

# Dive into Real-Time Details with a Suite of Real-World Data Solutions



## It has Never Been More Important to Get Robust Performance Indicators on Your Product

It has never been more important to get your product launch strategy right. Increased competition, pressure on margins, and shorter time-in-market have placed enormous pressure on brand managers to craft a sound launch strategy and ensure it stays on track. With so much at stake, paying careful attention to key performance indicators (KPIs) and real-world data can make or break your product's market success. Our global network of over 2.2M healthcare providers (HCPs) continuously report treatment-focused data directly from patient charts.

## We Can Help You Understand



Prescription and usage of your drug by line of therapy with **deep understanding of competitive landscape**



Detailed **patient mapping and treatment sequencing derived from patient charts** in a specific indication



**Impact of marketing and promotional investments** for your drug and its competitive landscape in a specific indication



Shares and dynamics of your drug across all its indications to **optimize resource allocation**



Real-world **product-specific** and/or **comparative safety, effectiveness, treatment patterns, adherence,** and other outcomes

## Our Solutions

 **LiveTracker**®

 **ClinicaLive**™

 **DeepLive**™

 **OffTheShelf**™

## Our Suite of Solutions

**LiveTracker**® *Cloud-based platform delivering real-time syndicated data to monitor and anticipate market changes for your commercialized products*

Monitor the performance of your product over time with HCP-reported patient charts in oncology, hematology, and immunology, as well as data on awareness, adoption, or intention of prescription, and more. Our modular, syndicated platform allows for the incorporation of specific questions and continuously collects and delivers a monthly view of each market, providing a real-time view of market dynamics. Both HCP and patient chart data are available via our online dashboard and refreshed monthly for a more accurate understanding of your product's market.

**ClinicaLive**™ *Alternative or add-on to traditional chart review data collection methods utilizing our global network of 2.2 million HCPs to provide IRB-approved, rapid RWE*

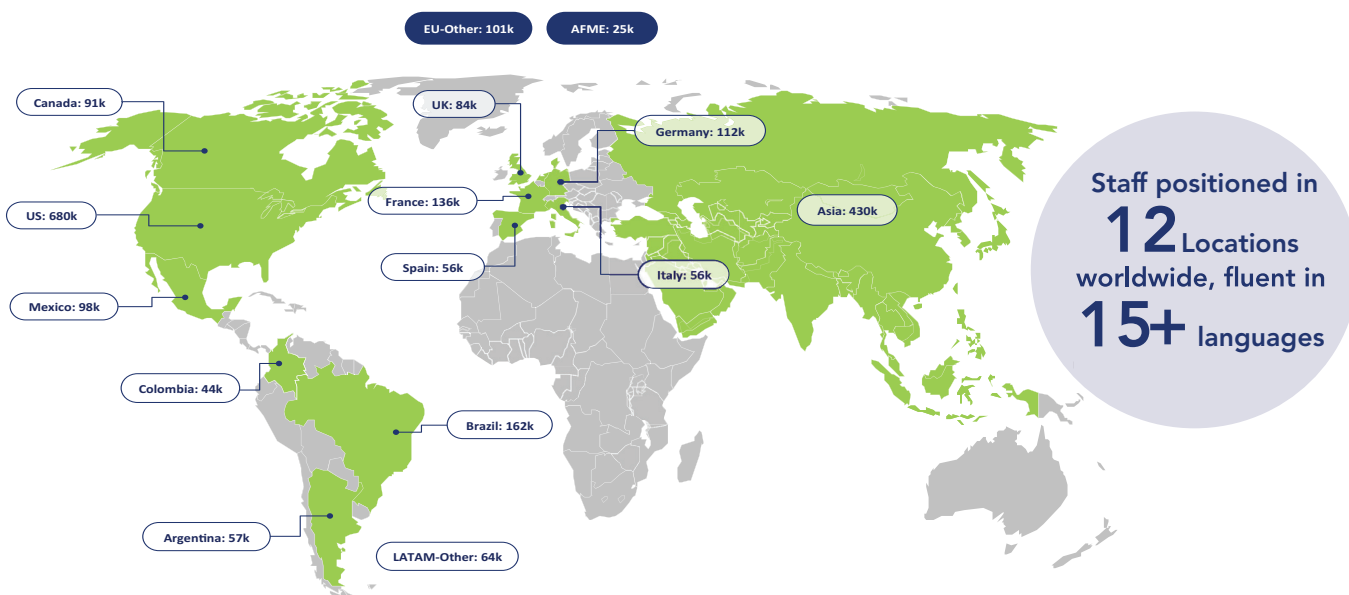
Evidera, a PPD business, offers a breadth of chart review design and study execution approaches: ClinicaLive is our most recent chart review methodology that combines our global network of 2.2M HCPs with robust epidemiological methods and decades of project delivery excellence to provide IRB-approved, rapid real-world evidence (RWE) that can withstand the rigor of top tier journal peer review. Delineate the natural history of a disease; characterize the burden of illness; and quantify real-world safety, effectiveness, treatment patterns, adherence, and other outcomes.

**DeepLive**™ *One-time data collection of 200 patient charts within 6-8 weeks*

Rapidly generate robust real-world data and deliver an immediate snapshot of a specific market situation and treatment patterns. In fast-moving areas such as oncology, DeepLive allows your teams to inform study protocol and design with current HCP practices, assessing the gap between evidence-based medicine and evidence-based practice.

**OffTheShelf**™ *Historical patient chart data available in 48 hours*

Because of the syndicated nature of our data collection, you can rapidly access existing patient charts across oncology and hematology, from 40+ countries across 25+ indications.



Available across 55+ countries throughout North and South America, EMEA, and APAC

Includes all major disease areas, including cardiovascular, dermatology, gastroenterology, hematology, inflammation, nephrology, oncology, and rheumatology