



# Our Promise is Progress for Every Patient Journey

**Claritas Rx uses AI and predictive modeling to help rare disease and specialty brands remove the barriers that keep patients from accessing and staying on the treatments they need.**



By uniting the most complete view of the patient journey with purpose-built technologies, we predict and resolve access challenges before they disrupt care. Our intelligent solutions combine advanced analytics, real-world data, AI, and CRM capabilities to increase start and refill rates, reduce abandonment, and improve brand performance.

## Why Claritas Rx?

We like to say our promise is progress. Every day, patients and their loved ones are bravely managing the challenges of coordinating care. Getting access to much needed medicines should not be one of them. These barriers, often invisible to patients, can delay therapy, disrupt adherence, and ultimately hinder progress towards the positive results they so desperately seek.

### **Mission**

To ensure patients with chronic, life threatening diseases receive the support that enables the greatest benefit from their therapy.

### **Vision**

Claritas Rx will become the leading source of insight into the patient experience on specialty life science products.

Claritas Rx works behind the scenes to transform fragmented data into cohesive intelligence that recognizes every patient journey is as unique as the patient themselves. Our intelligent suite of solutions provides real-time visibility across the entire patient journey. We see what others miss, identifying the exact points where access and adherence break down, while coordinating communications so that care teams can proactively intervene to keep treatments on track.

In the mission to ensure the best care possible, we believe progress is measured one patient at a time.



## **We See More of the Patient Journey**

Claritas Rx transforms fractured consented and de-identified data from specialty pharmacies, providers, hubs, and other sources to give brands unparalleled visibility into the treatment journey of their patient populations.

Our proprietary, compliant, PHI matching algorithm provides customers a complete longitudinal record with 95% accuracy. This whole-patient view goes well beyond counting claims to reveal the context for why prescriptions go unfilled. Our solutions reveal exactly how long patients spend in each stage of the journey, whether payer issues or therapy affordability are slowing starts, and identify what barriers exist that prevent patients from receiving the care they need.



## **We Turn Insights Into Interventions**

Patient Watchtower™ is the only care coordination platform that unites patient journey analytics with a CRM purpose-built for the needs of specialty and rare disease brands. By combining these insights with the ability to take action in a single, integrated platform, Patient Watchtower closes the loop between seeing a problem and solving it, ensuring no patient falls through the cracks.

Our automated care coordination business rules and predictive risk modeling enable teams to spend less time in spreadsheets and more time supporting the patients who need them most. Intelligent case coordination and real-time collaboration tools align biopharma companies, pharmacies, and providers around the next best action—helping coordinate field teams, office managers, and case workers to mitigate abandonment, speed therapy starts, and improve access.



## **We Benchmark Performance and Quantify Value**

For many specialty and rare disease brands, the question of “What does good look like?” often goes unanswered. We measure brand performance against competitors from prescription to fulfillment—while evaluating specialty pharmacy and hub performance for opportunities for improvement.

Upon that foundation, we provide a real-time view of program performance to measure the real-world impact of patient interventions. We analyze changes in prescription initiation and continuation, quantify the additional time patients stay on therapy, and calculate productivity gains from implementing automation so that customers understand the true value of market access programs and transform “good?” into “great!”



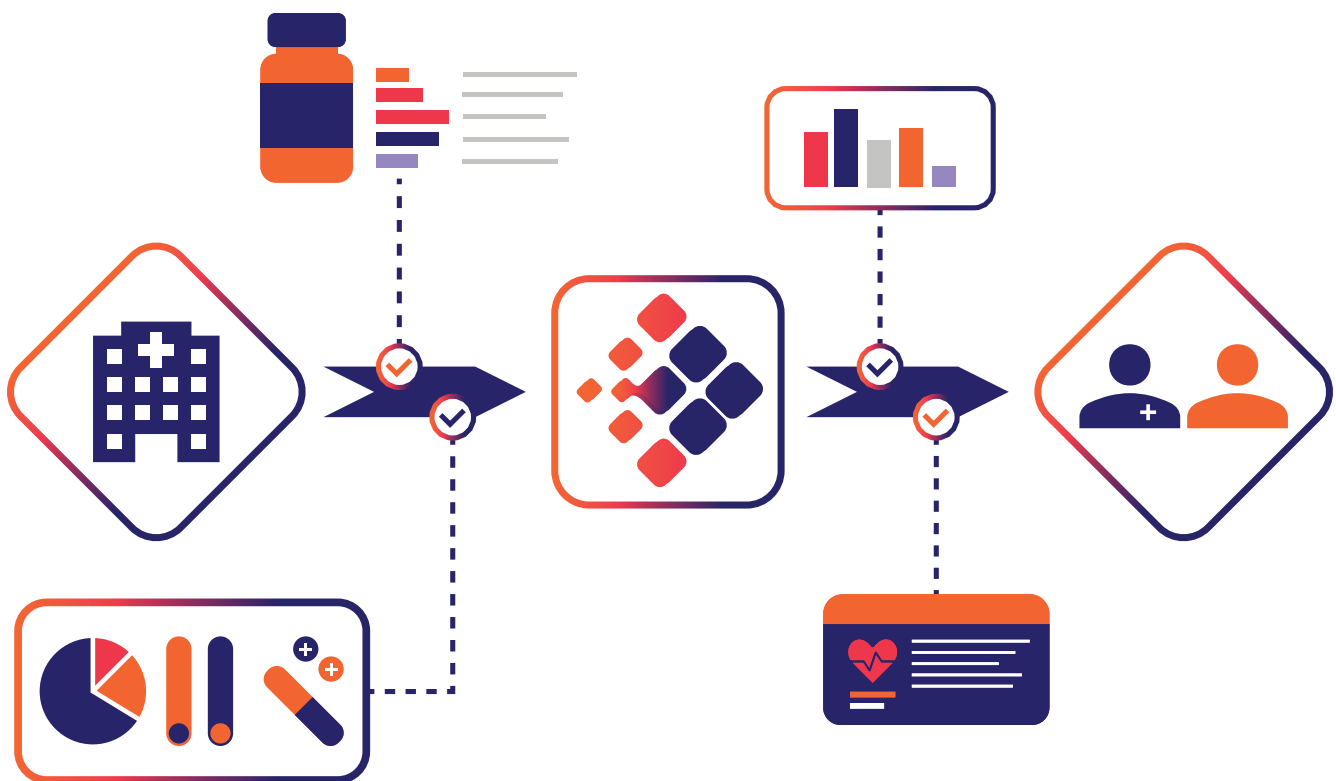
# Our Offerings

## Foundational Data Aggregation

Foundational Data Aggregation simplifies the complex process of gathering, validating, and organizing chaotic specialty pharmaceutical data from diverse sources—and transforms them into the most complete view of the patient journey available today.

Using proprietary PHI and token matching methods, we create de-identified, longitudinal records, while ensuring compliance with HIPAA, HITECH, GDPR, and SOC2 standards. To maximize quality and reliability, we employ rigorous automated validation checks, daily reconciliations, and continuous quality monitoring—improving data accuracy by 66%.

By giving teams a more comprehensive, timely, and accurate data foundation to work from, Market Access teams benefit from greater accuracy in their analytics, higher confidence in their insights, and sharper focus for their strategies.



*Claritas Rx aggregates and harmonizes data from Specialty Pharmacies, Patient Services Hubs, co-pay program providers, and data warehouse aggregators. We collect, validate, and curate large volumes of fragmented data into clean, de-identified, and longitudinally matched records.*



## Access Analytics

Access Analytics delivers next-day visibility into brand performance by reducing the data lags that plague traditional reporting methods. It equips Market Access teams with visibility across the care continuum, enabling them to respond swiftly and efficiently to emerging needs, evaluate program effectiveness, and optimize patient services in real time.

Teams can instantly track critical key performance indicators—such as enrollments, conversion rates, time-to-fill, adherence, persistence, cancellations, and inventory—to quickly identify access barriers, monitor partner performance, and optimize access strategies across brands and channels.

By enabling teams to address barriers sooner, Access Analytics drives significant financial value for organizations, allows more patients to start and maintain much-needed therapies, and delivers measurable improvements to both patient care and business performance.

*Claritas Rx Access Analytics transforms your data to deliver a comprehensive suite of clear reports, intuitive dashboards, and actionable insights—empowering you to optimize operational processes and break down barriers to treatment.*



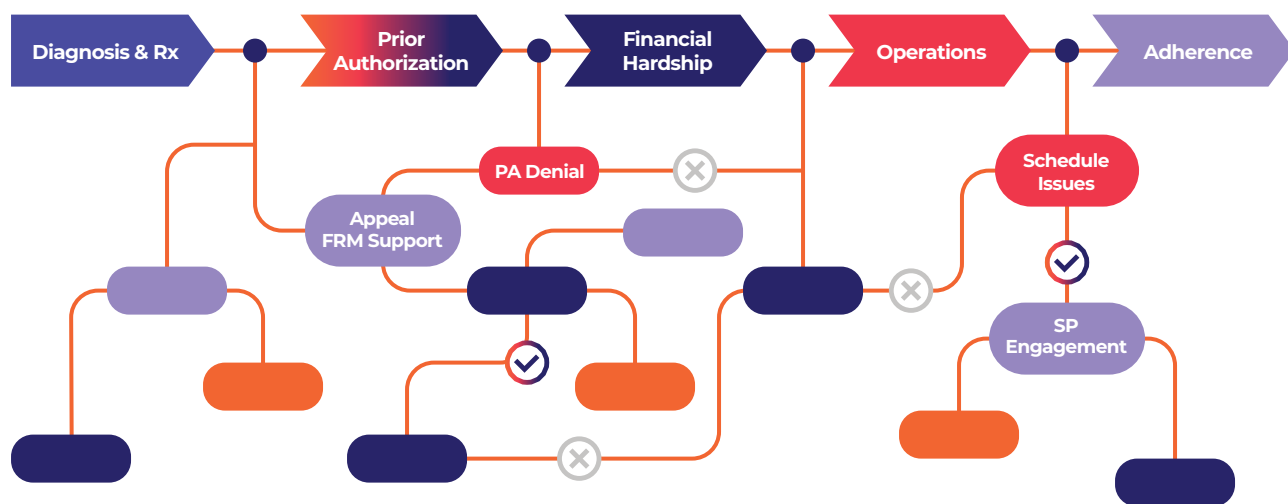


## Patient Watchtower™

Patient Watchtower is the first and only care coordination platform built specifically for specialty and rare disease patients. Designed to transform patient support programs, Patient Watchtower's real-time dashboards, daily status updates, and detailed case histories give teams unprecedented visibility into each patient's progress.

Patient Watchtower's predictive analytics highlight high-risk cases before issues arise, identifies the next best action, and enables patient services teams to quickly intervene to resolve barriers. Our integrated CRM enables efficient communication with partners to address the challenges that inhibit access to care.

The result is smarter case coordination, faster issue resolution, and better patient outcomes for those needing the most complex therapies.

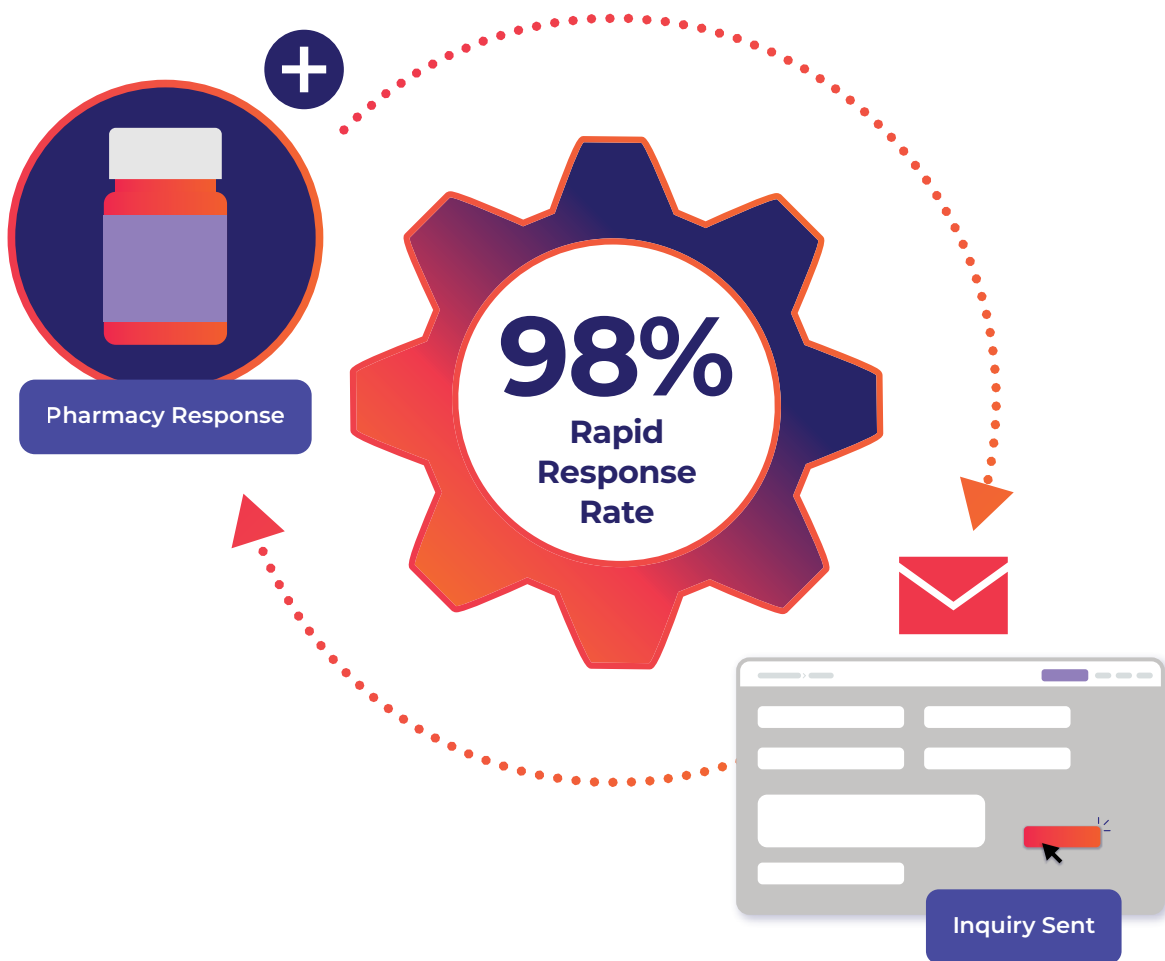


*Every patient's treatment journey is unique—so their support should be, too. Claritas Rx's Patient Watchtower evolves with each therapy's specific needs, every step of the way. As the patient journey experts, we equip biopharma companies with real-time insights and solutions that drive seamless support and stronger outcomes.*

## Patient Services Omnichannel CRM

The Claritas Rx Patient Services Omnichannel CRM is an integrated case management and engagement platform built specifically for healthcare and pharmaceutical brands to optimize patient support and access workflows. It unifies patient-level data, field activities, and partner interactions into a single HIPAA-compliant system, providing real-time visibility into patient cases and enabling coordinated care across multiple communication channels.

With seamless omnichannel engagement—including secure email, portals, and messaging—care teams can collaborate in real time to resolve cases faster. Custom workflows and intuitive dashboards provide actionable insights into program performance and adherence risk, enabling early interventions and stronger patient outcomes. Built for agility, it requires minimal IT overhead and accelerates operational efficiency.



*Patient Services Omnichannel CRM empowers field teams, reimbursement specialists, and partner organizations to collaborate efficiently and securely. Using Claritas Rx's advanced care management platform, clients achieved an average 98% response rate within 24 hours from their specialty pharmacy partners, demonstrating the platform's ability to accelerate patient support and streamline communication across care teams.*



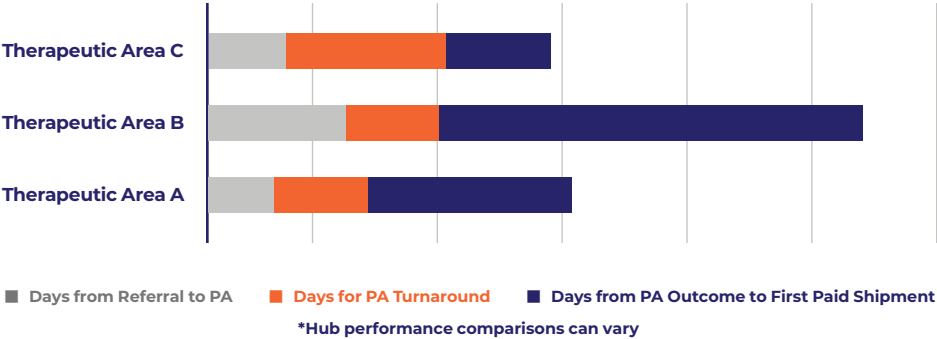
## Performance Benchmarking

Performance Benchmarking turns comprehensive specialty data into a real-time view of how brands stack up against competitors. Our AI powered market alerts enable brands to respond faster to competitive shifts—such as identifying when patients discontinue a competitor's therapy—allowing for timely engagement with prescribers.

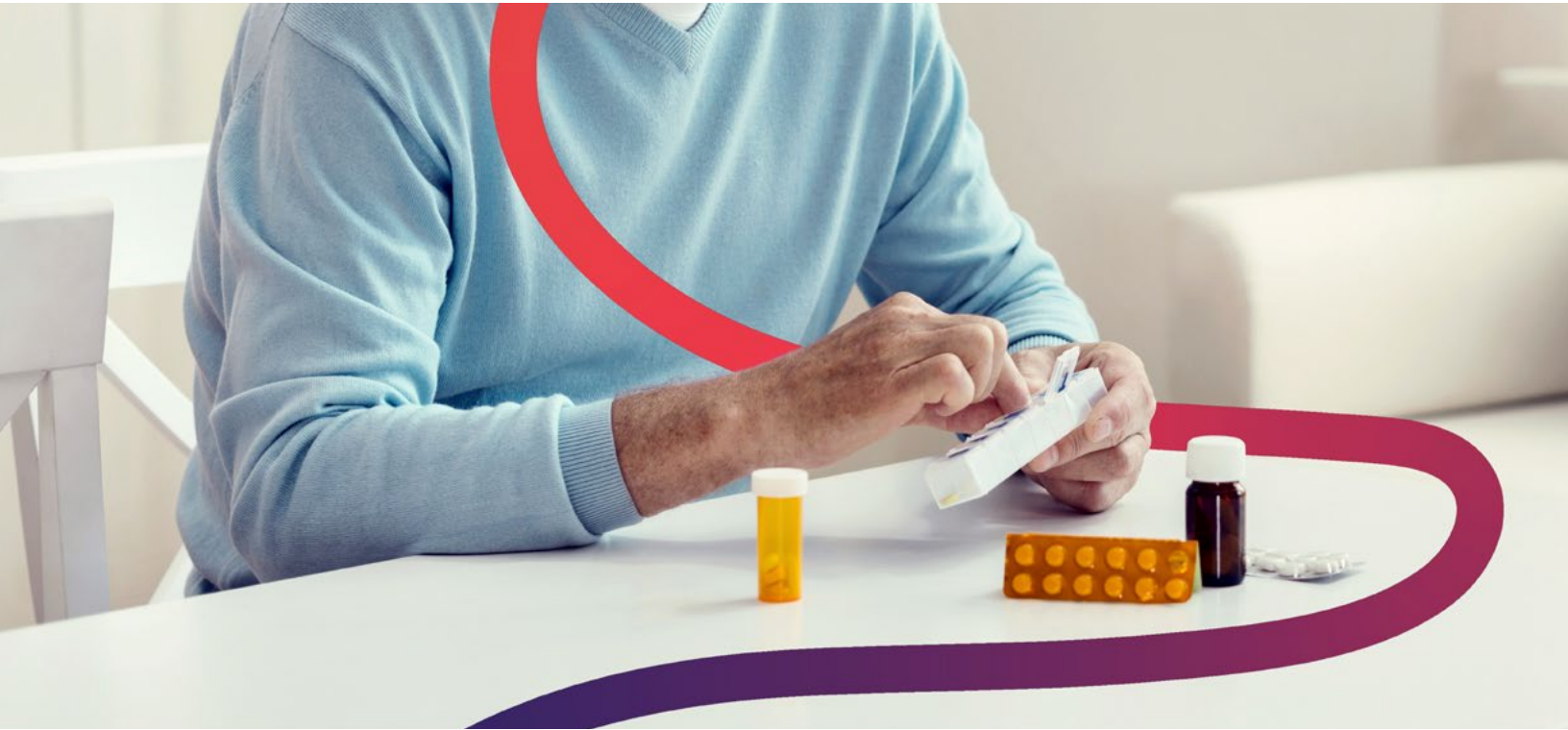
With in-depth head-to-head comparison of KPIs—including fill rates, time-to-fill, and physician experience—teams can make smarter, data-driven decisions that strengthen strategies, improve patient access, and fuel brand growth.

By defining what success looks like in real time, we equip teams to optimize brand performance and outpace the competition.

### Compare your brand and hub services to your competition so you can understand what "good" looks like



*Performance Benchmarking incorporates factors such as disease area, treatment method, and market dynamics to give you a clear, data-driven view of your specialty market position. Compare performance against specific regions, treatment classes, or competitive sets for highly relevant evaluations.*





**Claritas Rx Headquarters**

611 Gateway Boulevard, Suite 201  
South San Francisco, CA 94080

**Tel 415-689-7180**

**[claritasrx.com](http://claritasrx.com)**

**[info@claritasrx.com](mailto:info@claritasrx.com)**