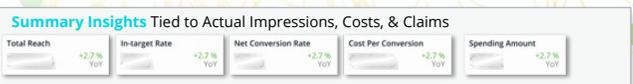


CognitiveSpark™ for Marketing

Optimizing promotions and brand activation for life science leaders

Life sciences companies increasingly rely on omnichannel marketing in all its forms. You want to deliver precise, personalized patient and health care provider (HCP) interactions. Plus, you want to optimize a return on every dollar you spend. Take a closer look at how ConvergeHEALTH CognitiveSPARK for Marketing leverages AI to boost patient and HCP engagement, deliver more insight on brand performance, and improve digital value measurement.

Module	Impact
 Closed loop measurement	Measures omnichannel campaign performance and quantifies return on investment.
 Multi-touch attribution	Identifies under-performing campaign attributes and optimizes campaign spend.
 Content personalization	Uses messages and creative attributes to advance your goals.
 Signal detection	Targets audiences with the right message at the right time based on their behavioral signals.
 Next-best action	Orchestrates measurement and predictive insights across channels to maximize conversion and script lift.

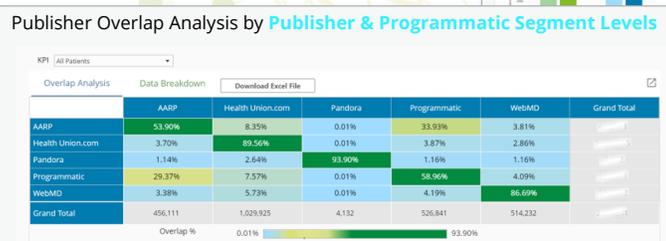


Summary Insights Tied to Actual Impressions, Costs, & Claims

Total Reach: +2.7% YOY | In-target Rate: +2.7% YOY | Net Conversion Rate: +2.7% YOY | Cost Per Conversion: +2.7% YOY | Spending Amount: +2.7% YOY



Patient Journey Map with Exposure and **Time-Series Tracking of Conversions**



Publisher Overlap Analysis by Publisher & Programmatic Segment Levels

	AARP	Health Union.com	Pandora	Programmatic	WEDMD	Grand Total
AARP	53.90%	8.33%	0.01%	33.93%	3.81%	
Health Union.com	3.70%	89.56%	0.01%	3.87%	2.86%	
Pandora	1.14%	2.64%	93.90%	1.16%	1.16%	
Programmatic	29.37%	7.57%	0.01%	58.96%	4.09%	
WEDMD	3.38%	5.73%	0.01%	4.19%	86.69%	
Grand Total	456,111	1,029,925	4,132	526,841	514,232	

Overlap %: 0.01% to 93.90%

Figures and data are illustrative

Making AI-powered marketing decisions at scale

CognitiveSPARK for Marketing is a cloud-based platform that can help life sciences brands and portfolios optimize promotions and brand activation. It features a focused set of marketing modules built off campaign, behavioral, and medical claims data—connected in a manner that ensures data privacy, patient safety, and security.

Unlike other products, CognitiveSPARK for Marketing is easy to activate, quick to deploy, and can integrate within your existing marketing analytics ecosystem to generate insight and inform marketing spend across multiple channels. Armed with this insight, life sciences marketers can answer the critical questions that drive a return on their digital marketing investments, including:

- **What channels should I invest in?**
- **Which content is right for which customer?**
- **Who should I engage with—and when?**
- **How can I optimize my advertising spend?**

Do these marketing challenges sound familiar? CognitiveSpark for Marketing can help you!

- **New product launch:** Am I efficiently reaching targeted patients and HCPs across all digital channels?
- **Physician omnichannel non-personal testing and evaluation:** How do I leverage internal and external data to customize campaigns across channels, messages, and field force interactions?
- **Social determinants of health:** How can I measure the impacts of health equity on campaign reach and responsiveness?
- **Media overlap evaluation:** How do I compare one publisher to another to avoid waste and optimize the efficiency of my campaigns?
- **Telehealth/pandemic impact:** How can I assess whether target patients and HCPs are using telehealth encounters—and assess the impact on brand adoption?
- **Payer impact:** What payer types are rejecting Rx claims and why? And how is this limiting my campaign impact?

Case study

Elevating marketing ROI for a blockbuster life sciences brand

Opportunity: A large life sciences company was looking for a solution to replace its incumbent marketing agency. Why? Increasing costs were not translating to growth.

Impact: With CognitiveSPARK for Marketing, the company gained a detailed analysis of why certain marketing channels or content performed well or poorly with patients. It also received weekly guidance on how to allocate budget to be more cost-effective while generating more prescriptions. In fact, with CognitiveSPARK for Marketing, the company realized:

22% overall increase
in annual new drug
prescriptions (NRx)

11% reduction
in average spend

\$1.8M in estimated net
cost savings per year

13 months to break even
on the initial setup
investment

Is your brand right for CognitiveSPARK for Marketing?



Brand challenges

- Patient conversion
- Patient adherence
- Next-best action



HCP adoption

- Brand milestones
- New product launches
- Upcoming patent expiry
- Market share or growth stagnation



Incumbent solution limitations

- Black-box
- Limited configurability
- Inability to access underlying data

AI solutions for life sciences leaders

AI will likely be most impactful when deployed strategically and scaled across the entire enterprise. That's why Deloitte is developing AI offerings that span the life sciences value chain—from molecule to market—through our CognitiveSPARK suite.

Deloitte offers a robust, integrated suite of AI-driven capabilities, solutions, and products, built on a common platform, that can enable new transformative opportunities, drive operational efficiency, fuel business growth—and importantly, benefit patients.

Our key AI solutions can help biopharma:

- Automate data management for clinical trials
- Improve manufacturing yield and product quality
- Leverage patient-generated insights for product enhancement
- Power precision engagement in marketing

Let's start the conversation.

Visit www.deloitte.com/cognitivespark-marketing or contact us for more information.

Mark Miller

Product Leader
Deloitte Consulting LLP
markmiller@deloitte.com

Ira Haimowitz

VP, Product Management
Deloitte Consulting LLP
ihaimowitz@deloitte.com

Linda DaSilva

Sales Executive
Deloitte Consulting LLP
ldasilva@deloitte.com

David Geisinger

Life Sciences Advisor
Deloitte Consulting LLP
dgeisinger@deloitte.com

Anindita Basu

Life Science Advisor
Deloitte Consulting LLP
aninditabasu@deloitte.com

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