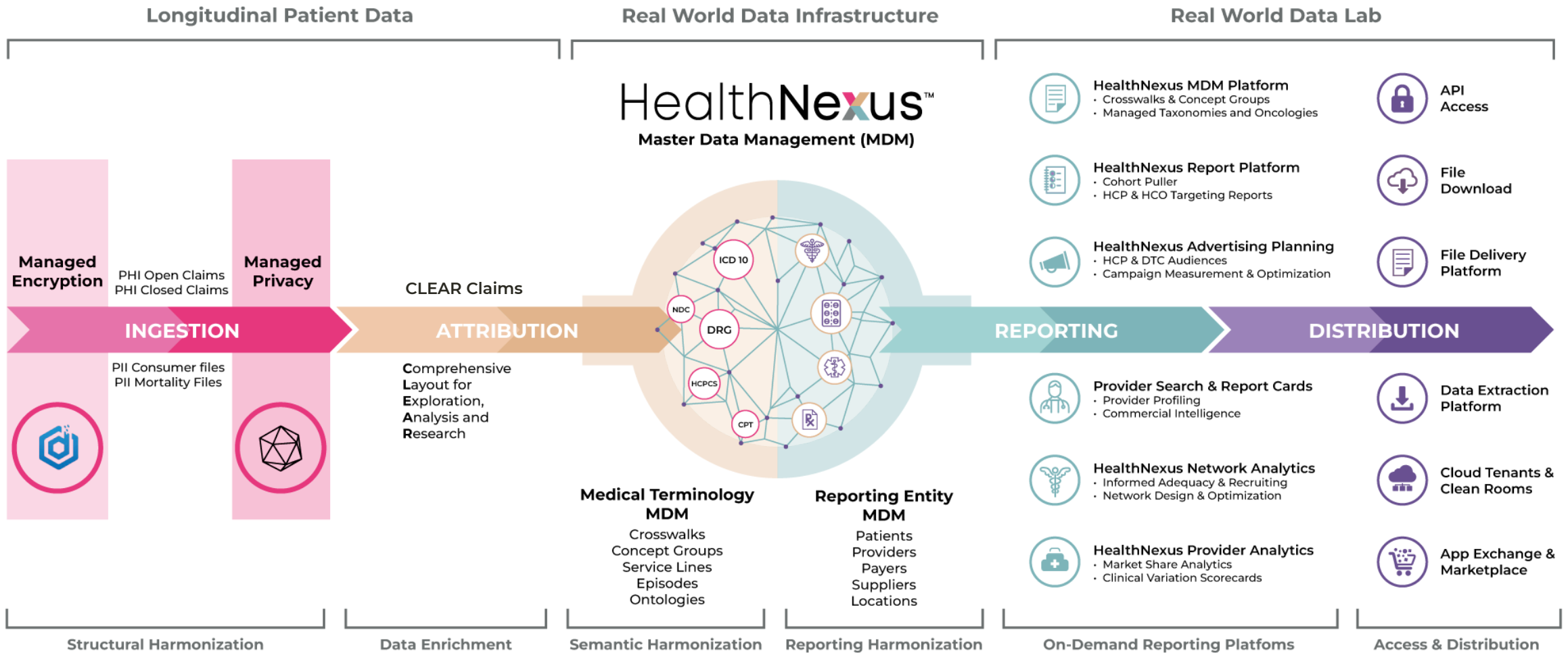


PurpleLab

Meet your new **[best friend]** in
Healthcare Analytics



HealthNexus™ Trailblazing Healthcare Analytics



PurpleLab turns real-world data into actionable real-world evidence in minutes.



Real-Time, Updated Data

- Combine Billions of healthcare observations
- Claims from Clearinghouses, Payers, PBMs, and HCIT vendors



Actionable Insights Produced in Minutes

- Subscription-based model
- Refresh analytics and insights on an as-needed basis
- No-code platform



Patient Centric

- Significant overlap with other RWD allowing you to:
 - Find **Net New** patients
 - Learn more about those patients
 - Provide deeper insights into patients

330 Million Patients

8 Billion Annual Claims

2.3M Health Care Providers



Clinical Trials

Life Sciences Clinical Solution Areas

PurpleLab's robust data coverage across 50+ billion claims transactions, dating back to 2012, provides a view of patients, providers, payers, and healthcare outcomes



DEI

SDOH

Investigator/HCP Profiling

Finalizing Investigator/HCP List for Extraction

Evaluating patient populations

Clear Claims & Methodologies

PurpleLab Solves for [Clinical Teams]

Clinical Trial Development

Utilize **Qualified Diagnosis Indicator** to accurately size populations and generate more precise HCP target lists.

Protocol Design

Using our **NPI to Hierarchy, Provider Profiling, and CLEAR Claims**. Analyze how your protocol works with real patients and sites, set yourself up for success before starting site selection.

Investigator Selection

Using PurpleLab's proprietary **Primary Provider Logic** by identifying who the primary providers are on every claim, therefore instantly delivering analytics for targeting, site identification, and recruitment.

Evaluate Patient Populations

Identify target patient populations by analyzing longitudinal patient level data inclusive of **Social Determinants of Health Attributes**, geography, and disease characteristics.

Leveraging PurpleLab RWD to Accelerate Clinical Trials



Clinical Trial Development

Utilize **CLEAR Claims** to understand market opportunities and gaps in today's therapies to differentiate your assets and endpoints.

Protocol Design

Using our **NPI to Hierarchy, Provider Profiling, and CLEAR Claims**. Analyze how your protocol works with real patients and sites, set yourself up for success before starting site selection.

Site / Investigator Selection

Using our **Investigator Alerts** select sites with large amounts of protocol matched patients.

Utilize our **clinical trials data** to find Sites that have investigators with the experience.

Our **Patient social determinants of health (SDOH)** to inform your study design and recruitment

Patient Recruitment

Using our **Investigator Alerts** by finding investigators with more protocol matched patients



Use Case

Feasibility

LEVERAGING MX & RX CLAIMS TO ACCELERATE DATA STUDIES

PurpleLab Use Case Overview

Example of Outcomes Leveraging PurpleLab Data & Reports



Clinical Support:

Clinical | Study Feasibility

- Identify Target Patient Populations
- Analyze Longitudinal Patient Level Data Inclusive of SDOH, Geography, Demographics, Disease Characteristics
- Site Feasibility & Site Selection Based on HCP/HCO Characteristics
- Profile & Target Investigators & Sites
- Validate Investigators and Generate a National View/List of Optimal Sites

Patient Cohort Report

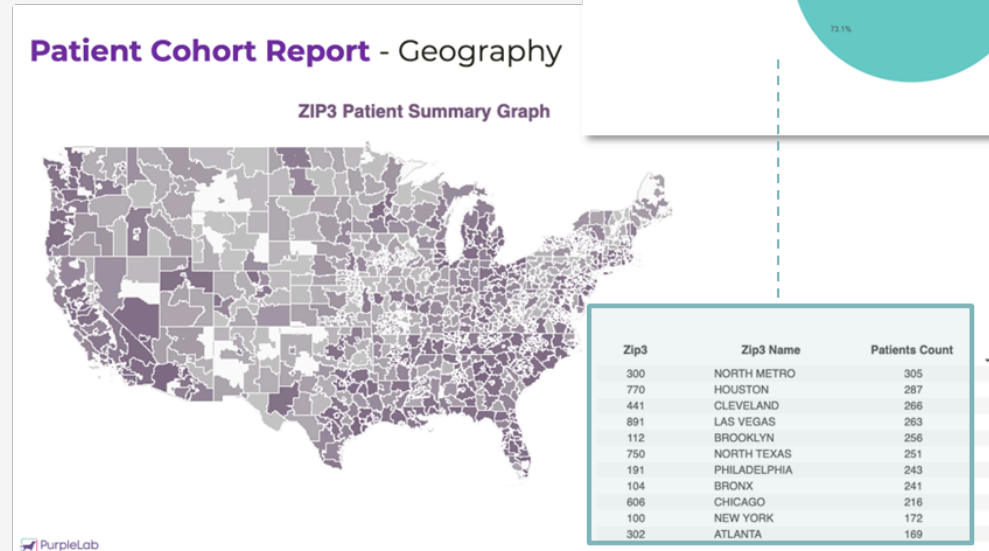
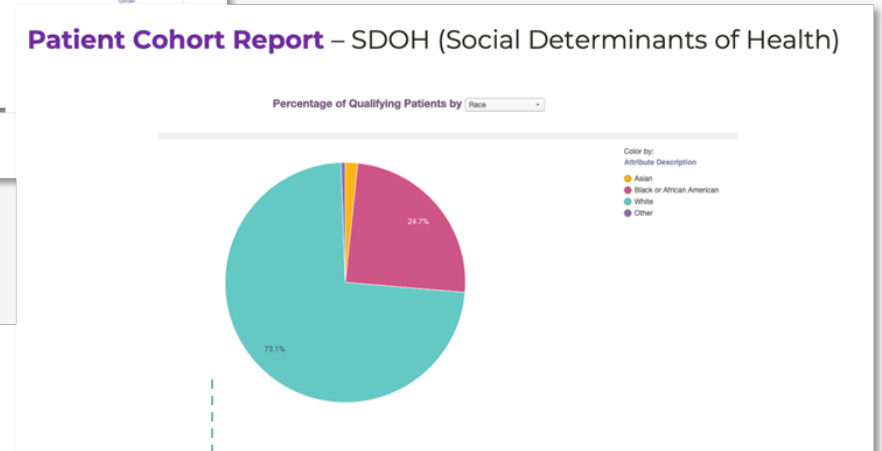
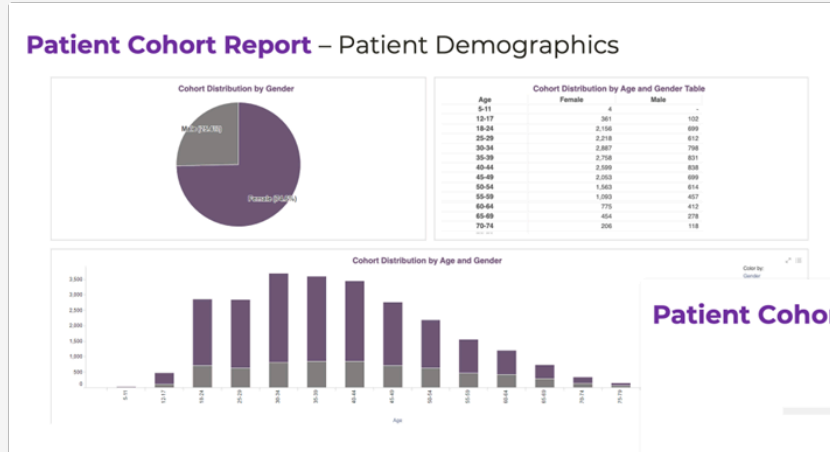
Evaluating patient populations

Dive deep on patients to start to understand more about who they are.

Here a user can see the detail of patient demographics, including geography (Zip 3), SDOH attributes and more.

Before the user extracts the underlying longitudinal patient data (if they desire to do more analysis), additional refinement can be done to expand or narrow the criteria

Patient Cohort Report – Patient Demographics, Geography & SDOH



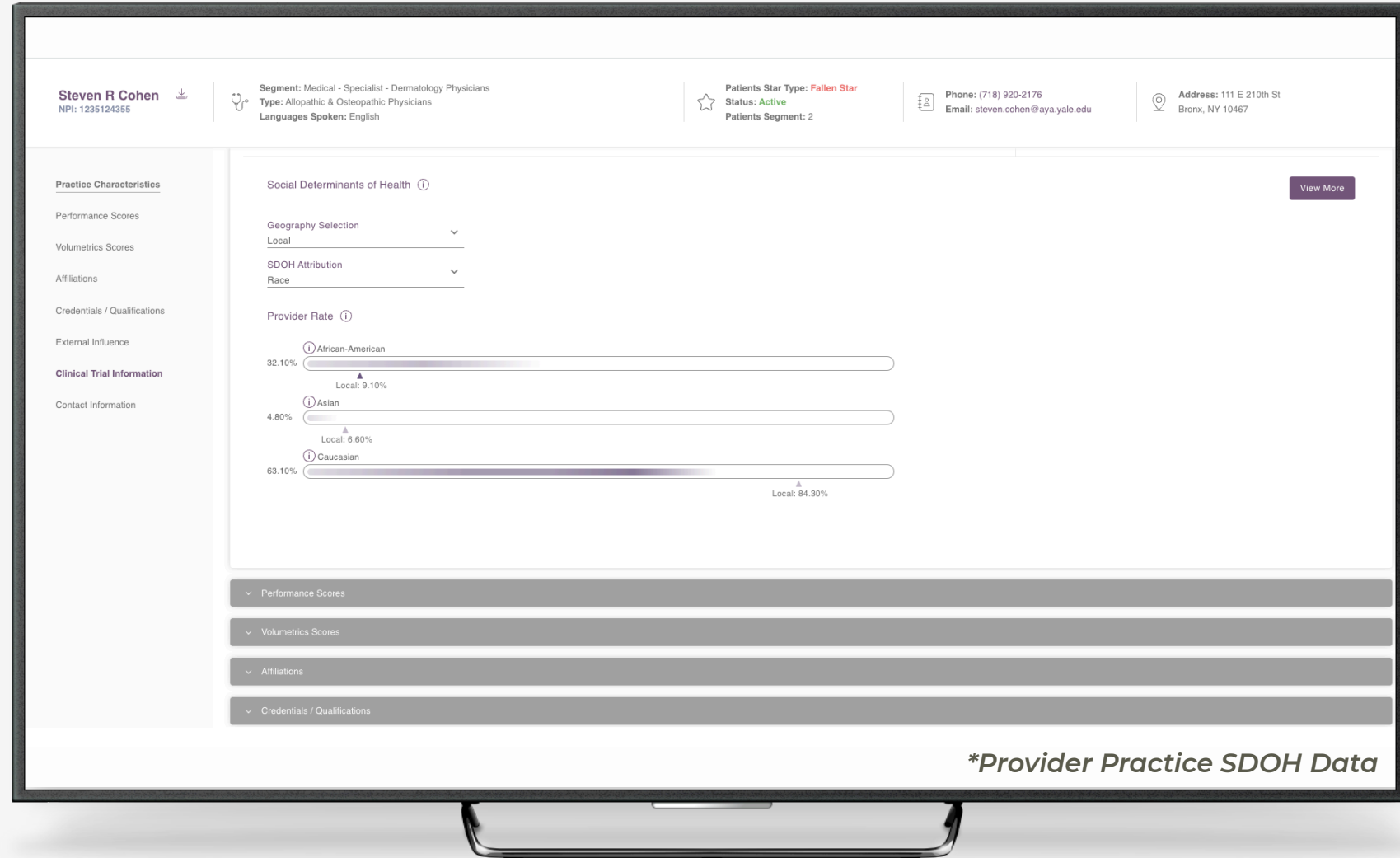
See unique patient counts by Zip 3

Investigator/Site
Profiling & Targeting

Investigator/HCP Profiling Details

Investigator/HCP Level detail provides detail on their practice, affiliations, referral network, claim volumetrics, external influences (Sunshine Act reporting data), clinical trial experience and more.

SDOH data is integrated at the patient, provider and practice level.



**Provider Practice SDOH Data*

Final Selection- List
Investigator/Site
Profiling & Targeting

Finalizing Investigator/HCP List for Extraction

Upon final selection, target lists can be extracted and downloaded for implementation and activation.

Comprehensive National View of Optimal Investigators and Sites

id	inpi	prov_rtax_co	state_co	cosa_co	patients	ncp_soon_qt	ncp_soon_at	ncp_soon_at	ncp_soon_at	ncp_soon_at	national_soc	national_soc	national_soc	national_soc	state_soon_i	state_soon_i	state_soon_i	state_soon_i	local_soon_a	local_soon_a	
61606127	1063412294	207X00000X	22	35380	1160	156	OCCUPATION	2	103	0.66	0.656	1.01	AT NORMAL	46.05	0.62	1.07	AT NORMAL	34.26	0.641	1.03	AT
6511904	1063412294	207X00000X	22	35380	1160	541	INCOME	7	79	0.146	0.196	0.75	LOWER THAI	65.98	0.141	1.04	AT NORMAL	37.35	0.163	0.9	AT
63827517	1316176647	207V00000X	22	10780	2922	931	INCOME	7	54	0.058	0.181	0.32	SIGNIFICANT	85.79	0.123	0.47	SIGNIFICANT	79.32	0.093	0.62	SIK
88671984	1710942651	207V00000X	22	36660	2825	1333	INCOME	5	79	0.059	0.108	0.55	SIGNIFICANT	79.36	0.088	0.67	SIGNIFICANT	73.34	0.061	0.98	AT
91364797	1710148085	207X00000X	22	35060	420	143	EDUCATION	4	16	0.112	0.153	0.73	LOWER THAI	59.03	0.121	0.93	AT NORMAL	44.44	0.099	1.13	AT
18068007	1417952102	207V00000X	22	35060	1631	1631	AGE_RANGE 20-24 Years	303	0.186	0.087	2.14	SIGNIFICANT	5.44	0.107	1.74	SIGNIFICANT	8.4	0.187	0.99	HI	
94151408	1558563320	207V00000X	22	36660	2213	285	OCCUPATION	3	40	0.14	0.119	1.18	HIGHER THA	25.96	0.139	1.01	AT NORMAL	39.26	0.143	0.98	AT
10375882	1952543811	207X00005X	22	35380	2115	2115	AGE_RANGE 50-54 Years	217	0.103	0.082	1.25	HIGHER THA	18.89	0.08	1.29	HIGHER THA	21.21	0.073	1.4	SIK	
59123061	1710148085	207X00000X	22	35060	420	420	AGE_RANGE 10-14 Years	3	0.007	0.02	0.35	SIGNIFICANT	37.07	0.018	0.41	SIGNIFICANT	40.12	0.017	0.41	SIK	
73465679	1063412294	207X00000X	22	35380	1160	1160	AGE_RANGE 5-9 Years	0	0	0.011	0	SIGNIFICANT	100	0.01	0	SIGNIFICANT	100	0.011	0	SIK	
116397493	1366766388	207V00000X	22	36660	1017	242	EDUCATION	1	8	0.033	0.026	1.26	AT NORMAL	29.19	0.024	1.37	HIGHER THA	28.43	0.023	1.47	SIK
97359715	1043447196	207V00000X	22	29180	1852	708	RACE	2	194	0.274	0.144	1.91	SIGNIFICANT	16.92	0.29	0.95	LOWER THAI	48.47	0.2	1.37	HI
8925425	1548444904	207X00000X	22	35380	2466	1543	INCOME	8	69	0.045	0.081	0.55	SIGNIFICANT	63.68	0.052	0.85	AT NORMAL	47.53	0.063	0.71	AT
33190526	1417124736	207V00000X	22	35380	5024	5022	AGE_RANGE 55-59 Years	183	0.036	0.048	0.76	LOWER THAI	47.69	0.052	0.7	SIGNIFICANT	58.32	0.054	0.68	SIK	
74100685	1750311478	207V00000X	22		1537	356	EDUCATION	1	25	0.07	0.026	2.67	SIGNIFICANT	11.46	0.024	2.91	SIGNIFICANT	5.01			
40230901	1366766388	207V00000X	22	36660	1017	208	MARITAL_STS	96	0.462	0.503	0.92	LOWER THAI	63.88	0.502	0.92	LOWER THAI	64.94	0.463	1	AT	
55255675	1043447196	207V00000X	22	29180	1852	1852	AGE_RANGE 5-9 Years	0	0	0.001	0	SIGNIFICANT	100	0.001	0	SIGNIFICANT	100	0	0	SIK	
17970184	1043447196	207V00000X	22	29180	1852	119	OCCUPATION	2	85	0.714	0.789	0.91	AT NORMAL	71.17	0.756	0.95	AT NORMAL	65.59	0.765	0.93	AT
112826098	1548444904	207X00000X	22	35380	2466	946	EDUCATION	3	238	0.252	0.288	0.87	AT NORMAL	57.69	0.259	0.97	AT NORMAL	45.68	0.275	0.92	AT
75416802	1952543811	207X00005X	22	35380	2115	1059	INCOME	4	128	0.121	0.114	1.06	AT NORMAL	37.42	0.127	0.96	AT NORMAL	56.06	0.122	0.99	AT
86904152	1710148085	207X00000X	22	35060	420	221	ETHNICITY	1	204	0.923	0.868	1.06	AT NORMAL	43.19	0.912	1.01	AT NORMAL	39.51	0.93	0.99	AT
70227371	1265484539	207X00000X	22	29340	2740	1701	INCOME	4	237	0.139	0.118	1.18	HIGHER THA	19.38	0.125	1.12	HIGHER THA	16.05	0.132	1.06	SIK
43979884	1417952102	207V00000X	22	35060	1631	119	OCCUPATION	1	17	0.143	0.092	1.55	SIGNIFICANT	19.78	0.105	1.36	SIGNIFICANT	19.22	0.142	1.01	AT
9923235	1043447196	207V00000X	22	29180	1852	714	INCOME	8	14	0.02	0.068	0.29	SIGNIFICANT	76.59	0.046	0.42	SIGNIFICANT	71.73	0.043	0.46	SIK
32096765	1710148085	207X00000X	22	35060	420	420	AGE_RANGE 75-79 Years	50	0.119	0.097	1.23	HIGHER THA	30.66	0.097	1.23	HIGHER THA	32.72	0.086	1.39	HI	
101768821	1710148085	207X00000X	22	35060	420	420	AGE_RANGE 15-19 Years	6	0.014	0.04	0.36	SIGNIFICANT	49.68	0.04	0.36	SIGNIFICANT	47.22	0.03	0.47	SIK	
85700225	1174886733	207XS0114X	22	12940	1267	601	RACE	1	294	0.489	0.883	0.55	SIGNIFICANT	96.85	0.757	0.65	SIGNIFICANT	100	0.489	1	AT
103337267	1558563320	207V00000X	22	36660	2213	2213	AGE_RANGE 10-14 Years	2	0.001	0.002	0.53	SIGNIFICANT	16.36	0.001	0.82	HIGHER THA	19.55	0.001	1.5	SIK	
1706720	1043262348	207X00000X	22	35380	1469	177	OCCUPATION	1	32	0.181	0.093	1.94	SIGNIFICANT	8.87	0.106	1.71	SIGNIFICANT	7.41	0.085	2.12	SIK
96757211	1043447196	207V00000X	22	29180	1852	119	OCCUPATION	1	15	0.126	0.092	1.37	HIGHER THA	24.57	0.105	1.2	HIGHER THA	26.17	0.111	1.13	HI
23031463	1750311478	207V00000X	22		1537	1535	AGE_RANGE 70-74 Years	29	0.019	0.024	0.79	SIGNIFICANT	39.56	0.027	0.7	SIGNIFICANT	48.63				
21687575	1750311478	207V00000X	22		1537	1535	AGE_RANGE 0-4 Years	0	0	0.014	0	SIGNIFICANT	100	0.015	0	SIGNIFICANT	100				
7187374	1033153564	207X00000X	22	25220	1911	1231	INCOME	8	44	0.036	0.081	0.44	SIGNIFICANT	70.55	0.052	0.68	LOWER THAI	61.73	0.035	1.03	HI