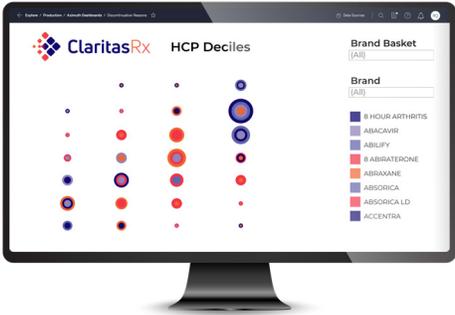


# Competitive Insights



Claritas Rx enables Biopharma companies to uniquely compare their performance against the competition to optimize their efficiencies and deliver needed patient treatment earlier. Our solutions provide invaluable insights that organizations can't get from claims data alone and enables them to respond and act within days, not weeks, of when an event takes place.

In today's competitive market place timing is everything. Leverage our competitive insights solution and be the first to know.



## Market Alerts

Be the first to know when and why a patient drops ANOTHER brand. With Claritas Rx, your team can identify patients that stopped treatment of another brand within DAYS of when they fell off, NOT WEEKS or MONTHS. You'll know when a patient drops and why, so your team can compliantly engage prescribers on treatment options ahead of your competition. Our machine-learning algorithms, advanced analytics, and integrated platform help you develop commercial strategies to engage HCPs earlier and drive your brand adoption.

## Brand Benchmarking

In a competitive environment, you need to know how your brand is doing compared to the others on the market. The Claritas Rx platform provides the competitive insights you need to help improve your performance. Our solution lets you compare median turnaround times and fill rates by all payer types, amongst analog brands. We can help you answer the following:

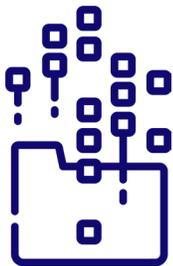
- ◆ What are the biggest drivers of abandonment for your brand?
- ◆ How do access barriers compare between your brand and others?
- ◆ What can you do to help patients start and stay on treatment?

Our dynamic platform provides quick and easy access to data. Compare your brand performance against others in the market - and drill down into the "why" - to develop strategies that optimize your success.



# Patient Services Performance Benchmarking

Is your patient support program truly a best in class service? Many organizations need help to answer this question because it is challenging to quantify the performance of their partners compared with similar programs. The Claritas Rx platform leverages our proprietary metadata and other market data to help you understand time-to-fill rates and the speed at which patients are being processed from the Hub and SPs - across similar programs. Our solution enables you to compare your brand's performance metrics with benchmark data we have gathered to identify issues and give you a sense of what good looks like. We can tailor our analytics to help you explore a variety of metrics, including understanding the impact that physician experience and product maturity may have on first-paid shipments over time. With Claritas Rx, you'll have the insights to benchmark partner performance.



## Rich, Daily Data is the Difference

Lots of companies use claims data as the foundation for their competitive insights. Although this has value, it offers a very narrow view with many blind spots of the patient treatment journey - and it's typically weeks old by the time you receive it. Claritas Rx is different; we access rich data sets daily from Specialty Pharmacy and Hub partners to piece together the entire patient treatment journey. With Claritas Rx, you can access up-to-date information that gives you a clearer picture of the patient's status throughout their journey so you can act sooner.

## Claritas Rx Solutions



### Patient Intervention

Predict when patients are at risk, review journey milestones, and leverage our analytics-driven care coordination portal for a better patient experience.



### Competitive Insights

Gain valuable insights to compare competitor fill rates, physician adoption, or alerts for when patients will likely stop treatment with another brand.



### Access Analytics

Optimize your operational performance by leveraging our standard and custom reports specifically tailored for Market Access teams.



### Data Aggregation

Streamline the process for how you can directly work with validated, clean, curated data across a variety of disparate data sources.