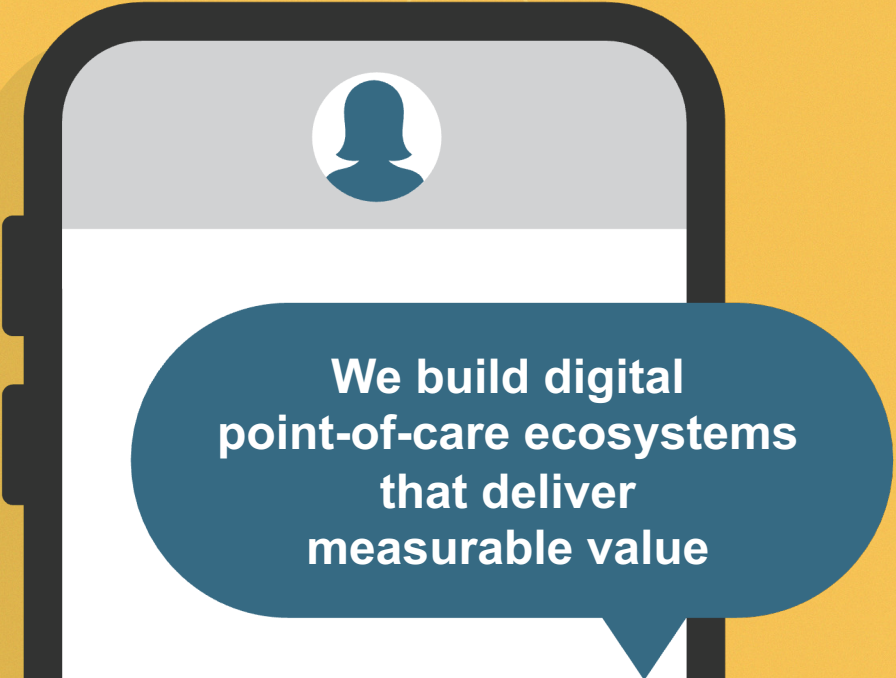


The OptimizeRx Mission

We aim to **create a more informed and empowered healthcare community** by developing new technology solutions that **help people start and stay on life-impacting therapies**

We accomplish our mission by connecting providers and patients to life sciences treatment information and support within our ***Therapy Initiation and Persistence Platform***



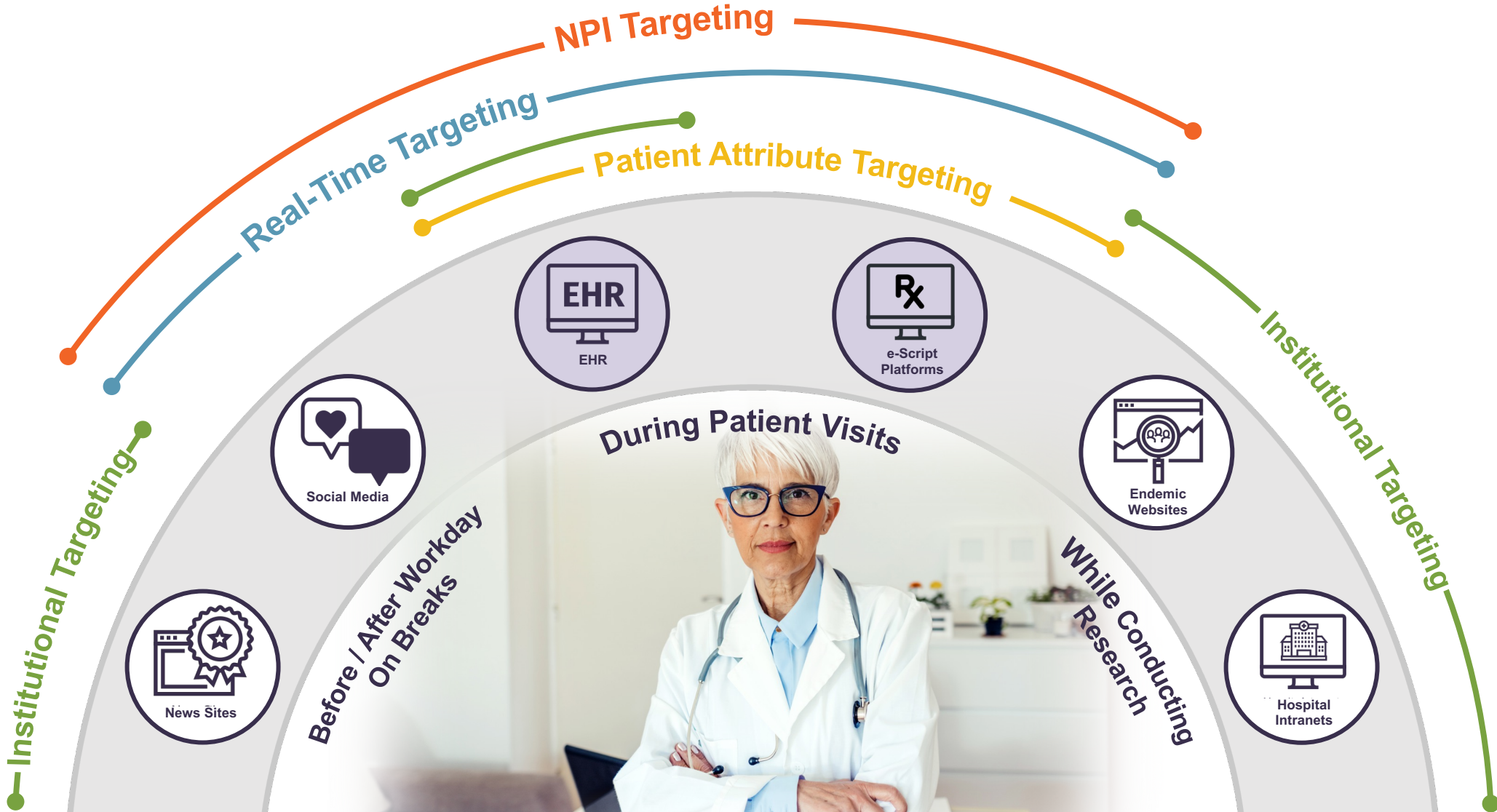
**We build digital
point-of-care ecosystems
that deliver
measurable value**

Our platform activates your customers and creates measurable impact for your brand

- Did your script volume increase?
- Are new prescribers choosing your brand?
- Are you penetrating new geographies?
- Have prior authorization submissions increased – why are payers denying requests?
- How many patients are utilizing your adherence programs – how engaged are they – how satisfied?

Defining the care delivery workflow

Digital engagement channels throughout the HCP customer journey



Pulsing the Doctor-Patient Care Conversation



- **Only 39%** of surveyed physicians routinely **talk to patients about affordability options** (for specialty medications)¹
- **73%** said this was due to **lack of visibility** into medication costs / what is covered by their insurance plan¹
- **62%** of surveyed physicians **don't consistently enroll patients in assistance programs** (top reason, "it's hard to keep up with the various programs")¹

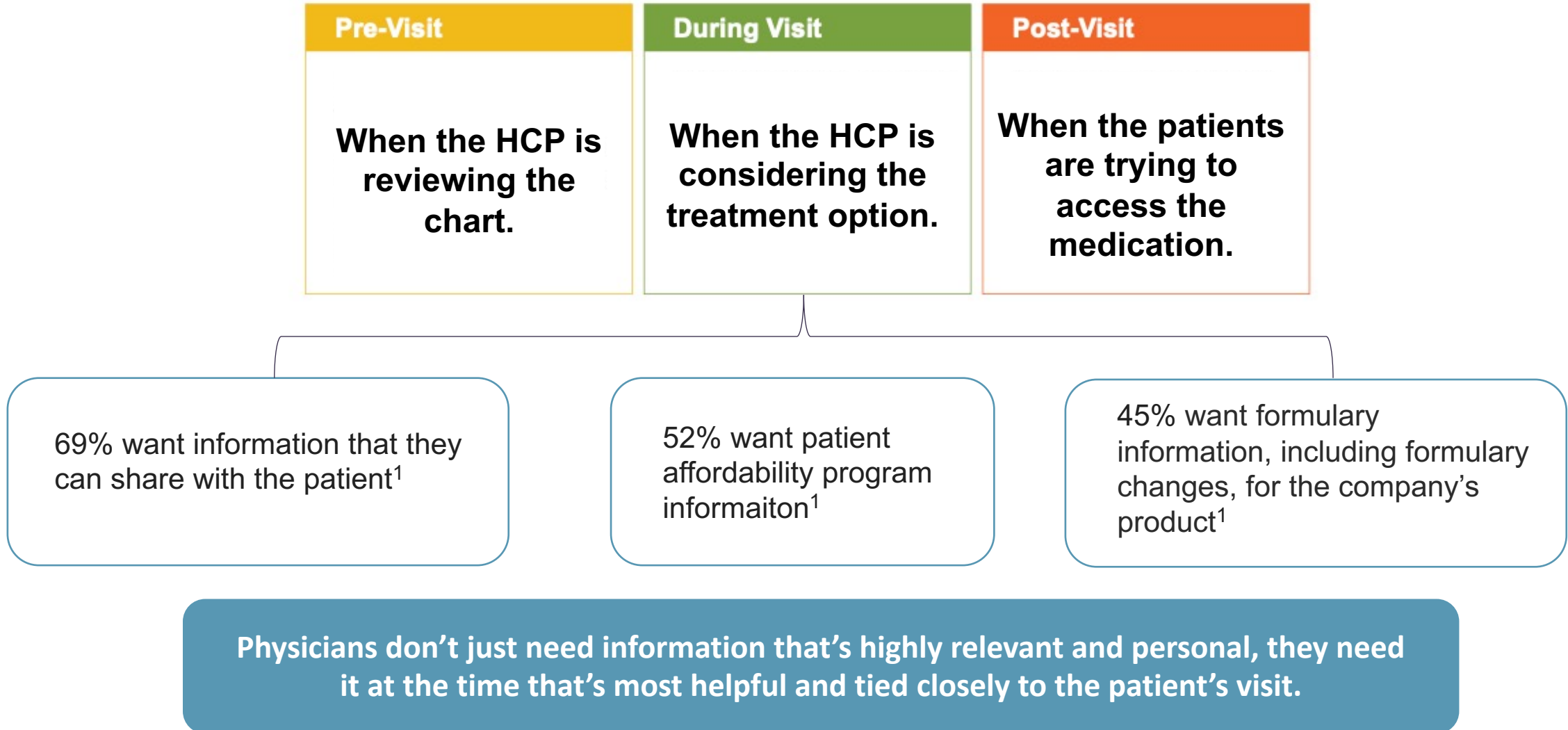
OptimizeRx survey found that physicians would **make a different therapy choice** for **one out of three patients** if medication access was not a factor, and physicians **had to change their treatment plan** in **one out of four patients** due to medication **access challenges**.¹

The **top three types of information** and the percentage of surveyed physicians who want more of this information:²

- **Patient affordability** – 48%
- **Prior authorization (PA) process** – 43%
- **Patient eligibility** – 33%

1. *Bridge the Gap in Therapy Initiation (OptimizeRx Survey / Infographic, March 2022;* 2. *Every Message, Everywhere, All at Once (OptimizeRx Survey / White Paper, March 2023)*

It's not just what brands say and what channels they use, but when they say it.



Physicians are receptive to workflow technology tools to improve patient access and adherence.

What additional tools do HCPs want inside of their EHR workflow?¹

84% | *File PAs more easily*

78% | *Determine if a drug is affordable and covered for my patient*

83% | *Easily access copay programs*

81% | *Automate the specialty or hub enrollment process*

74% | *Notifications when a patient does not fill their prescription*

Observations

- CMS' Real-Time Benefit Tool Final Rule = RTBC EHR integrations; data gaps impact HCP adoption
- In-workflow indicators and alerts; increasing awareness and utilization of support programs
- Leveraging real-world data (RWD) and artificial intelligence (AI); aligning support messaging to key milestones and intervention points within the care journey

Making an Impact: When Relevant Patient Support Information and The Patient Journey Align

Case Study 1:

Increasing Awareness of Support: Preventing Patient Non-Adherence

- A mature brand wanted to prevent therapy non-adherence due to a known gap in coverage by helping offset the cost through their affordability patient support program
- However, providers were unaware when patients would experience this coverage gap, so they struggled to proactively flag eligible patients and enroll them into the financial support program
- The brand *applied AI to real-world datasets* to predict the exact point-in-time when patients were likely to experience this coverage gap, then *delivered brand-specific financial support information* to their treating physician *directly in the EHR*.
- **The results: 27% of HCPs enrolled a patient for the first time**

Case Study 2

Optimizing Therapy Initiation: Limited Pharmacy Networks

- A launch brand was leveraging their sales reps & brand website to educate and inform HCPs that prescriptions for the product could only be sent to a limited network of pharmacies
- However, 40% of the brand's prescriptions were being sent to pharmacies outside the brand's limited distribution network of pharmacies
- The brand **activated alerts within the ePrescribe workflow** to inform the HCP *at the time of pharmacy selection* that this brand could only be filled at specific pharmacies – *enabling faster access to an in-network pharmacy*
- **The results: 93% of the brand's prescriptions were sent to a pharmacy within the limited network**

Key Takeaways

Less selling, more information

HCPs are actively seeking information across a wide variety of digital and in-person channels – but they want more information related to patient eligibility, affordability, and access.

Timing is everything

Access marketers need to revisit where and when they are engaging healthcare providers (HCPs), as well as how they can best deliver the information HCPs are seeking: personalized, actionable, therapeutic, and access-related content.

HCPs want more tools in their toolbox to simplify access

Given the costs and burden HCPs continue to face when helping patients access and start on treatment, it's time to shift our focus toward technology solutions that directly address the challenges and needs of prescribing physicians.