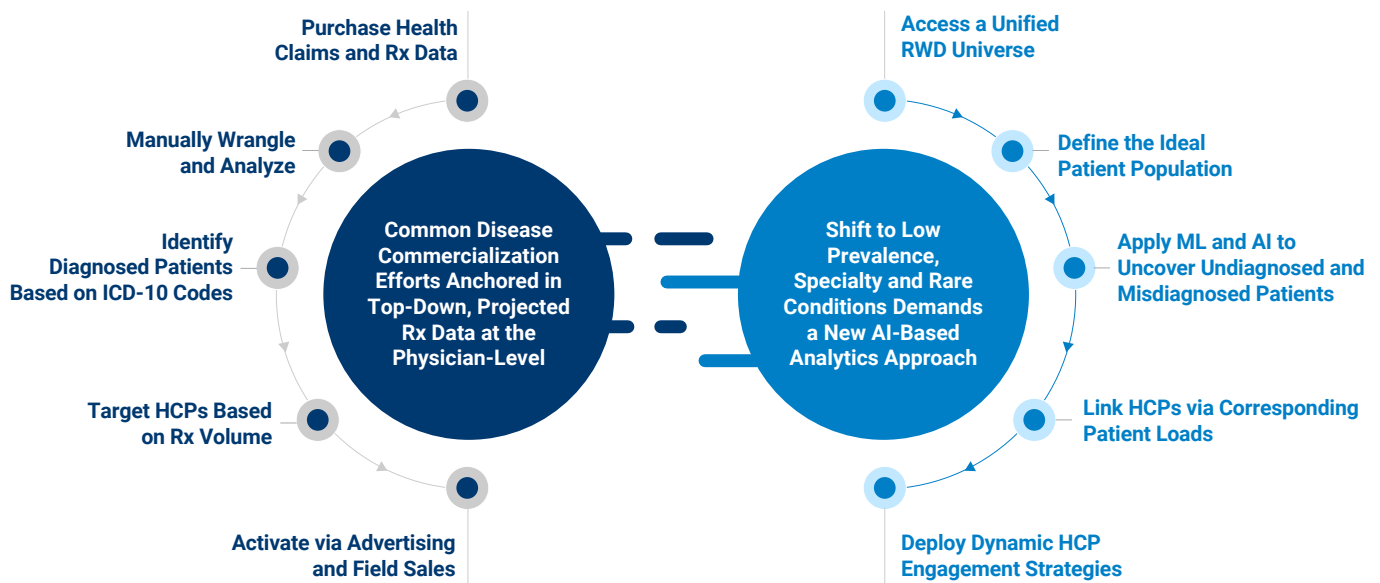


Improving Outcomes for Patient Populations Affected by Specialty and Rare Disease

THE CHALLENGES OF SPECIALTY AND RARE DISEASES

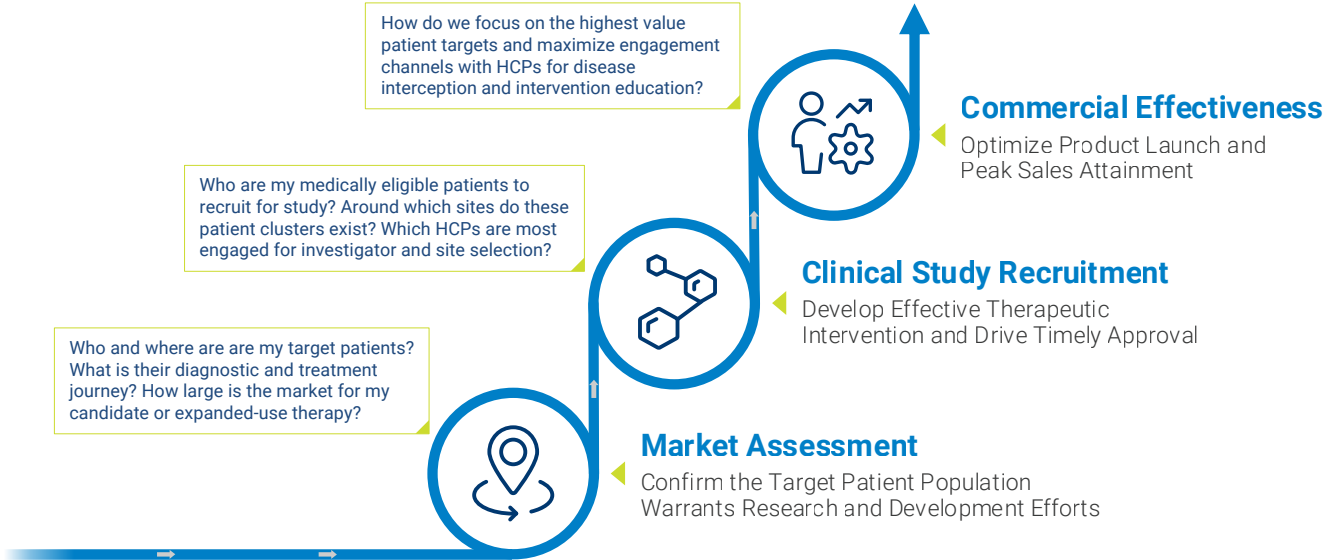
Specialty and rare diseases have undefined patient populations that are undiagnosed or misdiagnosed, health care providers who are unaware of disease states and their manifestations, as well as treatment journeys that are not well understood. Until now, no one had the necessary people, processes, technology and data to help life sciences companies identify, engage and activate patients who could benefit from new precision therapies. Enter IPM.ai.



CONVENTIONAL LIFE SCIENCES PLAYBOOK NOT APPLICABLE TO UNCOMMON DISEASES

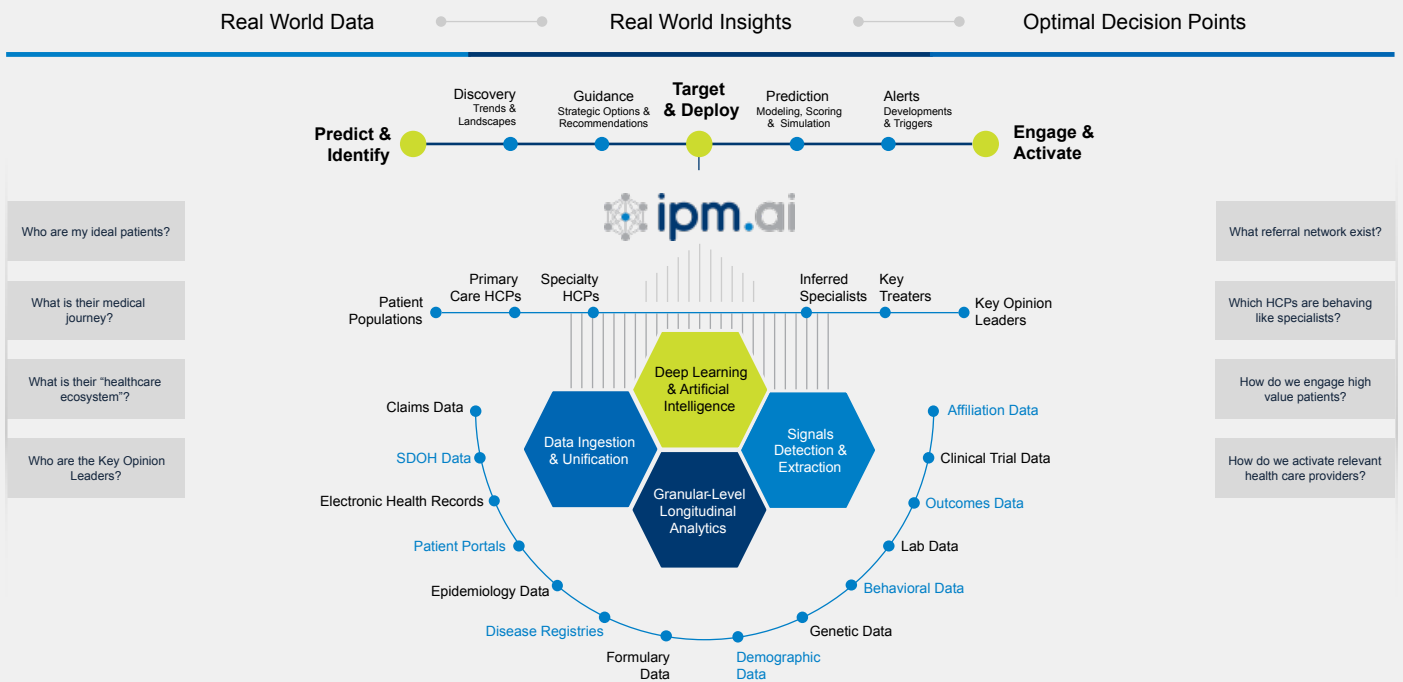
COMMON CONDITIONS		SPECIALTY/RARE DISEASE
High/Primary Care Focused	DISEASE PREVALENCE	Low/Specialty Care Focused
Known and Diagnosed	IDEAL PATIENT	Unknown and Mis/Undiagnosed
Low with Adherence Risks	PATIENT LIFETIME VALUE	High with Critical Dependency
High and Efficient	PATIENT TO HCP RATIO	Low and Inefficient
Static/Programmatic Engagement	HCP ACTIVATION PATH	Dynamic/1:1 Engagement
Rx and/or ICD-10 Claims	DATA AVAILABILITY	Multi-Source Unified RWD and RWE
Manual Data Wrangling & Analysis	ANALYTICS APPROACH	ML and AI-Driven Decision Science

IPM.AI PROVIDES REAL WORLD PATIENT-CENTRIC INSIGHTS ACROSS THE PRODUCT LIFECYCLE



THE IPM.AI SYSTEM OF INSIGHT

Backed by a team of highly experienced life sciences experts, health care professionals and data scientists, IPM.ai transforms real world data into real world insights that uncover the ideal patient and their healthcare ecosystem so that life sciences companies can accelerate the successful commercialization of life-saving therapies for specialty and rare diseases that lead to optimal patient outcomes quicker and with less risk.



KEY CAPABILITIES

Market Assessment

Maximize commercialization by forecasting market size, competitive landscape and potential ROI.

Prevalence Estimation

Statistically model the number of cases of a disease present in a particular patient population at any given time.

Epidemiological Assessment

Identify the physical, biological, social, environmental, cultural and behavioral factors influencing health, and determine how widespread conditions appear in a particular patient population.

Patient Profiling

Understand your patients' lives, attitudes and behaviors through social determinants of health (SDOH) to better engage, educate, and influence them to improve their health outcomes.

Treatment Journey Mapping

Understand composition of care events and touchpoints toward successful diagnosis and treatment of rare conditions, as well as the specialists diagnosing and treating your target patients.

Patient Finding and Segmentation

Uncover patients who are undiagnosed and/or misdiagnosed that may be appropriate for a therapy.

KOL Discovery

Identify influential HCPs in diagnosing and treating your ideal patient, who have expert product knowledge and impact on HCP and patient behaviors as brand evangelists across their sphere of influence.

HCP Targeting and Segmentation

Identify and prioritize the HCPs relevant to your brand. Allocate resources for personal/non-personal promotion based on clinical and behavioral profiles. Segment to deliver relevant messaging and prioritize field activities using alerts.

Referral Network Mapping

Discover the movement of ideal patients among treating physicians, what connections exist between prescribers, and which health care providers are treating the most patients relative to a therapy.

Specialty Inference

Discover the archetype profile of each specialty. Determine to what extent HCPs "look like" their stated specialty or other specialties based on behavioral observations rather than self-reported data.

IPM.AI CREATES VALUE BY:



ACTIVATING TIMELY INTELLIGENCE

to respond to a constantly changing patient diagnostic and treatment journey during the product lifecycle.



PROVIDING CONNECTED GUIDANCE

that empowers healthcare and life sciences companies to optimize drug development, clinical trials, product launch and commercial operations.



UNCOVERING THE UNDIAGNOSED PATIENT

their treatment journey and healthcare ecosystem hidden in massive volumes of noisy, unconnected Real World Data.

About IPM.ai

IPM.ai, part of Real Chemistry (www.ipm.ai), transforms real world data into real world insights that uncover the ideal patient and their healthcare ecosystem so that life sciences companies can accelerate the commercialization of precision therapies for specialty and rare diseases that lead to optimal outcomes quicker, with less risk. Our Insights as a Service (IaaS) platform optimizes drug development, clinical study, product launch and commercial operations by utilizing granular-level longitudinal analytics, artificial intelligence and machine learning in conjunction with a real world data universe of over 300 million de-identified patient journeys and 65 billion anonymized social determinants of health signals. We're making the promise of precision medicine an analytical reality. And we're just getting started.