

Customer Challenges We Solve



Sales teams are struggling to engage customers with less time and resources, and they are no longer able to maintain an ideal communication cadence



Forecasts continue to increase while budgets decrease, creating an urgent need to use data-driven insights to develop strategic, targeted communication strategies



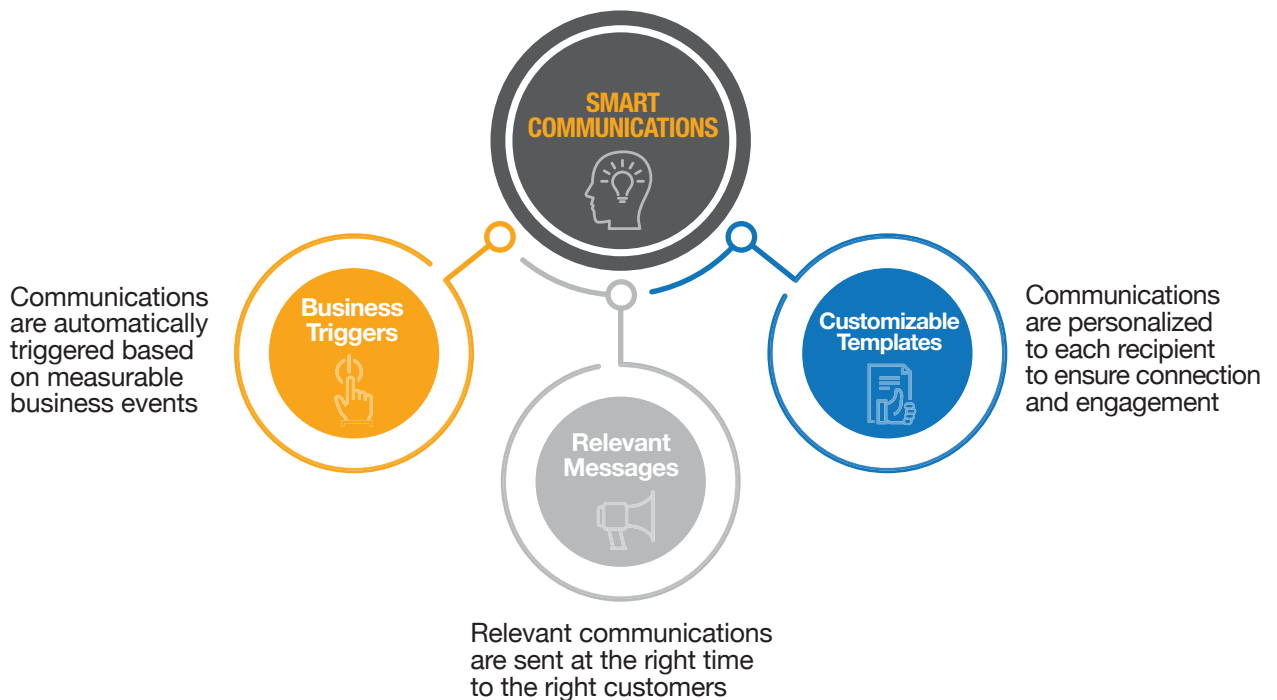
A significant amount of marketing dollars goes to supporting sales programs and speaker events, but results are very inconsistent across markets

Our Customizable Solutions

Our sales force extension solutions use data-driven rules based on business triggers to drive your communication strategy and cadence. Triggers can include any type of measurable event, such as:

- Sales reach or frequency
- Product utilization
- Speaker events

Our automated process evaluates the changing business conditions within each market and automatically sends the appropriate communications to the right customers on behalf of your sales team. Our solutions are both effective and smart—**smart enough to know exactly where to provide support at the exact time it is needed.**



The WingmanSM Platform

Our Wingman products are designed to be your **sales force's best friend.**

Wingman Dynamic Deployment

- Uses business rules to determine ideal reach and frequency based on customer segments, sales activity, product utilization, etc
- Includes one or more communication channels, such as email, direct mail, or phone
- Strengthens sales representatives' existing customer relationships through personalized touchpoints

Wingman Speaker Event

- Provides timely and engaging supplemental communications for professional events to ensure key messages are clearly received and retained
- Maximizes business results by ensuring follow-up occurs within the critical 3 to 10-day window
- Leads to increased attendance and better message retention for your events, resulting in faster activation with your attendees

AN UPDATE FROM YOUR SALES REPRESENTATIVE,
Dr. Kenny Clopton

Many Patients Achieved Lower Levels with BRAND A.

70% of patients on BRAND A reached a target level (<6 mg/dL) at the final visit.*


Dosing and Status	BRAND A (40 mg)	BRAND B (40 mg)	BRAND C (80 mg)
Target Level	40%	45%	70%

**These results compare with previous studies. In addition to higher quality, greater efficacy, better safety, better tolerability and lower cost, BRAND A has been shown to have a superior safety profile compared with other therapies. These results were based on a retrospective analysis of data from a clinical trial. BRAND A is not approved for use in patients with renal impairment. Please refer to the full prescribing information for more information. © 2017 Health Group. All rights reserved.*

Comparing urate-lowering therapies (ULT)

Therapy	BRAND A (40 mg)	BRAND B (40 mg)
Dosing and Status	Once daily (OD)	Once daily (OD)
Dose Adjustments	Only if they require to achieve to maintain recommended dosage	May require a midday titration period
Dose Adjustments	No dose adjustments in patients with renal impairment	Dose reduction is required in patients with renal impairment. Adjustments may be required in patients receiving dialysis or those on dialysis
Administration	Can be administered without regard to food	Can be taken (without food) with meals
Drug Interactions	Both liquid and oral therapies	Oral therapy only

Sincerely,
Dr. Kenny Clopton



THANK YOU FOR ATTENDING OUR PROMOTIONAL EDUCATIONAL EVENT

We appreciate your attendance at our recent professional education event highlighting treatment options for Multiple Myeloma. We hope you found the information we presented on BRAND educational and relevant to your practice and patients.

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It is important to understand the changing needs of our patients as well as their treatment options. This allows us to customize our patient's treatment plans to best address circumstances using the best possible treatment option available.



Customer Benefits

In our 10 years focusing on sales force extension programs, we have successfully reached over 150,000 HCPs.

- 1 RELEVANT**

Sends the right message to the right target at the right time
- 2 SMART**

Uses data-driven solutions that maximize your budget
- 3 ENGAGING**

Creates customized communications designed to relate to the targeted audience

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