

Commercial Solutions

One Platform. Endless Possibilities to Maximize Brand Performance.

Precision medicine demands precise understanding of your patient population and the providers who treat them. That's a monumental task considering the vast amount of data that requires time and resources to extract potential value. From external vendors to consultants to data scientists, the burden of coordinating stakeholders puts your brand, and the patients who can benefit, at a disadvantage.

You need to work faster and smarter to make the best strategic decisions for market opportunity, customer engagement and improved patient outcomes. PurpleLab's HealthNexus analytics platform is trailblazing how commercial leaders can work with truly clinically-versed, real-world data that produces actionable real-world evidence.

Proactive insights across the commercial lifecycle.

HealthNexus does all the heavy lifting when it comes to making medical information accessible and useful in day-to-day decision making. Whether you want to work on the platform or make the insights available in your environment via downloads or API streams, HealthNexus will accelerate the success of your brand's performance.

Commercial Challenges	HealthNexus Differentiating Benefits
<p>1</p> <p>Missing patient market potential and limited forecasting</p>	<p>HealthNexus enables searching on a variety of criteria with unprecedented clinical specificity. Easily include or exclude diagnosis (Dx), procedures (Px), prescriptions (Rx), social determinants of health (SDOH), Risk Adjustment Factors (RAF), and Hierarchical Conditions Categories (HCC) to hone in on the true market potential of your brand.</p> <p>With HealthNexus' granularity of selection criteria, forecasting market potential becomes clearer and more accurate. There is improved ability to identify segments and subsegments of a population as potential opportunities for growth while driving strategic patient-centric and provider education programs.</p>

Commercial Challenges

HealthNexus Differentiating Benefits

2

Blind spots in understanding the patient journey

HealthNexus yields deep insights and a detailed view of the clinical patient journey with the ability to iterate on a myriad of criteria.

Now you can clearly understand the timing of disease onset, disease management, procedures and treatment patterns, how patients are being prescribed and with what, all of which makes disease progression more transparent.

With a deeper understanding of the patient journey, you'll have more relevant opportunities for well-timed HCP clinical decisions and the ability to identify critical points of intervention to boost your brand over the competition for your specific therapeutic area.

3

Allocation of limited resources for targeting and segmentation of HCPs and HCOs

Precisely identify and select the healthcare providers (HCP) and healthcare organizations (HCO) that treat the patient population who would most benefit from your brand. Criteria include Dx, Px, Rx and volume of patients.

Measure variability of provider performance with risk-adjusted cost and quality scores (based on efficiency and effectiveness) by location or geographical area. Understand how the HCP uses your brand in the treatment continuum.

Gain a clear view of the HCP affiliations with healthcare groups (HCG) or HCOs.

With an understanding of key HCP and HCO performance indicators, you can improve customer-centric strategies and create or adjust messages to fully engage with up-and-coming or high-performing HCPs and HCOs. Geo-specific insights ensure optimized territory management, resource allocation and enhanced salesforce productivity.

4

Difficult to course-correct to enhance brand performance against the competition

Effectively track physician prescribing activity, zero in on those prescribing your brand and gain an ongoing full view of the competitive landscape.

Discover where your competitors are making traction with visibility into prescriptions written for your brand versus your competitors, including those that were dispensed, reversed or rejected.

Create, enhance and optimize HCP-centric strategies to boost your brand's performance and improve patient outcomes.

5

Sales teams wasting time and resources on the wrong HCPs and HCOs

HealthNexus has a long history of HCP and HCO master data. With immediate access to precise HCP and HCO data profiling, you can understand granular practice characteristics, key performance scores, patient volume, number of procedures, prescription history, external influence, locations, network affiliations, and payer mix. Knowledge on an HCP's payer mix can save you precious time, enabling you to focus on HCPs that have your brand on formulary.

Enhance and optimize salesforce productivity and drive your brand performance by planning and executing value-based interactions with the right HCP.

6

Keeping up with and accurately tracking market dynamics

HealthNexus delivers ongoing clinical trends by Dx, Px and Rx. Understand the different therapeutic approaches being used to treat different patient populations.

Monitor changes in market trends and proactively identify points of intervention to modify or leverage these trends. Discover new opportunities for your brand's performance.

7

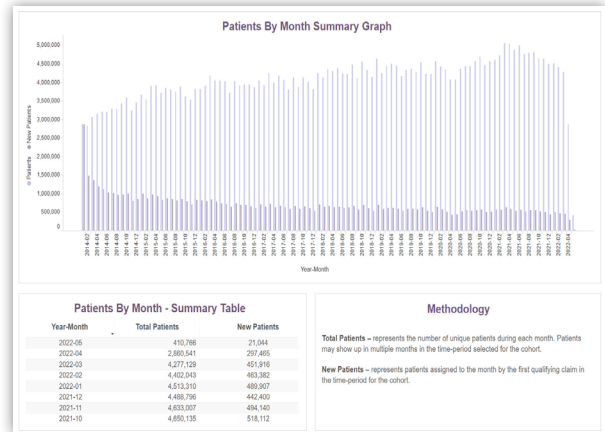
Understanding the payer landscape

PurpleLab has Qualified Entity Status with the CMS, and HealthNexus is continuing to add important information on the payer landscape and dynamics, including the payer mix of commercial and Medicare/Medicaid per HCP or HCO. Understand the influence of payers on your brand performance and create payer-centric strategies to maximize your brand potential.

HealthNexus™ Provides a Robust On-Demand Report System

HealthNexus Cohort Puller

Build, design, analyze and quantify a custom patient-level population in minutes. Create complex queries for diagnosis, procedures and prescriptions with inclusion and exclusion criteria to model precision patient populations. Output summary in minutes: patient summary table, demographics, geography and payer channel.



Overlap Locations

Name	Identifier	Identifier Type	Grand Total	Segment	Star Type	Address
Evan Nelson	1154323467	HCP	702	10	Rock Star	800 West Ave S
Hiroto Inaba	1356533048	HCP	435	10	Rock Star	282 Danny Thomas Pl
Suzanne Ferguson	1131516594	HCP	310	10	Rock Star	15030 Sunset Canyon Ave Ste 207
Oscar Goodman	1568542108	HCP	270	10	Rock Star	5280 W Sunset Rd Ste 100
Nancy Morris	1891778130	HCP	159	10	Rock Star	8333 N Davis Hwy Medical Center Clinic
Stanley King	1659116387	HCP	137	10	Rock Star	1000 S Brookline Ave
Daniel Alexander	1073718183	HCP	137	10	Rock Star	1024 1st St N
Richard Newman	1390302871	HCP	136	10	Rock Star	2803 Pleasanton Plwy Ste 300
Deborah Smith	1225168921	HCP	128	10	Rock Star	213 Picoine Rd Ste 100
Douglas Kondzicka	1003486488	HCP	87	10	Rock Star	550 1st Ave
Rebecca Luthman	1626888940	HCP	84	10	Rock Star	200 Luthman Dr
Anna Duluit	1962448994	HCP	39	10	Rock Star	3003 Tieton Dr Ste 240
David Blann	1851390510	HCP	37	10	Rock Star	2102 Oxford Ave Ste B
Michael Zahem	1219948771	HCP	433	10	Shining Star	5950 Metro Way SW
Daniel Polysa	1801919522	HCP	416	10	Shining Star	12605 E 16th Ave

Locations Map

The map shows the geographic distribution of the listed providers across the United States, with markers indicating their locations.

HealthNexus Experience (HCP/HCO Targeting)

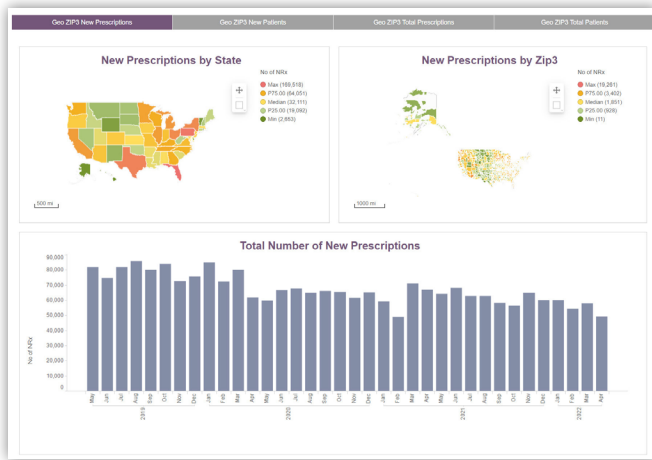
Hyper targeted identification of HCP, HCO group and facilities. Designed to find providers with specific patient populations that will benefit from your brand most. Based on volume of patients, HCPs and HCOs are segmented and ranked using our proprietary Star Type ranking system. In addition, the advanced profiling report allows you to look forward and back to identify qualifying events over a specific period within the desired patient population.

HealthNexus Provider Stream - (HCP/HCO Profiling)

Get instant access to deep provider profiling, helping you identify the right physician with the most eligible patients for your brand. Search for any HCP or HCO based on provider type, segment and geographic locations, to reveal detailed profile information including practice characteristics (RAF, SDOH), performance scores, patient population, procedure and prescription, payer mix influence, contact information and more.

HealthNexus Reports

The interface displays detailed profiles for three providers: Zoe Jane Nelson, Ann Dana Carlson, and Anna Lauren Johnson. Each profile includes contact information (address, phone, email), a map of the provider's location, and a detailed performance and patient population analysis. A red box highlights the detailed analysis for Ann Dana Carlson, showing various metrics and charts.

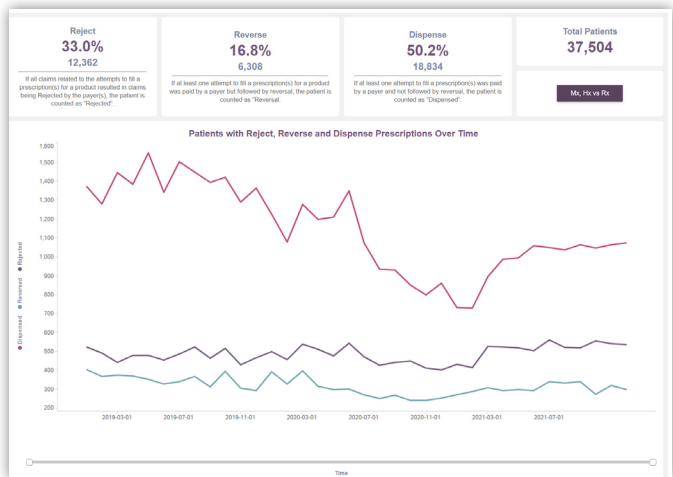


HealthNexus NRx & TRx Report

NRx/TRx is a “volume of prescriptions” report by drug. It measures levels of total prescriptions (TRx) and new prescriptions (NRx), as well as newly prescribed patients and total prescription patients, by provider and geography.

HealthNexus Rejects Reversals Dispense Report

This report provides detailed information on whether the prescriptions were dispensed, rejected, or reversed. The results in this report provide insights into the dynamic of a drug prescription pattern, such as which prescriptions are reaching or not reaching the patients, who is prescribing them and how they’re being prescribed. Determine if your brand is being impacted by other factors such as SDOH.



Why HealthNexus

- **On-demand access to quantitative and predictive RWE analytics:** Benefit from our billions of intelligently structured and harmonized data points, enabling deeper and more precise real-world insights and outcomes across patients, providers and payers. These include patient and provider social determinants of health (SDOH), Risk Adjustment Factors (RAF), Hierarchical Condition Categories (HCC) and quality scores.
- **Robust reporting capabilities:** A variety of comprehensive reports are at your fingertips from predefined report templates to highly customized complex, user-generated queries that speed access to insights across the entire healthcare ecosystem.
- **Flexibility and scalability:** Our expert approach to developing a therapeutic area of interest leverages hundreds of thousands of industry-validated definitions of diagnostics, procedures and medications. The platform allows you to integrate RWD with customer data through HealthNexus API stream.
- **Data Integrity:** HealthNexus' healthcare vocabulary master data management methodology ensures confidence that changes in results are due to the underlying claims data migrating and not to varying code sets from one query to the next.
- **Compliance:** PurpleLab maintains a fully de-identified HIPAA-compliant patient warehouse following a tokenization process that enables additional data linking through our tokenization partner, Datavant.
- **Cost Efficiency:** HealthNexus reduces reliance on expensive, specialized resources (SQL programmers, Clinical Informaticists, etc.) while enabling enterprise-wide access to code definitions on-demand.

350M+

PATIENT LIVES

44B+

TOTAL CLAIMS

750

ENTERPRISE
PAYERS

2.3M

HCPs

500K+

HCOs

98%

PAYER DATA

2.2K+

HEALTH SYSTEMS

10.5B

AFFILIATIONS

HealthNexus™



PurpleLab
HEALTHCARE ANALYTICS

One Platform. Endless Possibilities to Maximize Brand Performance.

Contact us today to schedule a demo or learn more about HealthNexus.

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