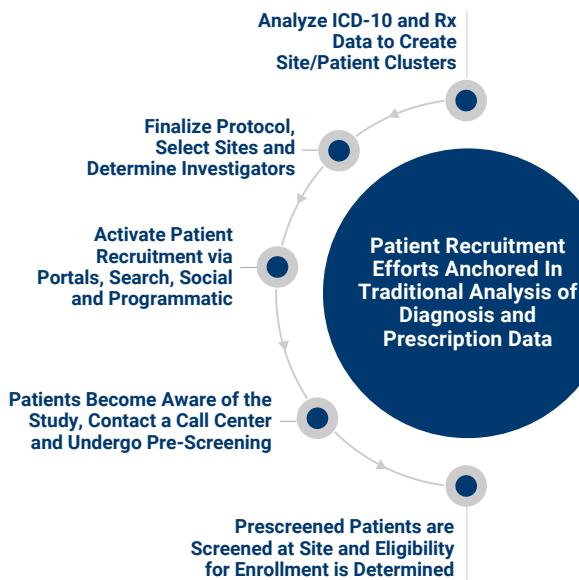


Optimizing the Clinical Study Recruitment of Patients Affected by Specialty and Rare Diseases

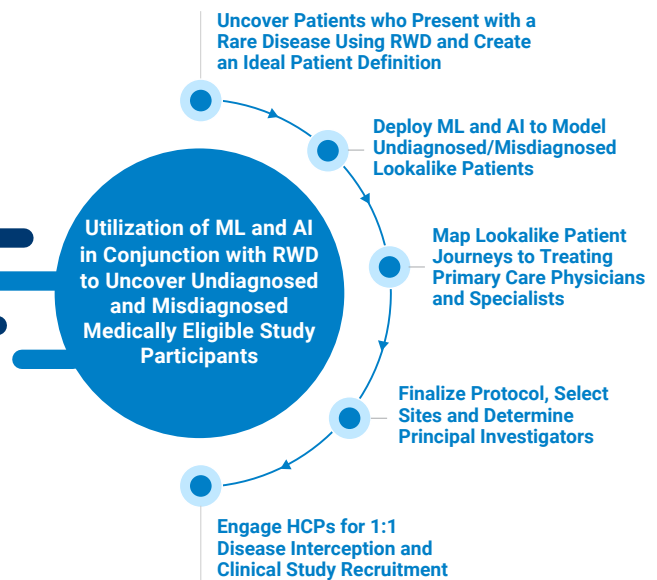
THE CHALLENGES OF SPECIALTY AND RARE DISEASES

For specialty and rare disease, the conventional clinical study recruitment playbook has significant shortcomings. Undefined patient populations who are undiagnosed or misdiagnosed, health care providers who are unaware of disease states and their manifestations, as well as diagnostic and treatment journeys that are not well understood, creates challenges: longer study times, more sites, higher patient recruitment costs and greater failure rates. Until now, no one had the necessary people, processes, technology and data to help life sciences companies recruit, enroll and retain patients for the clinical study of precision therapies. Enter IPM.ai.

HIGH PREVALENCE & HIGHLY DIAGNOSED



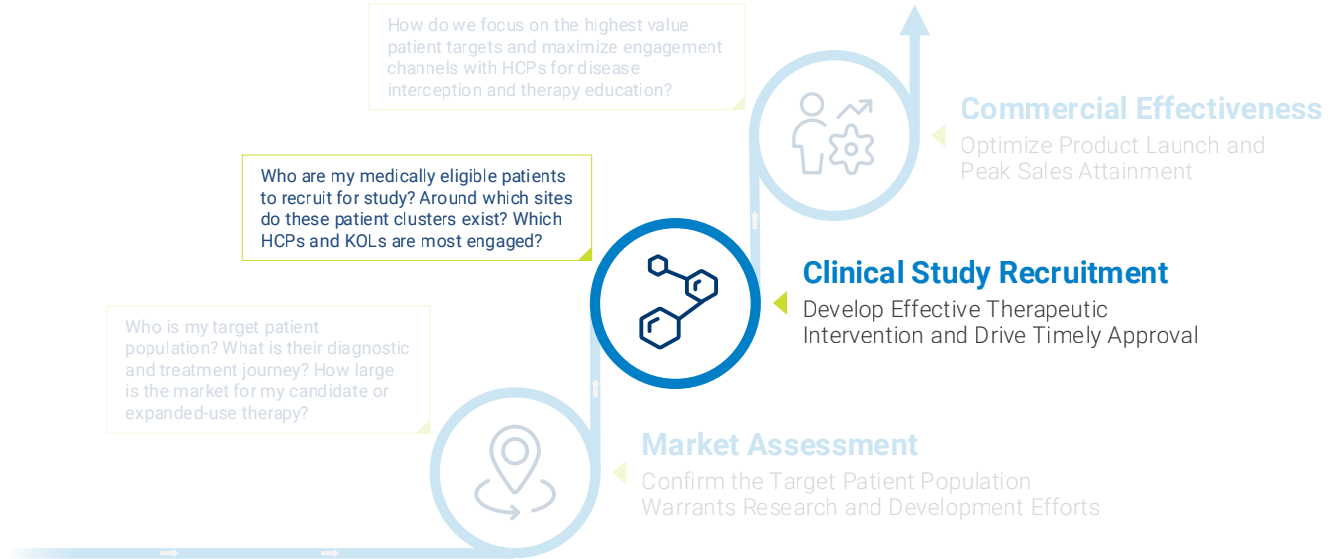
LOW PREVALENCE & LOW DIAGNOSED



CONVENTIONAL STUDY RECRUITMENT PLAYBOOK NOT APPLICABLE FOR UNCOMMON DISEASES

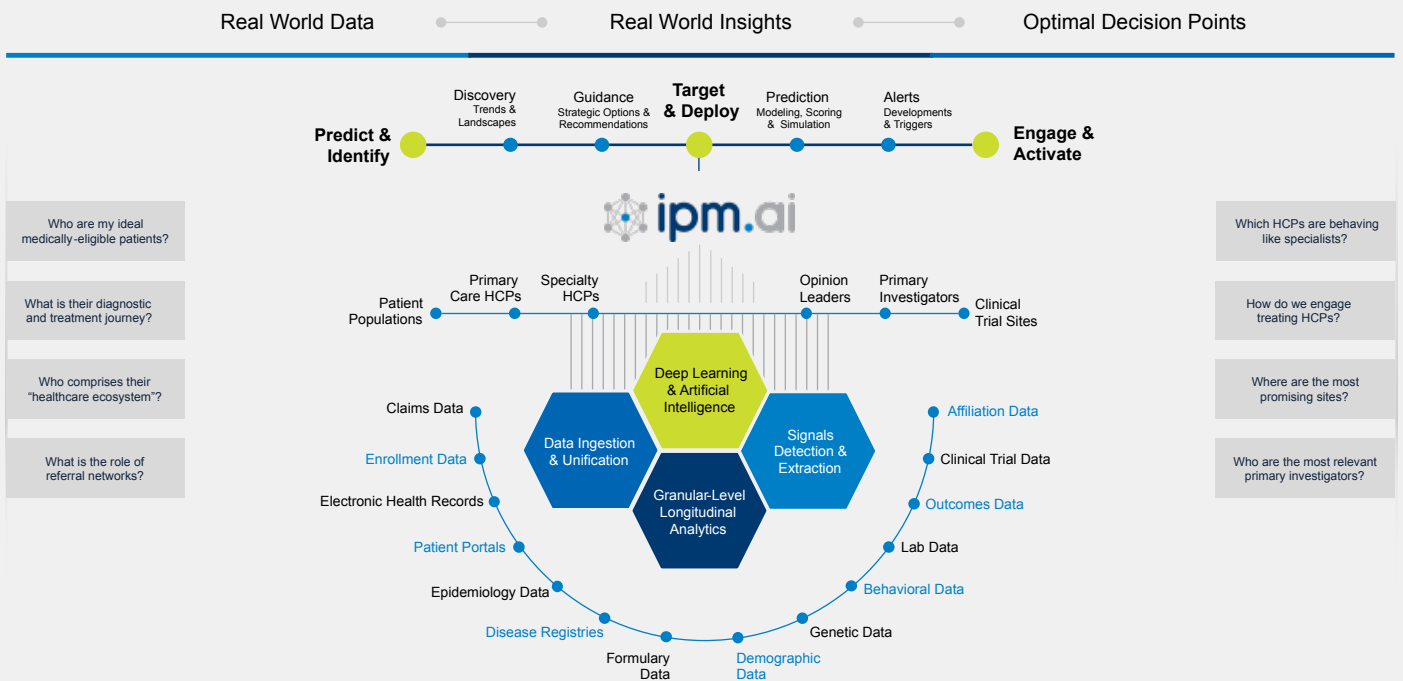
COMMON CONDITIONS		SPECIALTY/RARE DISEASE
High/Primary Care Focused	DISEASE PREVALENCE	Low/Specialty Care Focused
Young Adults to Senior Citizens	AGES AFFECTED	Children to Young Adults
Known and Diagnosed	PATIENT IDENTITY	Unknown and Mis/Undiagnosed
High and Efficient	PATIENT TO HCP RATIO	Low and Inefficient
Dense and Prevalent	PATIENT TO SITE RATIO	Scarce and Hidden
High	STUDY AWARENESS	Low
Multi-Channel Activation	STUDY RECRUITMENT	1:1 Engagement

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 clinical study of life-saving therapies for specialty and rare diseases that lead to optimal patient outcomes quicker and with less risk.



KEY CAPABILITIES

Patient Finding and Segmentation

Uncover ideal patients who are undiagnosed and/or misdiagnosed that may be appropriate for your therapy and clinical study recruitment. Segmentation further clusters these ideal patients to optimize site selection.

Patient Profiling

Understand patient lives, attitudes and behaviors through social determinants of health (SDOH) to better understand their propensity and intent to participate in a clinical study.

Treatment Journey Mapping

Understand the composition of care events and touchpoints toward successful diagnosis and treatment of rare conditions, as well as the specialists diagnosing and treating your potential clinical study candidates.

Referral Network Mapping

Discover the movement of your patients among treating physicians, how physicians diagnose and treat rare diseases, which HCPs are involved in the diagnosis and treatment of your ideal patient, what connections exist between prescribers, and which HCPs are seeing the most patients related to your therapy.

HCP Targeting and Segmentation

Identify and prioritize HCPs relevant to your clinical study for principal investigator recruitment and selection. Allocate resources for personal/non-personal promotion based on clinical and behavioral profiling. Segmentation delivers relevant messaging and prioritizes MSL activities.

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.

KOL/KOI Discovery

Identify the most influential HCPs diagnosing and treating your ideal patient, who have expert product knowledge and have an impact on HCP and patient behaviors across their sphere of influence.

IPM.AI CREATES VALUE BY:



IMPROVING CLINICAL STUDY KPIS

by engaging patients with the lowest propensity for screening failure and the highest likelihood of enrollment/retention.



OPTIMIZING SITE AND INVESTIGATOR SELECTION

by linking ideal study populations with treating HCPs, inferred specialists and Key Opinion Leaders/Influencers.



UNCOVERING MEDICALLY ELIGIBLE PATIENTS

who are typically undiagnosed or misdiagnosed but have a high probability of disease manifestation.

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.