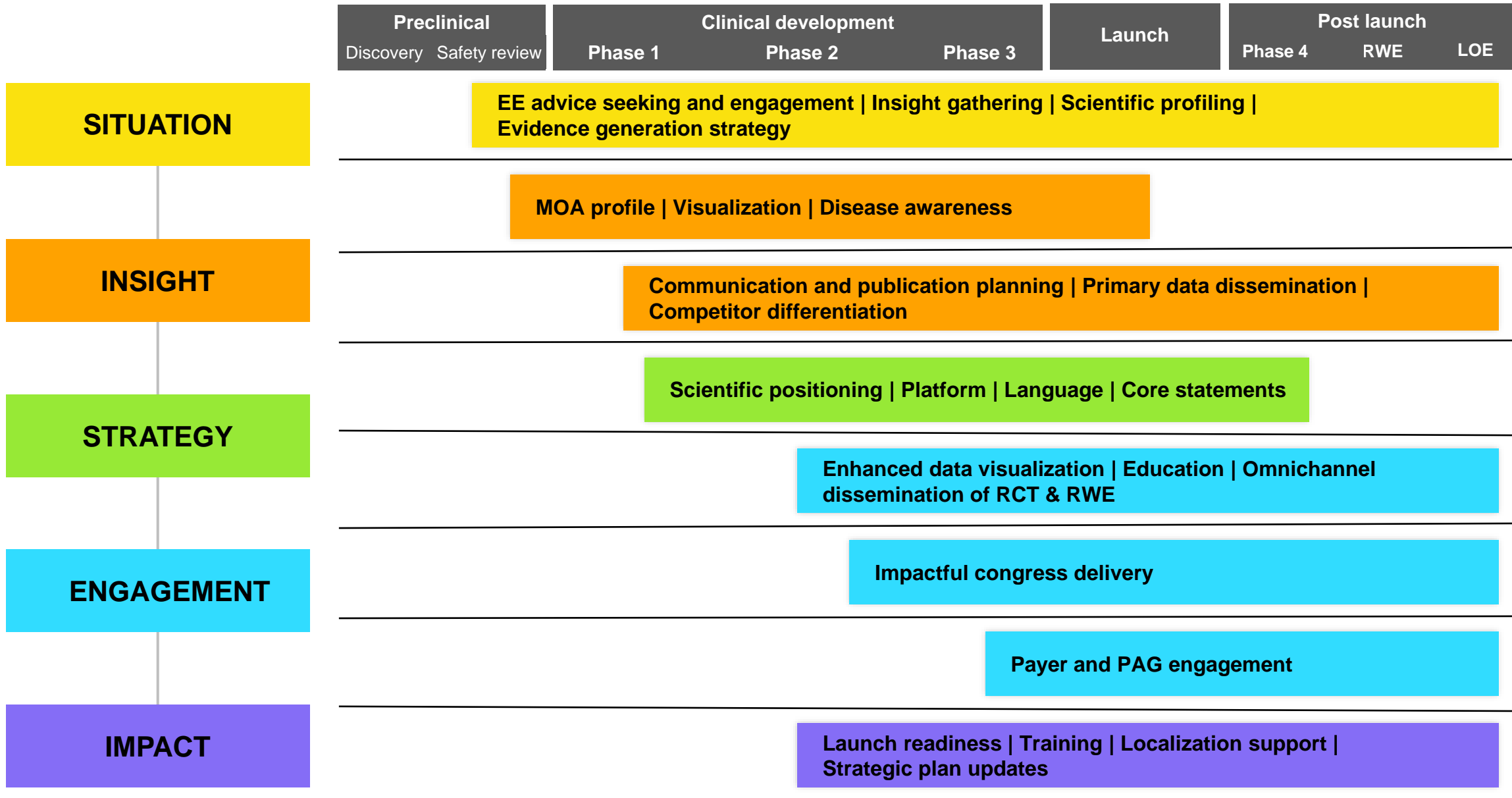


Content & Platforms



Track KPIs & Refine Plans

We apply the right mix of focus & support at the right time



A

Our core scientific services

We bring together leading experts or disease area HCPs to discuss science, disease, and data

Live scientific meetings – workshops, advisory boards and congress activities



Expert identification, profiling and mapping to engagement plans, building networks and eLearning programmes

Expert & HCP Mapping and Engagement Profiling, & eLearning



Creating touchpoints and activities with patients, advocacy groups and professional organizations



Patient Mapping, Organizations & Engagement

Scientific strategy plans, narratives, launch readiness, evidence generation, strategic workshops and facilitation

Strategic Planning, Evidence Planning, Scientific Narratives & Platforms



A

Omnichannel assessment & planning, segmentation & personas, customer journeys, content mapping and channel flows

Omnichannel Planning and Engagement, Medical Portals, MSL in-field Tools



Strategic publications planning, training workshops & clinics, publication deliverables, enhanced media and Datavision support



Scientific Publication Planning & Scientific Publications



Core Scientific Communication Programs, Promo-Med Ed, and Deliverables

Medical education programs and materials, creative media, impactful visualization media, augmented reality, infographics, MOA animations, videos, live and on-demand events for HCPs to network with experts

Expanded list of scientific services



INSIGHT

- Scientific datamining, insight and validation
- Strategic workshops
- Meeting facilitation
- Scenario planning
- Landscape trends and intelligence
- Gap analyses
- Customer insight surveys
- KPI determination
- Medical affairs planning
- Patient journeys



STRATEGY

- Communication strategy
- Strategic roadmaps
- Scientific platforms & lexicons
- Portfolio narratives
- Clinical and RW evidence generation
- Publication strategy
- Creative concepts
- Expert engagement strategy
- Patient engagement strategy
- Segmentation & personas



ENGAGEMENT

- Advisory boards
- Scientific workshops
- Virtual & live events
- Congress plan
- Satellite symposia
- Medical booths
- Standalone meetings
- Tailored EE plans
- HCP engagement materials
- Disease awareness
- Medical portals
- Social media campaigns

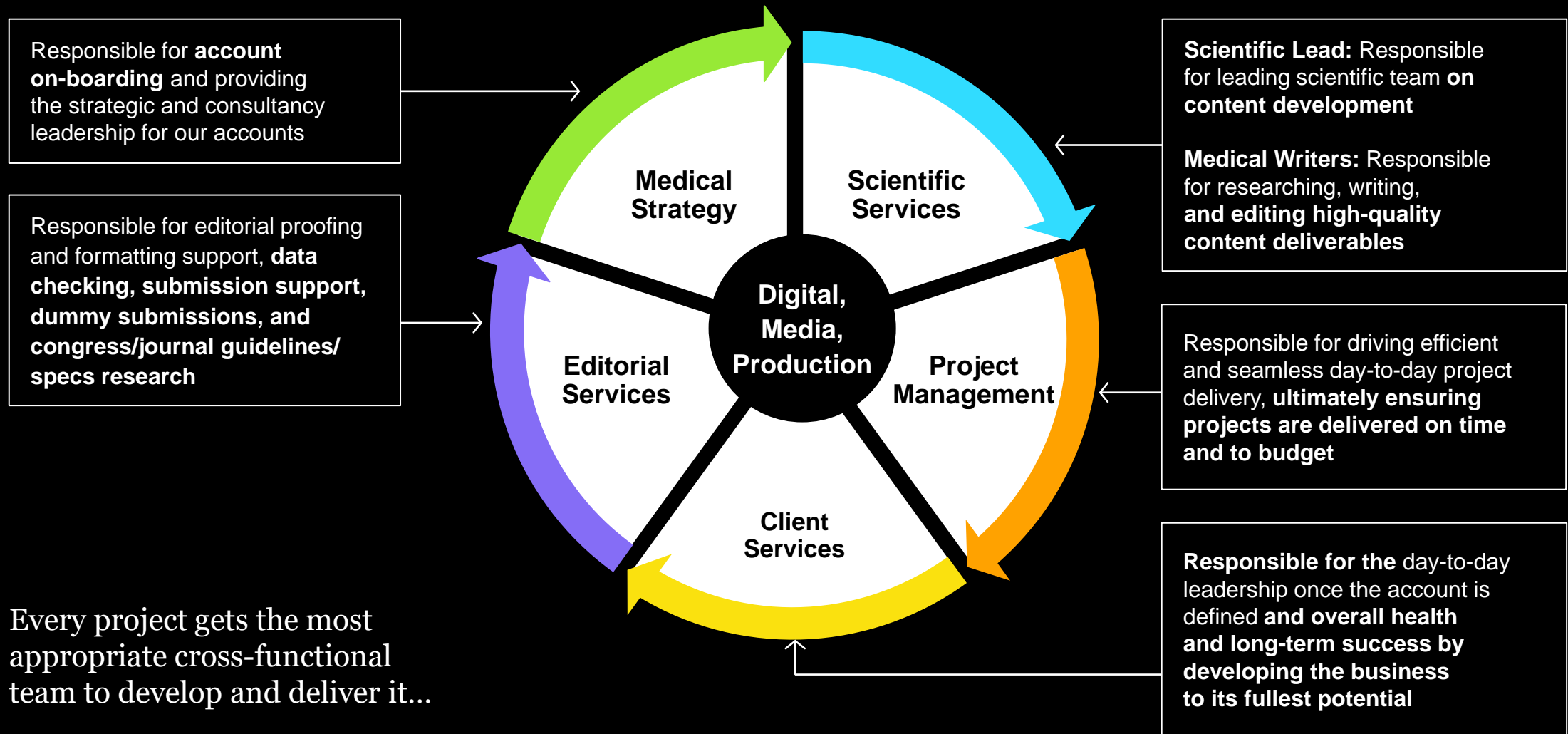


IMPACT

- MSL training tools
- Veeva & CRM support
- Functional secondments
- Datavision management
- Publication training workshops
- Internal comms
- Launch readiness
- KPI dashboards

Team roles and responsibilities

We build a dedicated core team to meet your needs



Every project gets the most appropriate cross-functional team to develop and deliver it...

...with **clear leadership** and **contact points**

A

Partnership from “Day One”

Our rigor and expertise allow you to focus on your business

“Talent wins games, but teamwork and intelligence win championships”

- Michael Jordan

Excellence in project delivery: Clear reporting, tracking and liaison at all stages



Our delivery capability is powered by....

Content Lab, Datavision, iEnvision



Compliance



Customized day-to-day management process



Barrier removal & proactive solutions



Solution-oriented communication



Business/team health checks



Worry-free financial management



Resource utilization



Onboarding and training programs



Business management platforms



Avalere Health™

A



Better health happens when we connect.



Partnership

- We understand your challenges
 - We work with you to find solutions
 - Your success is our success
-



Navigation

- We navigate a complex landscape
 - We build meaningful stories based on data
 - We are driven by insights
-



Skills & Experience

- We know Medical Affairs
- We understand the regulatory landscape
- We bring wider skills to the table

Thank you.

Contact us:

