



Patient Engagement Program

Integrated Specialty Pharmacy Solutions
for Enhanced Access, Outcomes & Savings



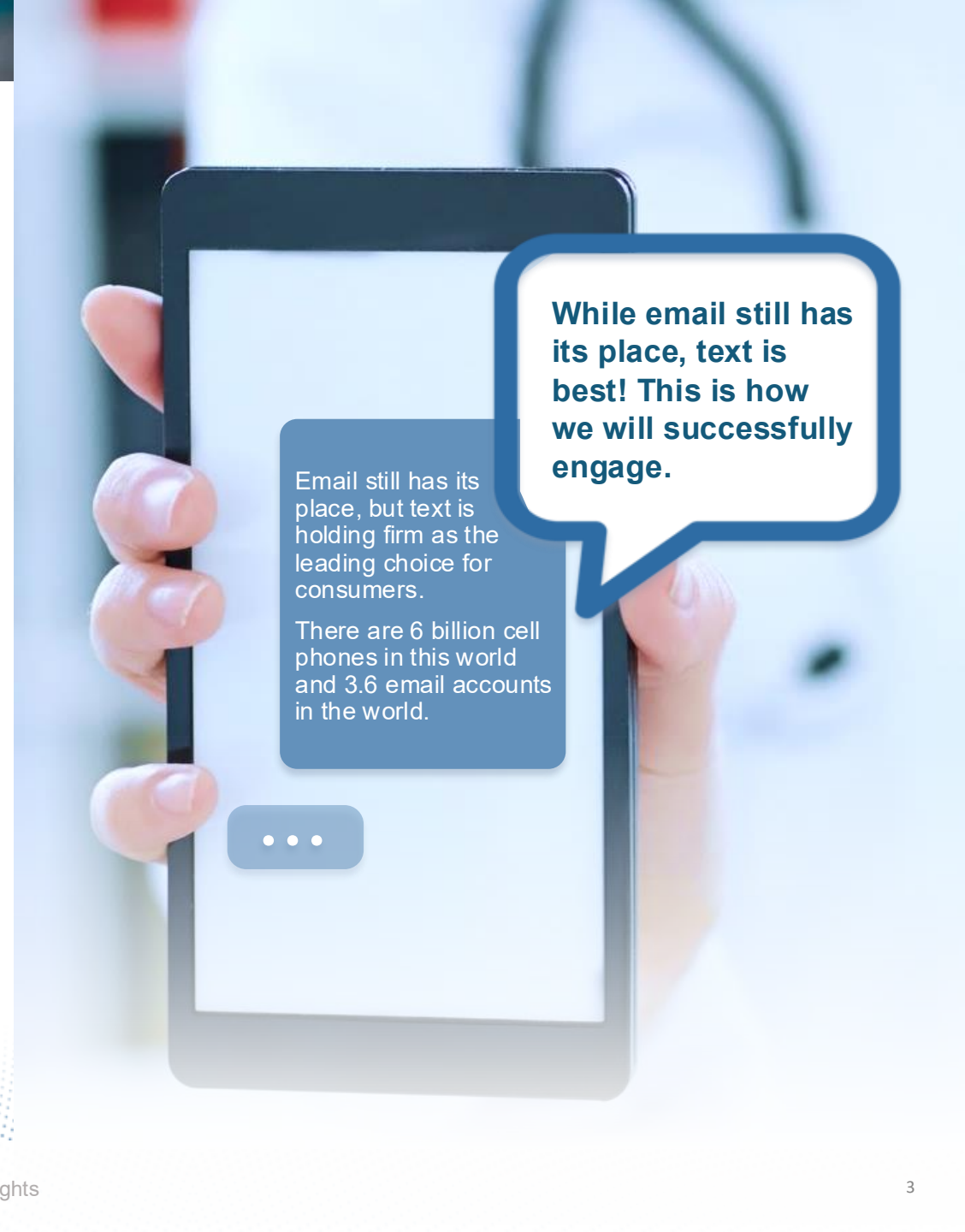


AscellaHealth Solution

Feeds Drive Outcomes

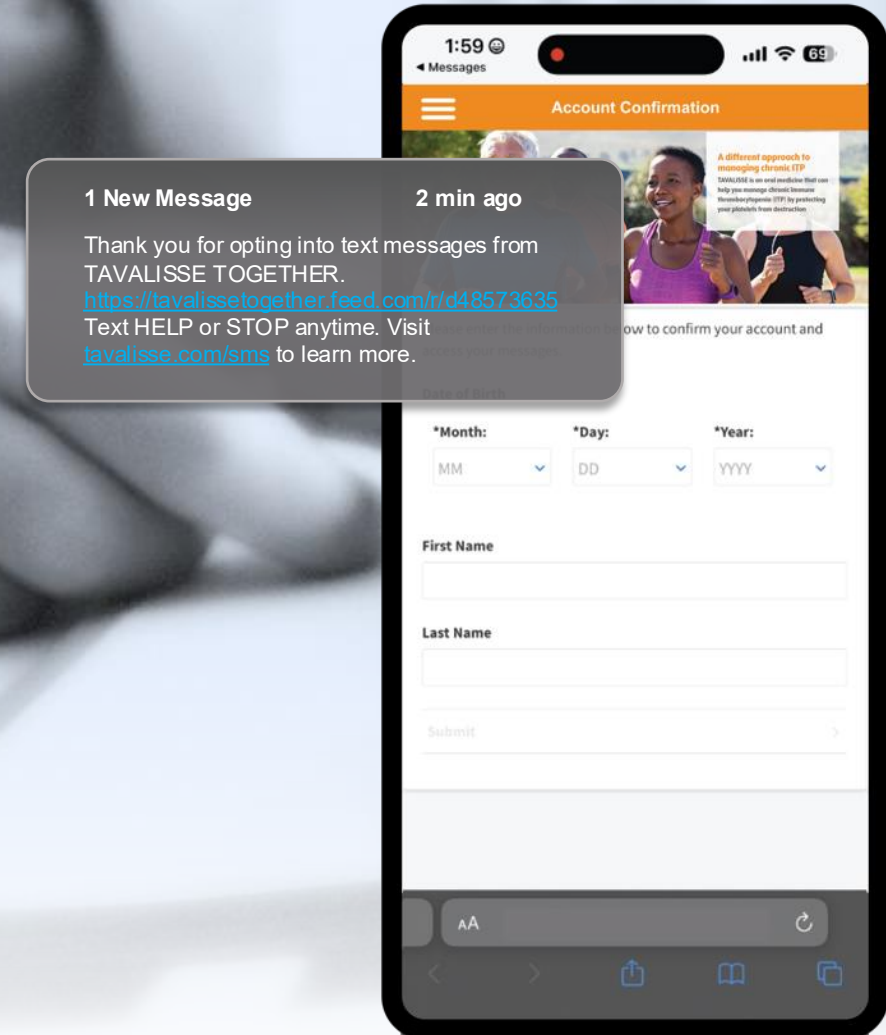
Market Research Statistics:

- Increase medication adherence by **42%** by onboarding tough to reach populations
- Feeds represent **75%** of all mobile engagement
- **90%** of all text messages are read within 3 minutes.
- **4 out of 5** smartphone users worldwide are interested in mobile health technology that will let them interact with Healthcare providers.
- **Nearly 2x as many** patients prefer to be contacted by phone vs. email.



The Patient Journey – Welcome SMS

- Smartlink pushed to mobile via SMS
- Smartlink tied uniquely to the patient/phone
- Challenge criteria for Optime compliance (first login, alternate device):
 - Date of Birth
 - Full Name
- Once authenticated, user enters HIPAA compliant web feed



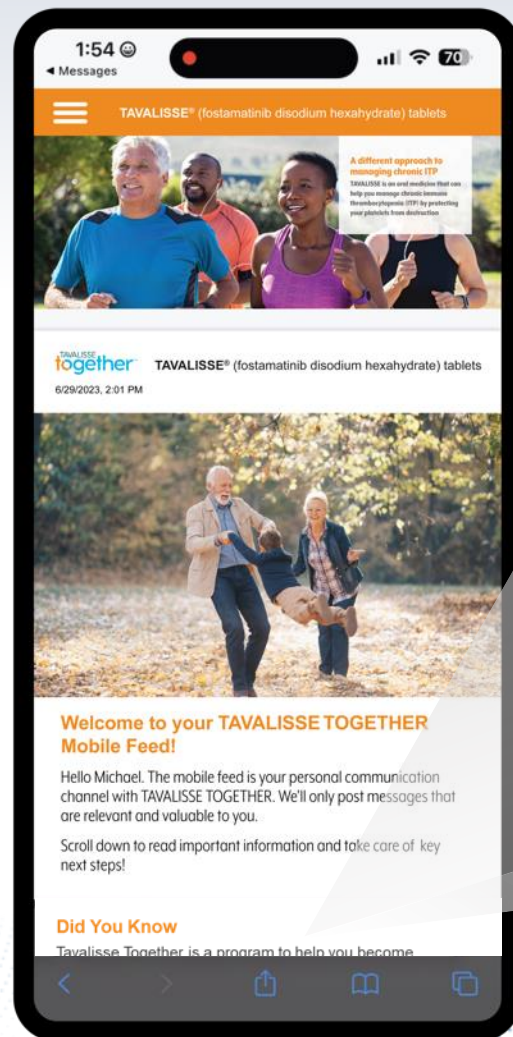
Digital Education

97%

Patients are engaged throughout the patient life cycle

45%

Increase in connections when providing relevant content



Did You Know

Tavalisse Together is a program to help you become successful with your immune thrombocytopenia (ITP) treatment throughout your journey. Most patients who have a positive response to taking Tavalisse saw increased platelet counts during their first weeks on treatment. Your healthcare provider will monitor your platelet counts and will make dose adjustments that are right for you.

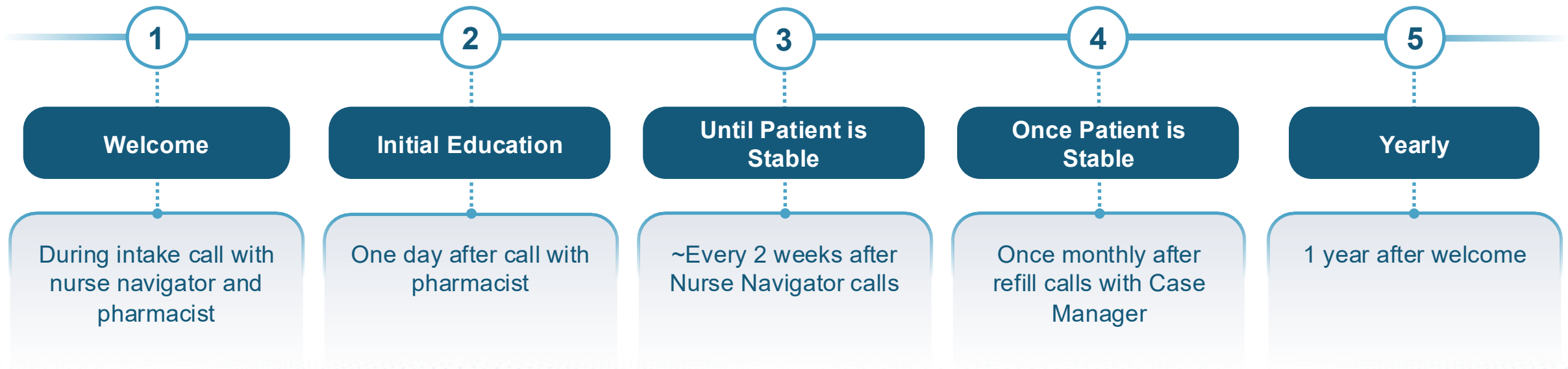
All patients respond differently >

Increasing and maintaining platelet counts >

Patient Specific Experiences

The patient engagement timeline will be customized based on patient specific outcomes and experiences and align with ROC team communication touchpoints.

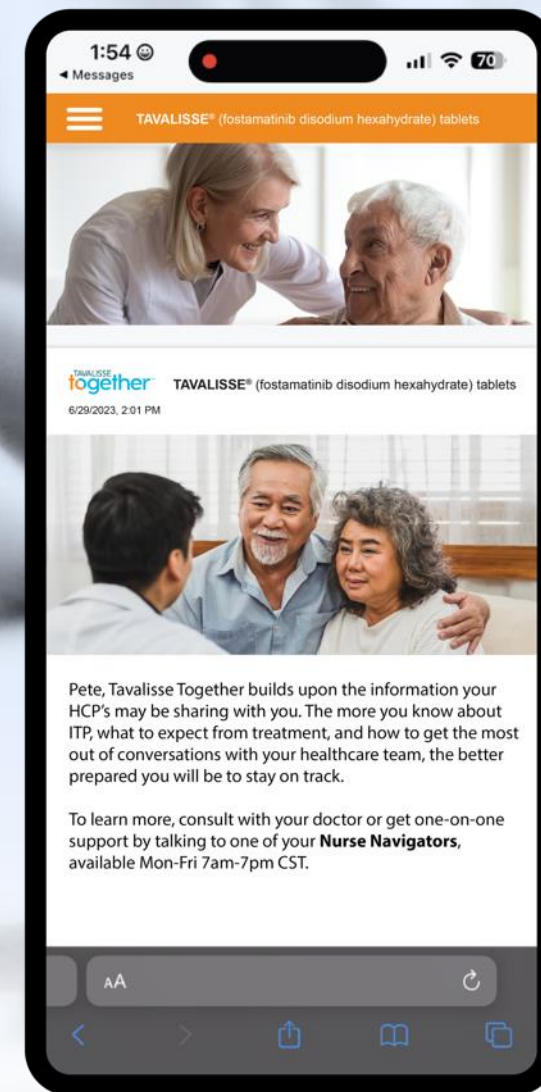
- All patient interactions are implemented by our dedicated team of care coordinators for enhanced relationship building and increased patient response.



Patient Journey – Bi-Directional Messaging

Features

- Provides an easy, frictionless communication channel between patients and Nurse Navigators
- Revisit conversation history at any time
- Private messages can show sender's name



Benefits of Integrated Patient Journey Mapping

All patient communication touchpoints are coordinated and integrated across the individual patient experience, resulting in increased patient satisfaction, staff operational efficiencies and increased compliance and persistency.

Enhanced Patient Satisfaction

- White glove approach (human & digital)
- Prior Authorization process – increased speed to 1st fill
- Cadence & Relevance of content
- Refill Reminders

Increased FTE Efficiency

- Digital engagement/forms
- Patient Education
- Scheduled Reminders
- Communications via Bi-directional Messaging

Increased Persistence

- Coordinated Engagement
- Personalized connectivity
- Refill Reminders
- Address Verification & Shipment Notice

Adding Value to the Patient Journey



**Program
Enrollment**

**Benefits
Investigation**

**Financial
Assistance**

**Education &
Messaging**

**Shipment &
Refills**