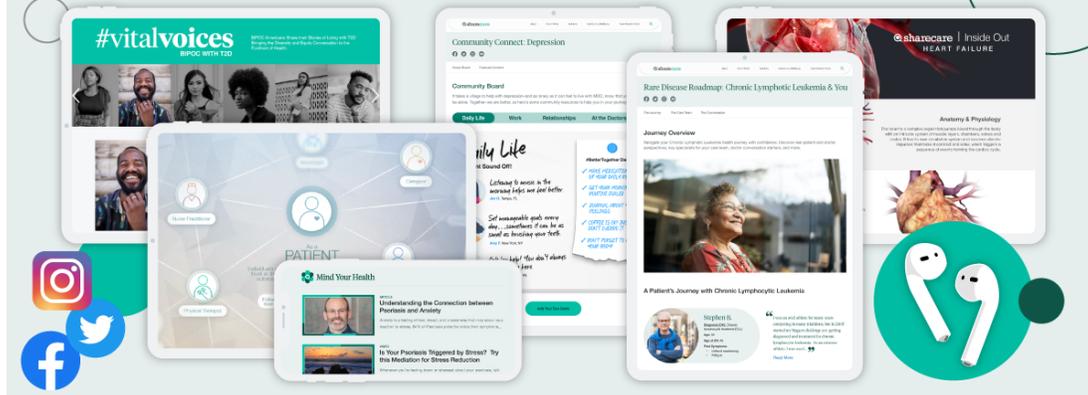




Drive Doctor Discussions | Humanize the Patient Experience | Deeper Condition Understanding



Sharecare expands life sciences product suite with solutions to support patient education and care navigation

Sharecare just announced a new product suite comprised of new digital solutions designed to educate, engage, and support health audiences and drive effective conversations with their healthcare providers to achieve optimal outcomes from their treatment plans. Each offering delivers motivating experiences – and available across disease states.

These solutions include:

- **Vital Voices** – A multimedia approach to storytelling showcases the personal stories of real people from multicultural and underrepresented populations as they navigate a health condition.
- **Rare Disease Roadmap** – According to the National Institutes of Health, 1 in 10 people in the U.S. have one of 7,000 known rare diseases. This product aims to help people who suspect or are newly diagnosed with a rare disease to navigate the complexity of the path from diagnosis to treatment.
- **Patient Connect** – This editorial destination is an online “pharma-friendly” community of patients and caregivers managing chronic diseases, and offers articles, videos, tips, and advice about the condition.
- **Inside Out** – An immersive, 3D-animated tool with graphics from the award-winning Sharecare Reality Lab, allows users to visually explore the progression of a diagnosed disease and the science of treatment.
- **Care Collective** – This interactive resource empowers patients to navigate the complexity of building out a care team by understanding the role of various clinical specialists presented with real advice and experiences of other individuals.

In addition to these educational solutions, healthcare brands can enhance their campaign and strategy planning with Sharecare’s virtual office hour events, which provide direct access to industry-renowned HCPs, and ‘in-the-lab’ events that educate marketers and brand planners on first- and third-party consumer data and insights related to various disease states.

Sharecare’s products have earned industry accolades including more than 30 industry awards for digital health and healthcare marketing excellence. Over the last five years, more than 85% of Sharecare’s consumer marketing campaigns and programs exceeded performance goals as measured by an independent third-party analysis. For more information contact Scott Schappell at Scott.Schappell@sharecare.com