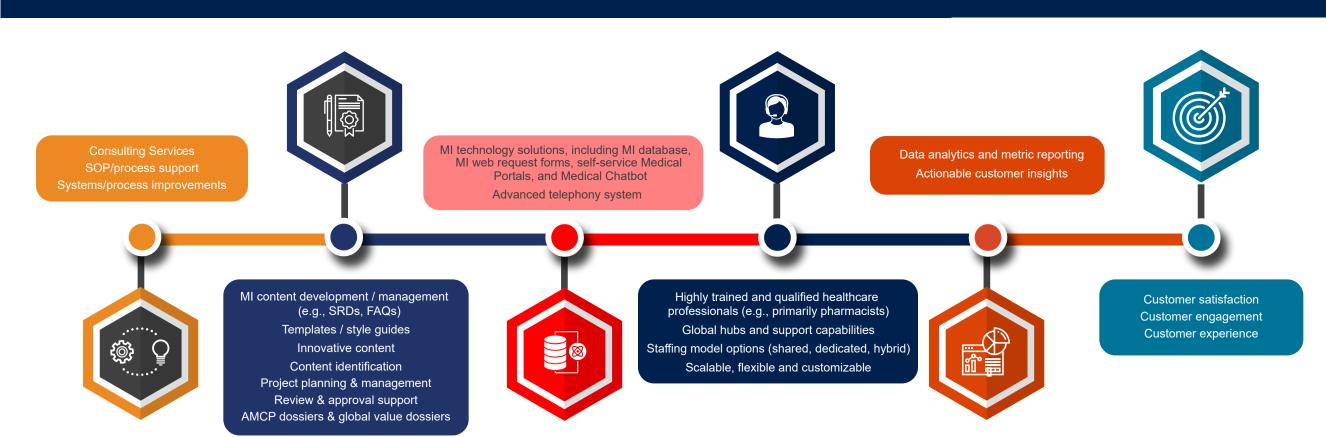
#### **EVERSANA's End-to-End Integrated Global Medical Information Service Offering**



A Holistic and Customer-Centric Approach to Medical Information

#### **EVERSANA's Global Medical Information Presence**

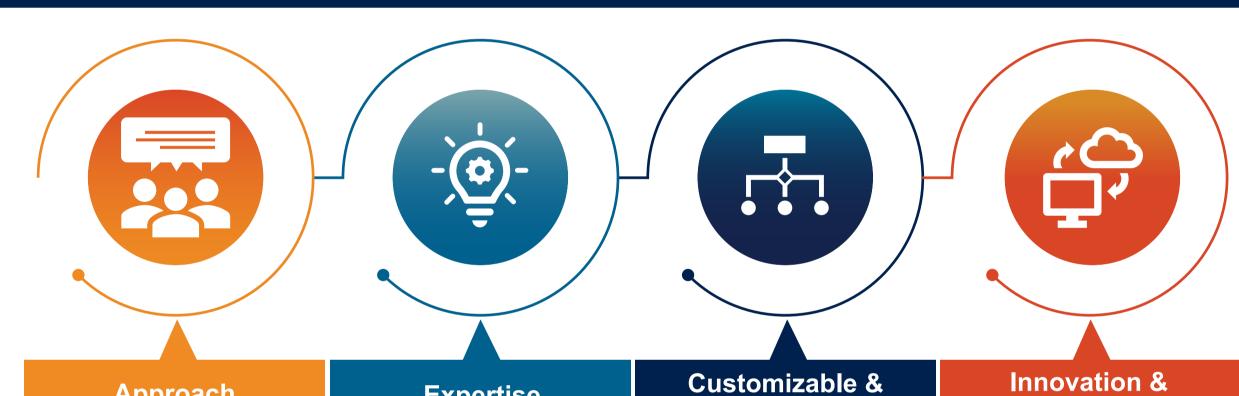
Ready to Support Clients Globally. Currently, we provide MI support for U.S., Canada, Europe, LATAM, and APAC from our established global MI hubs. We also have remote MI specialists and MI leaders throughout the U.S. and Europe.



offices and infrastructure established.

\* Targeting 2023 / 2024 to establish MI contact center hubs in China and Japan, where EVERSANA already has

## **Foundational Pillars of Our Medical Information Services**



## **Approach**

6 Regional

Hubs

driven and deeply seated in our cultural beliefs of Client Delight and being Patient Minded. We understand that an MI contact

Our approach is Value & Quality

center is an important customer-facing function that supports the safe and effective use of products by providing timely, scientifically balanced, evidencebased, non-promotional information.

## **Expertise**

Our 25+ years of MI experience

have allowed us to build operational excellence and broad disease state expertise. Our years of experience have also

allowed us to support products throughout their entire life cycle and to grow and scale our solutions with our clients' needs in mind. Highly trained MI specialists have

healthcare and advanced life sciences degrees (primarily pharmacists).

#### **Scalable** NOT a one-size-fits-all model!

We understand our clients' needs. therapeutic areas, products,

internal resource models, budgets, etc., are unique. We partner with our clients to develop flexible and scalable resource models to ensure we

provide the service level, key performance indicators, and level of customer satisfaction and engagement our clients expect.

#### **Innovation & Technology**

MI services are deeply rooted in technology, innovation, quality compliance and industry best practices.

Multi-channel engagement includes inquiry intake, handling and fulfillment from phone, email, web request forms, self-service medical portals, medical chatbot, etc.

Advanced data & analytics provide

actionable customer insights.

ensure optimal support of our clients' important stakeholders — the patients and healthcare professionals they serve.

As a strategic partner, EVERSANA provides high-quality service and engagement throughout the product life cycle to

# **Medical Information Contact Center Services**

Practiced ability to flex and grow with our clients' ever-changing medical information needs, especially as they move from concept to launch.



**Adverse Event** Reporting Intake & Handling Services

**Product** Complaint Intake & Handling Services



### • 25+ years of experience and expertise supporting branded, generic, biosimilar, OTC, medical device, digital therapeutics, and veterinary products

- 200+ contact center clients >50% of current clients with a 7+-year partnership
- Robust infrastructure with advanced technologies
- Scalable and customizable staffing, offering dedicated, shared, and hybrid staffing models
- **BROAD DISEASE STATE EXPERTISE**

#### • Oncology, hematology, rare diseases, immunology, cardiology, dermatology, urology, gastroenterology, infectious diseases, nephrology, neurology, pain, rheumatology, respiratory, ophthalmology, endocrinology, pulmonology, hepatology, consumer products, woman's health, and more

#### **KNOWLEDGE AND EXPERTISE**

- Operational excellence and industry best practices
- MI inquiries answered live by highly trained MI specialists with subject matter expertise Thorough understanding of MI guidance, compliance, regulation, and best practices
- Integrated and harmonized business processes Global, regional, and local services by native language speakers, including an expanding global presence

#### PERSONAL AND CLIENT FOCUSED

- Frontline, personalized, and patient- and customer-centric approach
  - Highest goal is customer satisfaction and engagement with first-contact resolution when possible Custom and comprehensive services to meet client needs, especially the needs of the patients and healthcare professionals our clients serve