

# HealthNexus™



## Media & Agency Solutions

### Meet Your New [Best Friend] in Healthcare Analytics

PurpleLab™ is a healthtech company with a mission to make healthcare speak a single unified language to drive better outcomes. HealthNexus™, our no-code healthcare analytics platform, empowers life sciences, payers, providers and advertisers with real-world evidence to solve conventional and emerging challenges faster and more cost effectively.

### One Platform. Endless Possibilities to Maximize Advertising Campaigns.

Successful planning and execution of advertising campaigns demands optimized identification and activation of your DTC (patients) and HCP audiences. Incorporating high quality real-world data (RWD) to drive optimized targeting of audiences has become a must-have for marketing and media agencies.

Your healthcare clients are expecting game-changing results in a highly competitive environment. With access to actionable RWD, your team will work faster and smarter to assess market opportunity, build custom audience segments, maximize reach and engagement, and effectively track campaign performance. 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 campaigns.

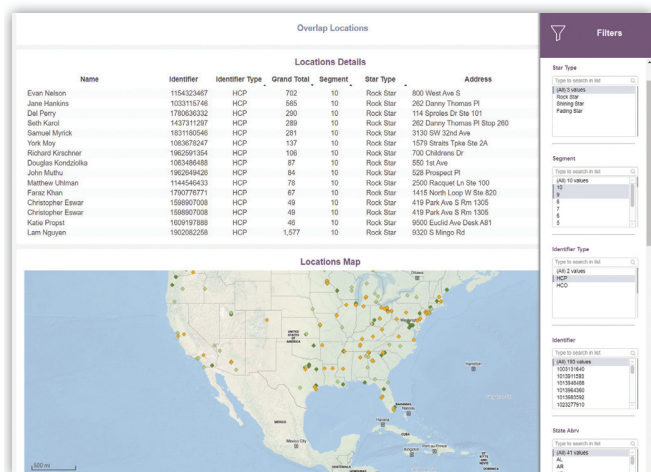
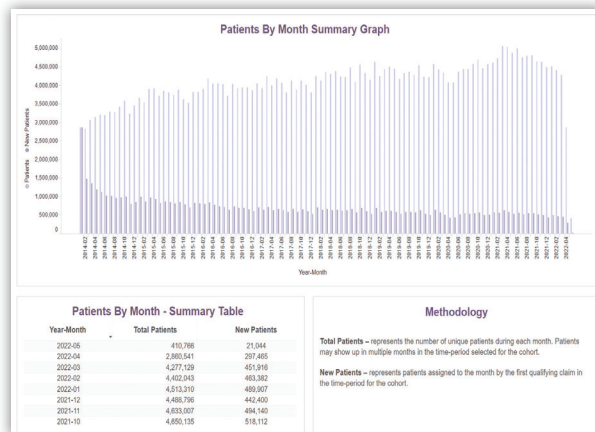
PurpleLab's HealthNexus analytics platform is trailblazing how marketing and media agencies can work with real-world data to maximize business operations and campaign effectiveness.

<p><b>1</b></p> <p><b>Find the patients you are missing in your targeting strategy</b></p>	<p>HealthNexus enables precise identification of DTC audiences (patient populations) searching on a variety of criteria with unprecedented clinical specificity. Easily include or exclude diagnosis (Dx), procedures (Px), prescriptions (Rx) and other variables such as social determinants of health (SDOH), Risk Adjustment Factors (RAF), and Hierarchical Conditions Categories (HCC) to hone in on the true market potential of your client's brand.</p> <p>With HealthNexus' speed and granularity of selection criteria, sizing and forecasting market potential becomes clearer and more accurate. And there is improved ability to identify segments and subsegments of a population as potential new opportunities for differentiation and growth while driving strategic patient centric programs to DTC audiences.</p>
<p><b>2</b></p> <p><b>Identify the doctors you are missing in your targeting strategy</b></p>	<p>Precisely identify and select the health care providers (HCP) and Health care organizations (HCO) that treat the patient population who would most benefit from your brand. Criteria includes Dx, Px, Rx, SDOH data and volume of patients among others.</p> <p>Measure variability of provider performance with risk-adjusted cost and quality scores (Efficiency and Effectiveness), SDOH, as well as by location or geographical area. Understand how the HCP prescribe your brand in the treatment continuum.</p> <p>Gain a clear view of the HCP affiliations with health care groups (HCG), HCOs and/or referring physicians. With an understanding of key HCP and HCO performance indicators, you can improve customer centric campaigns and create or adjust messages to fully engage with up-and-coming or high performing HCPs and HCOs.</p>
<p><b>3</b></p> <p><b>Fill in the gaps in the patient and provider journeys</b></p>	<p>HealthNexus yields deep insights and a detailed view of the clinical patient journey with the ability to iterate on a myriad of criteria.</p> <p>Now you can clearly understand the timing of disease onset, disease management, procedures, and treatment patterns, how and what patients are being prescribed — all of which makes disease progression more transparent.</p> <p>With a deeper understanding of the patient journey you'll have strategic opportunities to identify critical points of intervention influencing HCP clinical decisions with relevant messaging to boost your client's brand versus the competition for your client's specific therapeutic area.</p>
<p><b>4</b></p> <p><b>Minimize Campaign waste</b></p>	<p>Effectively track HCP prescribing activity, optimize digital health audiences and measure brand performance for those who have been exposed to an advertising campaign to maximize advertising budgets.</p> <p>Discover where your client's competitors are making traction with visibility into prescriptions written for your brand and those of your competitors including those dispensed, reversed, or rejected. Create, enhance, and optimize HCP centric advertising campaigns to boost your client's brand performance and improve patient outcomes.</p>
<p><b>5</b></p> <p><b>Submit RFPs more quickly with access to audience reports in near real-time</b></p>	<p>Enhance operational processes, optimize, and maximize your campaign planning and execution by leveraging RWD/RWE through seamless API integration with PurpleLab's HealthNexus audience insights. Augment HCP and DTC audience data access as needed to ensure resources are applied effectively.</p> <p>Customize and incorporate only the data you need to create a compelling and well-orchestrated campaign for your client's brand. Quickly measure reach and engagement to course correct ensuring your message prevails by being more clinically relevant and well timed.</p>

# HealthNexus™ Provides a Robust on Demand Report System

## HealthNexus Cohort Puller

Build, design, analyze, and quantify a custom DTC audience (patient population) in minutes. Create complex queries for diagnosis, procedures and prescriptions with inclusion and exclusion criteria to model precision patient populations. Receive an output summary in minutes including a patient summary table, demographics, geography, and payer channel.

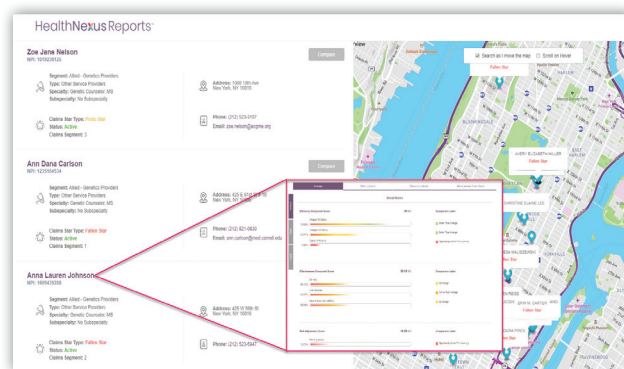


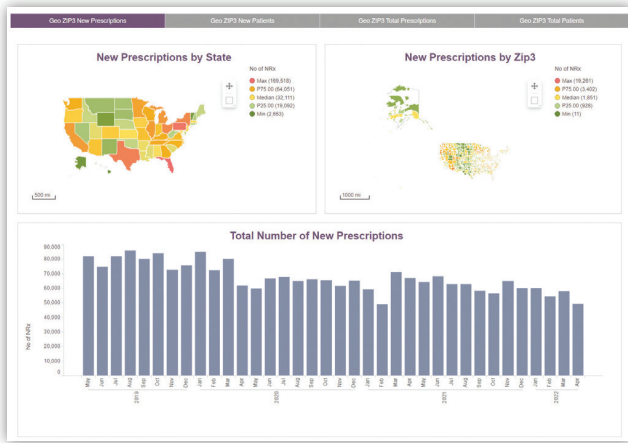
## HealthNexus Experience (HCP/HCO Targeting)

Hyper targeted identification of HCP, HCO group and facilities. Designed to find providers with specific patient populations that will most benefit from your brand. Based on volume of patients, HCPs and HCOs are segmented and ranked using our proprietary Star Type 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 to identify the right physician with the most eligible patients for your client's brand. Searching for any HCP or HCO based on provider type, segment and geographic location, revealing detailed profile information including practice characteristics (RAF, SDOH), performance scores, patient population, procedure and prescription, payer mix influence, contact information, and more.



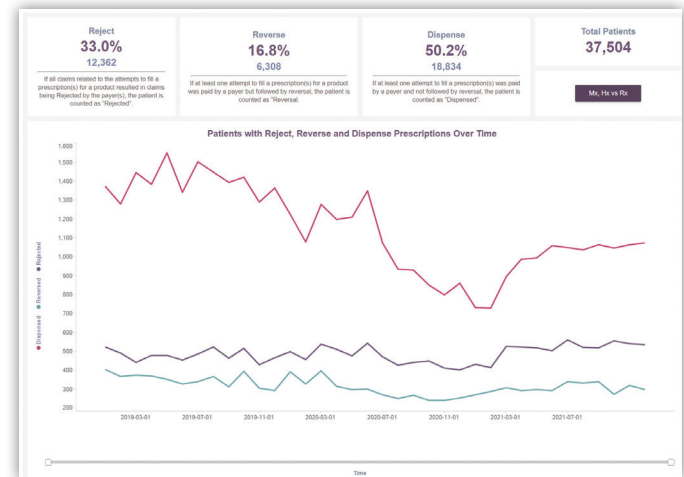


## HealthNexus NRx & TRx Report

Measure levels of total prescriptions (TRx), new prescriptions (NRx), new to brand prescriptions (NBRx), newly prescribed patients, and total prescribed patients by provider and geography.

## HealthNexus Prescription Journey Report

Detailed information whether prescriptions were dispensed, rejected, or reversed. The results in this report provide insights into the dynamic of drug prescription patterns such as which prescriptions are reaching or not reaching the patients, who is prescribing them and how the treatment is being prescribed. Determine if your client's brand is being impacted by other factors such as SDOH.



## Direct to Consumer Audiences

Activate your campaign with one of our 650+ pre-built DTC segments or request a custom-derived audience.

## Audience Quality Report

Measure and optimize digital health audiences by identifying a percentage of users in a target audience that are included in a patient population based on a combination of prescriptions, procedural or diagnosing behavior.

## Provider Audiences

Segment providers by diagnosis, geography, procedures and prescriptive patterns or request a custom-derived audience. Understand pre- and post-campaign effectiveness through an automated reporting platform assessing claims derived campaign outcomes.

## Gross Metrics Report

Measure brand performance based on real world outcomes of NRx, TRx and NBRx volumes for patients that have been exposed to an advertising campaign.

## Why HealthNexus

- **On-demand access to quantitative and predictive RWE analytics:** Benefit from our intelligently connecting billions of structured and harmonized data points enabling more precise, deeper real-world insights and outcomes across patients, providers, and payers. These include patient and provider social determinants of health (SDOH), Risk Adjustment factor (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 streams.
- **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 enabling additional data linking through our tokenization partner, Datavant.
- **Cost Efficiency:** HealthNexus reduces reliance on expensive, specialized resources (SQL programmers, Clinical Informaticists, etc.) all the 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 Advertising Campaigns.**

**Contact us today to schedule a demo or learn more about Health Nexus.**

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