

FieldShare™



WHAT IS IT?

The FieldShare solution provides the field force with an automated, near-personal, promotion platform that triggers HCP communications based on business rules. The HCP receives an email from their rep customized with local market information. Because the HCP is receiving the right message at the right time, from a recognizable source, the likelihood of an HCP opening and then acting on the information is increased as proven by benchmark-beating engagement rates. Reps receive detailed reporting on message delivery and HCP open behaviors, and often use FieldShare results for lead generation and/or reinforcement of their details.

RELEVATE DIFFERENTIATORS

Local and Personalized Engagement at National Scale

Continuous program optimization and execution for engagement in the right markets, to the right HCPs, at the right time, with the right message, delivered by the right KOL, in the right channel, for greater return on investment (ROI).

The ElevatedRelevance® Decision Engine (Ele)

Ele combines real-world data and proprietary algorithms driving campaign-specific, actionable, market and audience insights.

Treatment Perspectives HCP Network

Relevate Health's proprietary and HCP-recognized network providing unrivaled access to 1.4+MM prescribers and their 2.3+MM associated treatment team members.

WHEN TO USE

- Only 18% of field force representatives take advantage of rep-triggered email programs
- Field force is struggling to meet frequency quota
- Augment field force efforts based on key business rules

REASONS TO BELIEVE

- Amplifies and optimizes share of voice for field force with business rule-triggered messaging
- HCPs receive personalized communications at the right time to impact prescription choice, based on custom business rules and automated triggering
- Provides relevant communications that do not require an action from the field force

METRICS AND PROOF POINTS*

- Up to **12:1** ROI
- **~25%** unique open rates
- **~1-7%** Rx lift

HOW IS IT DELIVERED?

Business rules are established in partnership with the brand and triggers are developed to deploy the right message with a relevant call to action, at the right time, without a rep having to do the work.

NON-PERSONAL DRIVERS

- Email
- Direct Mail



RECOGNITION



WHY PARTNER WITH RELEVATE?

- **Proven, measurable results**
Integrated real-time measurement and reporting framework using industry and proprietary benchmarks for campaign performance (ROI), reporting (aggregate and physician-level data) and optimization
- **Video and event production**
Full video production capabilities, a proprietary broadcast/webcast system, and a nationwide network of studios, event sites, technicians, and onsite meeting planners
- **Solution-driven portfolio**
Innovative solutions that meet medical, legal, and regulatory compliance standards

NON-PERSONAL

- Treatment Perspectives OnDemand Platform
- Treatment Perspectives Key Account Messaging
- Treatment Perspectives EHR HCP Messaging
- Treatment Perspectives Interactive Quiz

PEER-TO-PEER

- Treatment Perspectives National Broadcast
- PracticeShare by Treatment Perspectives
- mChat

FIELD ENABLEMENT

- FieldShare
- MyDoc
- REPCast
- KOLCast
- Expert Exchange

- **White-glove customer service**
Single point of contact who understands the brand strategy and business
- **Pharma-trained delivery and Project Management teams**
Multidisciplinary specialists to ensure that the program is developed and delivered in alignment with brand strategy, on time, and on budget
- **Award winning and nationally recognized expertise**
Strategy, creative, analytics, user interface, user experience, development, SEO/SEM, and mobile to guide the success of the program



relevatehealth®

*Data on file; Relevate Health 1st party Campaign data