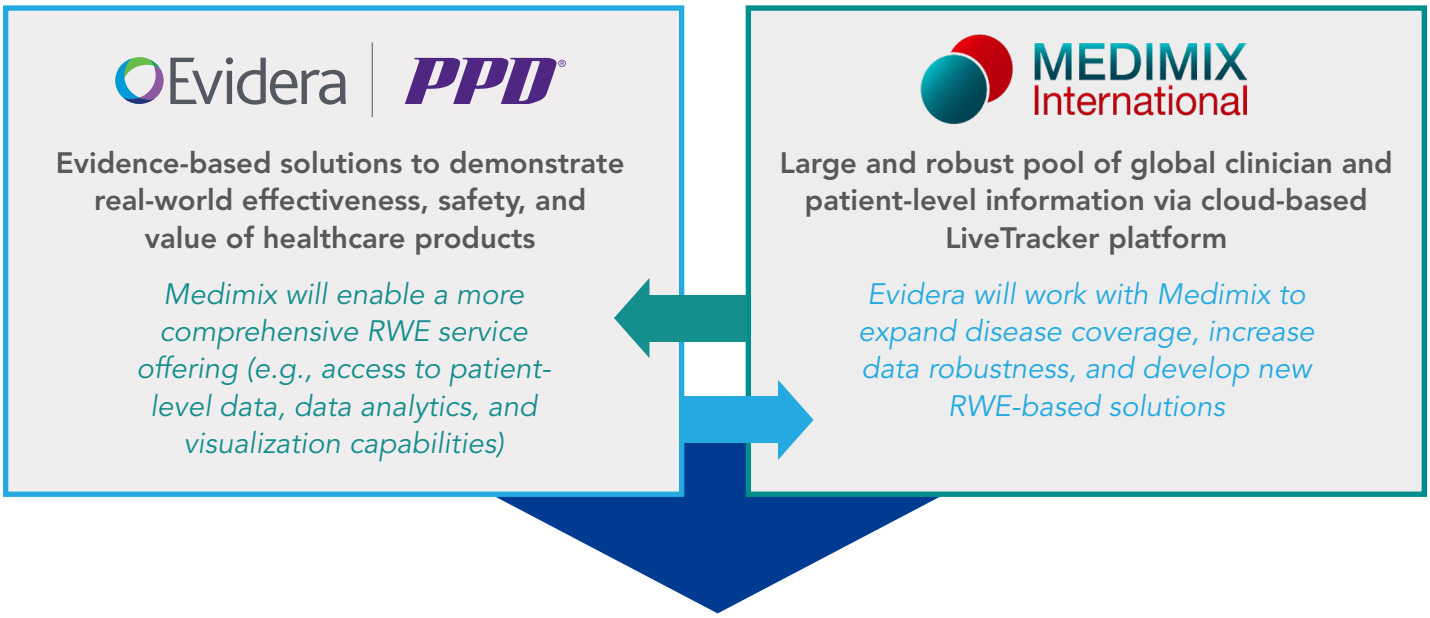
Medimix Joining Evidera: Enhanced Solutions for Real-World Research

On May 30, 2019, Evidera entered into an agreement to acquire Medimix International, a global technology company providing real-world evidence (RWE) insights and information to the pharmaceutical, diagnostic, and medical device industries. The acquisition will enable Evidera to offer its customers enhanced technology solutions, real-world data, and access to healthcare providers.

Medimix's cloud-based platform, LiveTracker®, enables access to one of the largest panels of healthcare providers globally – 2.2 million clinicians across 60+ countries, with a focus on hematology-oncology. LiveTracker provides continuous reporting on physicians' practice, drug usage and sequencing, patient profiles, treatment rationale, biomarker usage, treatment outcomes, and more.

Access to **2.2M** clinicians across **60+** countries

Data collected from the Medimix platform may be leveraged by Evidera experts to power more efficient and effective real-world research that addresses burden of illness, resource utilization, safety, patient outcomes, and other endpoints.



Together, we look forward to offering:

A comprehensive RWE service offering that includes access to patient-level data, data analytics, and visualization capabilities

Expanded insight into the oncology population (including subpopulations and rare tumor types)

Subject matter expertise to **design and implement broad evidence strategies** for a range of industry stakeholders and decision-makers

Enablement of client business decisions, e.g., forecasting, commercial analytics, business intelligence, medical affairs, licensing, etc.

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LiveTracker®

Medimix's LiveTracker offers extensive information refreshed monthly on healthcare professionals' (HCPs') usage, market shares, treatment sequencing, patient profiles, usage, preference, brand mapping, and more.

- **One online single-sourced dashboard with multiple levels of access** constantly upgraded through agile development
- **Accessibility to all data collected anywhere, anytime.** Downloadable directly from the dashboard
- **Aggregation of data in one mouse click,** defining your own views and user defined period of analysis
- **Single data source QC.** Pseudonymized data, ensuring full HIPAA and GDPR compliance
- **Real-time data,** collected continuously
- **High data security,** with accesses granted or revoked at a click

- Access global RWE insights
- EMR sourced information
- Covers solid and hematologic tumors
- Drill down on subpopulation
- Cloud-based continuous tracking
- Proprietary single-source methodology
- Syndicated data, yet customizable
- Available across 60+ countries
- Modular approach to meet your needs
- GDPR/HIPAA compliant

Evidera | PPD

Evidera, PPD's peri- and post-approval business, is a leading provider of evidence-based solutions to demonstrate the effectiveness, safety, and value of healthcare products. We help biopharmaceutical, biotechnology, and medical device companies generate the evidence needed to optimize the market access and commercial potential of their products.

Real-World Evidence

- *Database analytics*
- *Chart reviews*
- *Surveys and prospective HEOR studies*
- *Registries (disease, product, pregnancy)*
- *REMS, RMPs, PASS/PAES*

Patient-Centered Research

- *COA/PRO development, validation and application*
- *Health utility studies*
- *Preference elicitation*
- *Patient-centered benefit-risk assessment*

Evidence Synthesis, Modeling & Communication

- *Economic and epi modeling*
- *Clinical trial and disease simulation*
- *Indirect treatment comparisons*
- *Literature reviews*
- *Dossiers and submission support*

Market Access

- *Global pricing and market access strategy*
- *Payer landscape and disease area strategy*
- *Payer advisory boards*
- *Early scientific advice and in-licensing assessments*

Interventional Studies

- *Compassionate Use (CUP) and Extended/Expanded Access (XAP/EAP) Programs*
- *Investigator-Sponsored/ Initiated Trials (IST/IIT)*
- *IIIb/IV studies*

Medical Writing

- *Manuscripts and publication planning*
- *REMS and IIIb/IV document, protocol, and study reports*
- *Standard/global response letters, product FAQ docs*
- *Promotional review support*

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