

- **Activate Timely Intelligence** that can commercially enrich your specialty and rare disease portfolio efforts
- **Uncover the Ideal Patient Population and Its Healthcare Ecosystem** hidden in massive volumes of noisy, unconnected real world data to drive optimal outcomes with less risk
- **Easily Ingest and Transform Real World Data Streams of Any Kind and Scale** including EMR, genetic, lab, clinical trial, and HEOR data
- **Incorporate “Connected” Guidance** to uncover and respond to a constantly changing patient treatment journey
- **Confirm Your Market Understanding** through patient profiling, prevalence estimation and epidemiological assessment
- **Improve Your Clinical Studies** by quickly finding and recruiting patients for trial, as well as discovering which HCPs are most engaged with your target patient population
- **Optimize Commercial Success** by maximizing personal and programmatic promotional efforts and focusing on the highest value HCP targets

The Challenges of Specialty and Rare Diseases

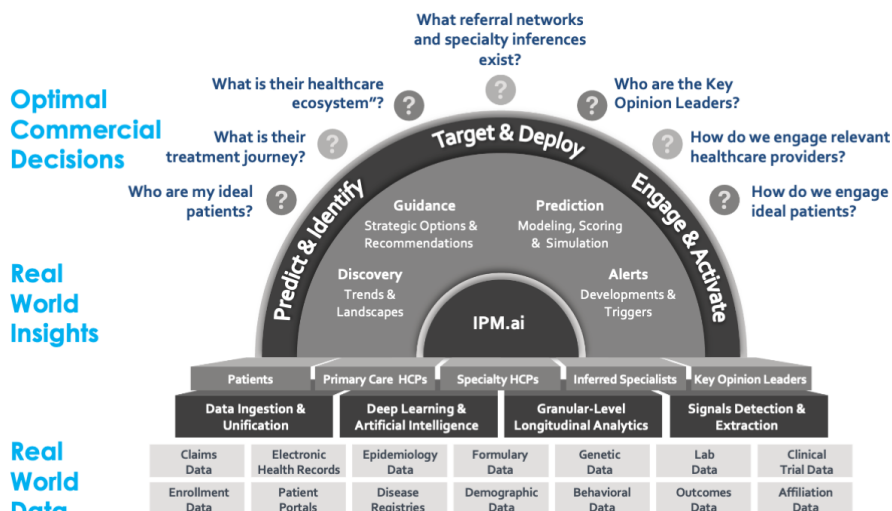
Specialty and rare diseases have undefined patient populations, with patients who are undiagnosed or misdiagnosed, healthcare providers who are unaware of disease states and their manifestations, as well as treatment journeys that are not well-understood. Life sciences companies need a smarter way to make critical decisions, one that enables them to identify, engage and activate patients who could benefit from new therapies and modalities of care. But until now, no one in the marketplace had the necessary technology, capabilities and domain expertise Enter IPM.ai.

Low Prevalence, Specialty/Rare Conditions Demand a New Analytics Model



The IPM.ai System of Insight

Backed by a team of highly-experienced life sciences experts, healthcare professionals and data scientists, IPM.ai has developed the world’s first patient-centric system of insight. Utilizing machine learning, artificial intelligence and granular-level longitudinal analytics in conjunction with an enriched and tokenized data pool of over 300 million de-identified patients, the system revolutionizes market assessment, patient discovery, healthcare provider intelligence, key opinion leader identification, treatment journey mapping, study recruitment and brand engagement. For the first time, pharmaceutical companies are empowered to accelerate the successful research, development and commercialization of life-savings therapies for specialty and rare disease that lead to optimal patient outcomes quicker and with less risk.



A Modular Approach Aligned with the Product Lifecycle

- **People** - Our data scientists, analytics and delivery professionals are industry experts traditionally found in top tier-life sciences consulting firms
- **Process** - Our proprietary data curation, analytical model building and signals detection methods are grounded in the nuances of the specialty, rare disease and precision medicine markets
- **Technology** - We deploy deep learning, artificial intelligence and evolutionary computation to transform noisy and unconnected real world evidence into real world insights

About IPM.ai

IPM.ai is an Insights as a Service (IaaS) company that empowers the world's leading life sciences companies to better understand and improve the lives of patients through the development and commercialization of precision medicine for specialty and rare diseases. IPM's system of insight streamlines market assessment, patient finding, treatment journey mapping, healthcare provider discovery, key opinion leader identification and brand activation by utilizing granular-level longitudinal analytics, artificial intelligence and machine learning in conjunction with a RWD universe of over 300 million de-identified patients and 65 billion anonymized SDOH signals.

IPM.ai

125 Cambridgepark Drive
Cambridge, MA 02140
877.848.9903
hello@ipm.ai
www.ipm.ai

Key Capabilities

Market Assessment

Maximize commercialization success using our real world data universe and augmented intelligence technology to forecast market size, disease prevalence, epidemiological assessment, competitive landscape and potential ROI.

Prevalence Estimation

Statistically model the number of cases of a disease present in a particular patient population at any given time.

Epidemiological Assessment

Identify the physical, biological, social, environmental, cultural and behavioral factors influencing health, and determine how widespread these attributes occur in a particular patient population.

Patient Profiling

Understand your patients' lives, attitudes and behaviors through social determinants of health (SDOH) data to better engage, educate and influence them to become proactive in their medical journey and improve their health outcomes.

Treatment Journey Mapping

Discover composition of care events and touchpoints toward successful diagnosis and treatment of rare conditions, as well as identify the healthcare specialists diagnosing and treating your ideal patients.

Patient Finding and Segmentation

Uncover ideal patients that are undiagnosed, underdiagnosed or misdiagnosed who may be appropriate for your therapy, including which healthcare specialists are diagnosing and treating them.

HCP Targeting and Segmentation

Identify and prioritize the healthcare providers relevant to your brand. Effectively allocate your resources for persona promotion based on clinical and behavioral profiles of healthcare providers extracted from our real world data universe. Deliver relevant messaging and prioritize sales activities using time-based alerts.

Referral Network Mapping

Understand the movement of your patients among treating physicians, what connections exist between prescribers, how physicians diagnose and treat rare diseases through their interactions, which healthcare providers are involved in the diagnosis and treatment of your ideal patient and which healthcare providers are seeing the most patients related to your specific therapy.

Specialty Inference

Discover the archetype profile of each healthcare specialty. Determine to what extent healthcare providers "look like" their stated specialty or other specialties based on behavioral observations rather than self-reported data.

KOL/KOI Discovery

Identify the most influential healthcare providers in diagnosing and treating your ideal patient as well as having an impact on healthcare provider and patient behavior as brand evangelists across their sphere of influence.

Cross-Channel Activation

Engage healthcare providers via personal promotions, email, direct mail and advertising with our sister company Swoop, which can also engage your ideal patient population via programmatic advertising, social media marketing, site personalization, addressable television, connected television and audio.