



PRECISION AQ™

Work With More Precision

June 2024





PRECISION AQ™



IQ MEETS EQ

ACCESS
TO OVER

1,200

EXPERTS

57%

of all FDA-approved drugs in 2023 were launched with us



40
YEARS

of agency experience as an AOR



400+

HEOR publications in scientific journals since 2010





We put **client audiences** at the center of our strategic approaches to ensure patient access to life-changing products



DEMONSTRATING VALUE TO
SECURE PRODUCT ACCESS

PAYERS

WHY PRECISION?

- ▶ Data solutions
- ▶ Insights & analytics
- ▶ Strategy & evidence
- ▶ Value marketing & communications



Unlock hidden insights

- **Payer Master:** Integrates all syndicated and channel market access data sources to reveal how payers operate
- **BIN-PCN-GROUP Library:** Offers channel insights from specialty pharmacies, copay providers, and distribution partners
- **Analytic Ready Data (ARD) Marts:** Provide turnkey data designed to jump-start market access reporting and analytics at scale
- **Dashboards for Headquarters and Field Teams:** Allow for performance tracking and insights into KPI, market share, and payer trends
- **Payer Rebate Data Translators:** Convert invoice data to actionable and auditable insights to support GTN optimization



Break down data & glean intelligence

- Leverage the expertise of former payers, currently on staff, to explore and review market dynamics, such as:
 - Potential changes to and impact of utilization management
 - Pricing sensitivities
 - Contracting parameters, opportunities, and gross-to-net impacts
- Analyze current market payer dynamics and trends, such as emerging competitors and market disruptions, using robust methodologies, including in-depth interviews
- Optimize strategies to achieve access and forecast objectives through benchmarking and evaluation of current stakeholder practices



Generate evidence & develop strategies that secure optimal access

- Develop customized strategies to navigate access and channel complexities for launch and in-line brands
- Optimize pricing and contracting strategies to achieve access and forecast objectives
- Create integrated evidence solutions that incorporate real-world data and clinical evidence to support product adoption and differentiate from competitors
- Guide the design of pivotal clinical trials to meet health technology assessment (HTA) and regulatory requirements
- Quantify disease burden, treatment patterns, cost-effectiveness, budget impact, patient, provider and caregiver preferences, health utilities, and other outcomes
- Conduct literature reviews and meta-analyses to compare outcomes of competing interventions



Compel payers to make positive access decisions

- Develop compelling value propositions, including clinical and economic messages, grounded in rich insights and vetted with access decision-makers
- Deliver preapproval information exchange (PIE) and value proposition resources, health care economic information (HCEI), and reimbursement support communications
- Leverage omnichannel engagement (OCE) best practices to ensure we are reaching payers in the right channels with the right tactics and messages
- Craft and facilitate bespoke quality, population health, and health equity solutions
- Optimize delivery via training on managed markets topics, access dynamics, and customer-facing resources/message delivery



Why Precision?

300+

market access launches & label expansions

25+

on-staff former access decision-makers supplemented by a current payer network representing >90% of US covered lives

100%

of syndicated and channel access data sources are included in our proprietary payer master

100+

RWE studies demonstrating product value

~400

HEOR publications in scientific journals since 2010

17+

years as AOR for our longest tenured market access client

MICRO CASE EXAMPLES

Market access launch AOR for most-prescribed oncology regimen

99%

coverage

95%

reimbursement rates

Market access AOR multi-indication sequenced rare disease launch

70%

product coverage after initial launch

97%

coverage after 5 years and 2 subsequent indication launches



Unparalleled expertise to support product access for patients



Andrew Courmoyer, RPh, MBA
Senior Vice President, Director, AET
PE: Tufts Health Plan, Cigna, Aetna

Specialty Pharmacy, GPO, Oncology, & Medical Management



Janet Serluco, MS
Senior Vice President,
Oncology Lead, AET
PE: ICORE Magellan



Jennifer Williams, PharmD, BCOP
Vice President, AET
PE: Aetna, CVS



Julianna Kula, PharmD, BCOP
Vice President
PE: Rocky Mountain Cancer
Centers/US Oncology Network



Madeline Waldron, PharmD, BCOP
Vice President
PE: Cleveland Clinic



Christy Banach
Senior Director, AET
PE: Florida Cancer Specialists
& Research Institute



Julia Wermerskirchen, PharmD
Senior Director, AET
PE: Optum Frontier Therapies,
Optum, Coram Healthcare



Hetty Lima, RPh, FASHP
Senior Advisor, AET
PE: Baxter Healthcare,
CVS Caremark, Diplomat

Pharmacy Benefit Manager



Ami Gopalan, PharmD, MBA
Senior Vice President,
Head of Clinical & Editorial Services
PE: Medco, Express Scripts



Amy Martin, PharmD, BCPS
Vice President, AET
PE: Prime Therapeutics,
Express Scripts



Todd Edgar, PharmD, MS
Senior Advisor, AET
PE: OptumRx
(formerly Catamaran)



Sejal Jonas, RPh, PharmD
Senior Advisor, AET
PE: CVS Caremark



Rachelle Wan, RPh, MBA
Senior Advisor, AET
PE: Prime Therapeutics,
CVS, Amgen

National or Regional Health Plan



Dominic Galante, MD, MS
Chief Medical Officer, AET
PE: MVP Healthcare,
Preferred Care



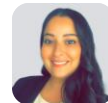
Indu Warriar, MD, FAAP
Vice President, AET
PE: EmblemHealth, Health
Care Services Corporation



Barbara Henry, RPh
Vice President, AET
PE: Harvard Pilgrim



Dan Danielson, RPh, MS
Senior Director, AET
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Karina Abdallah, PharmD
Senior Director, AET
PE: BCBS Michigan,
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Molly Borchardt, PharmD
Senior Director, AET
PE: BCBS of North Carolina,
Prime Therapeutics

IDN & Health Systems



Erin Lopata, RPh, PharmD, MPH
Vice President, Director, AET
PE: UPMC Health Plan



Cynthia Miller, MD, MPH, FACP
Vice President, Medical Director, AET
PE: Centene, WellCare



Kris Kang, PharmD
Vice President, AET
PE: Kaiser Permanente



Ray Roth, DO, MBA
Senior Advisor, AET
PE: Geisinger Health Plan,
Geisinger Health System

Quality & Population Health



Maureen Hennessey, PhD, CPCC, CPHQ
Senior Vice President,
Director, Value
Transformation
PE: BCBS Kansas City,
Cigna, Magellan, United

Employer Customers



Jorge A. Font, MPH
Senior Advisor, AET
PE: 2 BCBS HMOs, Aon
Hewitt, Buck Consultants,
Wyatt Co.

**100% of Precision's Access Experience Team (AET)
is on-staff former access decision-makers and influencers**

PE, Prior Experience





ELUCIDATING DIFFERENTIATION FOR PROVIDERS

WHY PRECISION?

- ▶ Data solutions
- ▶ Insights & analytics
- ▶ Strategy & evidence
- ▶ Medical affairs & communications
- ▶ Brand marketing & communications



Unlock hidden insights

- **Key Account Master:** Delineates relationships across HCPs, group practices, hospital systems, and IDNs with GPO, 340B, NCI, and other site-level qualifications to support engagement strategies
- **OncoGenius:** Depicts organizational-level drug management practices (oncology pathways, treatment plans, and formulary information) used by 100+ leading cancer care organizations across the United States
- **Key Opinion Leader (KOL) Expert Dashboard:** Details profiles, publications, influence networks, clinical trials, and institutional relationships to support identification, profiling, and mapping
- **Digital Opinion Leader (DOL) Map:** Aggregates social data across multiple platforms in real time, providing insights on reach, topics, audiences, and impact
- **Navigator365 Core:** Maps HCP preferences across channel, tactic, content, and frequency at both the geographic and therapeutic levels, ensuring a successful omnichannel go-to-market plan
- **Navigator365 Cx Benchmark:** Provides a comprehensive, side-by-side brand comparison at the channel, tactical, content, and impact levels, delivering actionable, competitive intelligence



Generate strategies that drive uptake & utilization

- Optimize provider organizational-level pricing and contracting, access and reimbursement, and specialty distribution strategies to achieve access and forecast objectives
- Leverage research, segmentation, HCP journey/behavior mapping, and media consumption preferences to develop strategies that positively influence prescribing
- Build omnichannel strategies to reach HCP audiences where they are, how they operate, and at the frequency they prefer, underpinned by unique insights (Navigator365) and comparative customer experience data (Cx Benchmark)
- Identify data gaps to drive evidence generation and differentiation strategies to build share and quality of scientific voice



Impact clinical behavior

- Develop and deliver scientific messages in an omnichannel approach to support product access and uptake, including disease awareness, clinical pathways support, and quality and population health initiatives
- Drive changes in clinical practice by generating and deploying evidence-based content and field resources
- Provide training, consulting, and operational resources to support clinical decision-making in real time through the EHR (EHRConnect)
- Optimize the impact of field force provider communications through training



Compel HCPs to prescribe

- Synthesize strategic imperatives, market research, disease state literature, and competitive and community landscape to define brand positioning, value proposition, and creative brand articulation
- Deliver highly engaging, compelling, and interactive branded and educational content for HCPs via personal promotion, peer-to-peer, digital, video, social, and print
- Optimize the impact of educational communications through effective speaker and field training
- Develop automated omnichannel ecosystems that deliver highly personalized modular messages via current and innovative technologies and allow for impact analytics
- Craft wraparound communications for HCPs to support:
 - Specialty and buy-and-bill product acquisition
 - UM restriction navigation
 - Reimbursement for a product and its administration
 - Awareness of patient, product, and financial support
- Provide pull-through provider-specific coverage with data-driven messages directly integrated into field team CLM systems (Access Genius)



Why Precision?

>50M

HCP media and communication preference data points to inform omnichannel strategies

5+

ways to drive prescribing at POC via all 3 top EHR platforms

>2000

C-suite executives and other health system/IDN decision-makers in our exclusive proprietary network

>5000

KOLs/DOLs mapped in more than 35 disease states

~100

leading cancer centers delivering >50% of US oncology care providing insights

5x

frequency of reaching HCPs via social media

MICRO CASE EXAMPLES

Pull-through excellence with personalized access messaging and delivery

4:1

ROI

14%

NRx lift among messaged HCPs

Omnichannel marketing, strategy, and campaigns

70k

rep visits replaced per year

20%

of the original cost to achieve goals

Patient identification in EHR patient lists

50%

increase in spirometry and a market rise in COPD Dx

15%

brand growth in 1 year





RAISING PRODUCT AND SUPPORT AWARENESS FOR **PATIENTS**

WHY PRECISION?

- ▶ Data solutions
- ▶ Insights & analytics
- ▶ Strategy & evidence
- ▶ Brand marketing & communications



Power personalization

- **Patient Payer Data:** Offer tokenized insights based on patients' pharmacy payer, medical payer, channel, and specialty pharmacy data
- **Patient Economic Data:** Enable insights by leveraging HDHP, LIS, HIX, supplemental insurance, total medication burden, total disease burden, income, and education patient data
- **Patient Clinical Data:** Provide data repository inclusive of death date/cause, medication adherence score, comorbidities risk score, and brand custom risk score
- **Patient Provider Data:** Give patient-level information regarding HCP, group practice, site of care, IDN, hospital, quality score, 340B, GPO, and NCI



Break down data & glean intelligence

- Ascertain patient/consumer affinity and receptivity to creative concepts and brand messages
- Review patient behaviors based on media consumption, social media engagement, advocacy interaction, and competitive engagement
- Conduct thought-provoking research (in-depth interviews, focus groups, online forums) to reveal insights along the patient journey to inform the brand experience from diagnosis through treatment
- Conduct competitor and landscape audits and interviews with stakeholders to understand experiences with existing patient support programs



Generate strategies that drive uptake & utilization

- Synthesize client market research as well as competitive and community landscapes
- Define brand positioning, value proposition, and creative brand articulation (including concepts, identity, look and feel, and brand narrative)
- Develop optimal patient financial assistance program strategies in each targeted geography to achieve access and revenue goals
- Customize comprehensive patient support strategies to yield programs that enhance patient access and adherence
- Establish a comprehensive, interdependent, omnichannel go-to-market plan with associated metrics and reporting



Motivate action, maintain engagement

- Create an automated omnichannel ecosystem to deliver and measure the impact of highly personalized messages in the formats patients prefer on the channels they frequent
- Deliver motivating, interactive content via broadcast, digital, video, social, and print
- Develop communications for patients to ensure and elevate awareness of product and financial support available
- Engender brand loyalty through onboarding, adherence, and engagement programs
- Establish patient connectivity via advocacy, mentorship, and advisory board relationships



Why Precision?

>35

patient-centric launches in 5 years

20

on-staff passionate health literacy advocates

35+

rare disease engagements

~50

patient support programs supported

25+

patient testimonial videos produced

>230M

patients reached through targeted paid media efforts

MICRO CASE EXAMPLES

DTC campaign prowess

88%

increase in year-over-year revenue yielded from a TV and Facebook campaign

17M+

impressions garnered from an above-brand social media campaign, gaining >50% market share

6x

increase in patient CRM enrollment driven by our unbranded rare disease campaign





The value of a true partnership

Multifaceted launch partner with the capability to activate payers, providers, and patients

Unrivaled internal experts infusing their experience and perspectives

Integrated teams working in tandem and sharing resources to maximize efficiencies

Strategic, tactical, and full-service creative and digital services to support throughout the life cycle

Proactive, passionate teams with consistently high agency evaluation scores



What our client partners say

“PRECISION BECAME OUR UNSTOPPABLE TEAM EXTENSION, DELIVERING IMPACTFUL VISIBILITY, CONCISE MESSAGING, AND STRENGTHENED PARTNERSHIPS WITH PHYSICIANS, HOSPITALS, AND PATIENTS.”

– Marketing Manager

“BY FAR, PRECISION’S QUALITY OF WORK AND LEVEL OF SERVICE CONSISTENTLY EXCEED WHAT IS BEING DELIVERED BY OTHER AGENCIES.”

– Associate Director, Market Access Marketing, Oncology

“PRECISION GIVES US THE TOOLS TO SHOW OUR CUSTOMERS THAT OUR BRAND IS EASIER TO GET THAN THEY THINK. AFFORDABILITY IS ALWAYS AN ISSUE, AND SO PRECISION'S ACCESS GENIUS IS ESSENTIAL.”

– Sales Rep

“PRECISION IS THE MOST STRATEGIC, SCIENTIFIC, AND PROFESSIONAL ORGANIZATION I’VE WORKED WITH.”

– World-Renowned Thought Leader





PRECISION AQ™

Thank you

We welcome the opportunity to be your partner!

