

PART OF REAL CHEMISTRY

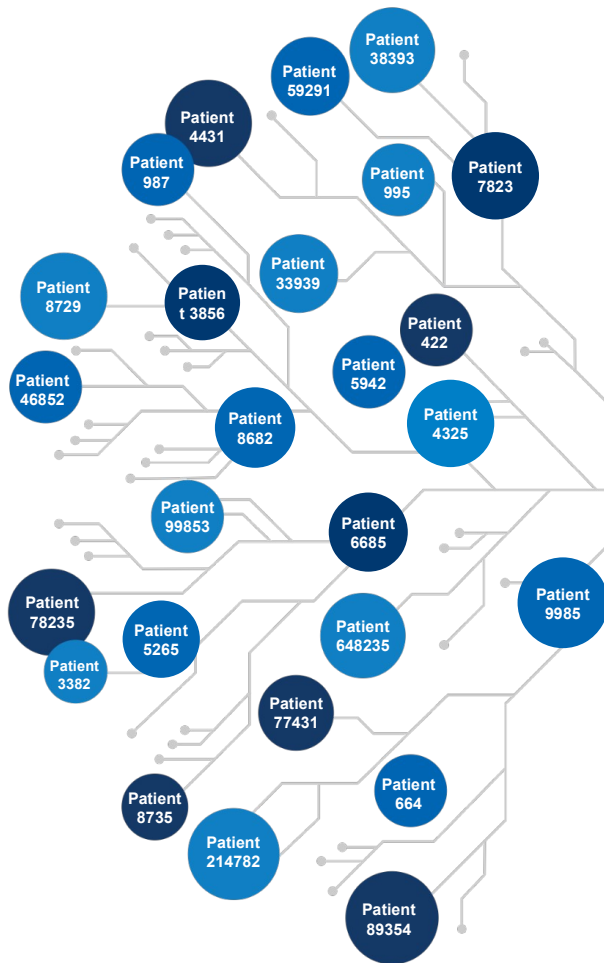


Re-Imagine Your HCP Advertising

Summary

- Health Data
- HCP Segment Targeting
- TV Activation
- Case Study

Our system
transforms
real world data
into precise
patient
audiences

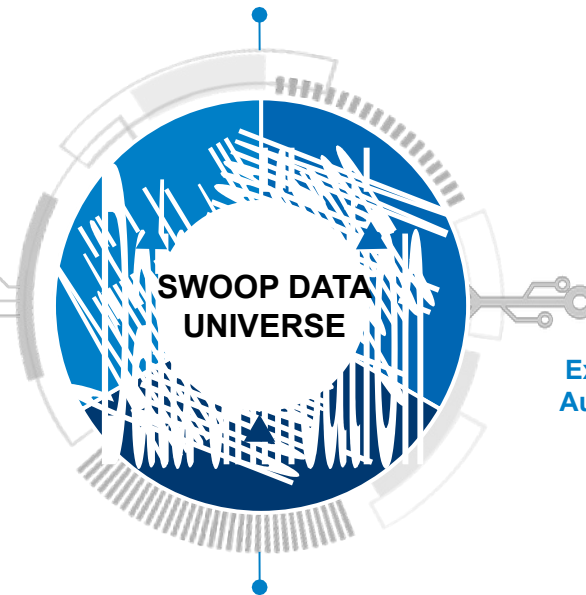


300 Million Unique De-Identified Patients

10 years of granular level longitudinal data

refreshed weekly

Dx, Rx, CPT and J-Code as well as NPI for Each Claim



**Exclusive Target
Audience of Ideal
Patients**

65 Billion Anonymous Consumer Attributes

Representing over 3,100 consumer segments

Custom HCP / NPI
Segments based on
unique brand
objectives & agreed
upon business rules

Target List Match 70% match rate

Specialty, Treating & Prescribing

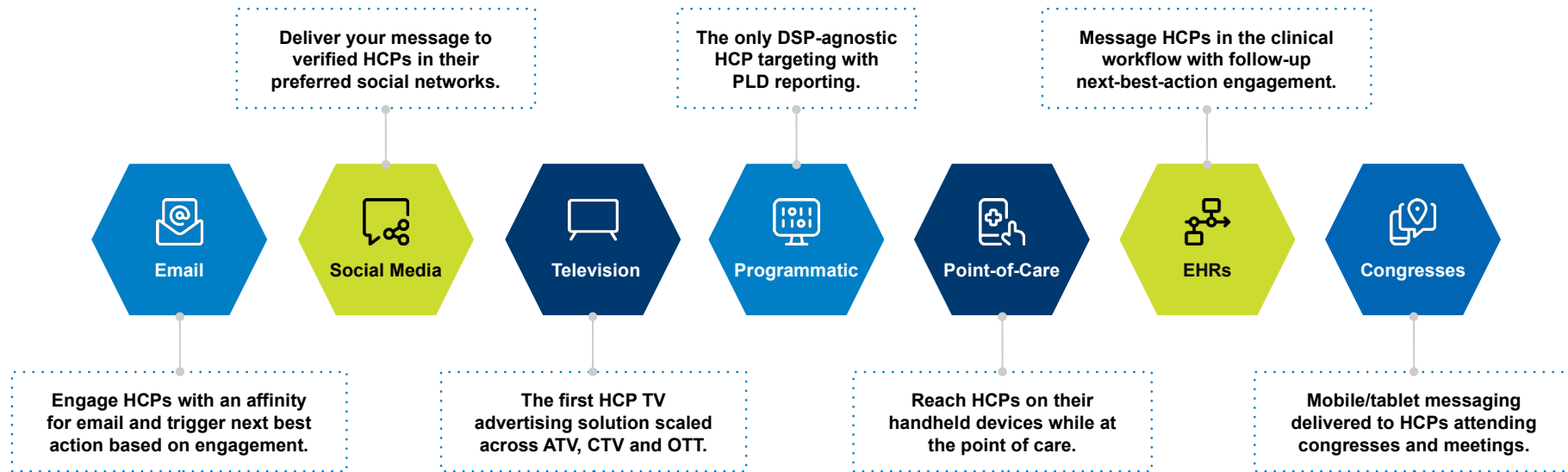
Veraspec Looks at what Physicians DO rather than declare

Influencer Physicians likely to influence other Physicians

Competitors, Decision Makers or Switchers

Adherence & Access

Ideal HCP Engagement





Television

- The first HCP TV advertising solution scaled across addressable TV and connected TV/OTT.
- Access over 1.6M verified HCP households and affiliated devices.
- Apply the same audience used in digital channels for TV planning and activation to optimize reach and frequency.

Swoop Creates Value By:

Understanding HCP Preferences

By uncovering content consumption patterns and the creative they are most likely to engage with.



Providing Exclusive HCP Segments

Based on client's market definitions, strategies and goals, rather than treating all HCPs equally.



Optimizing HCP Engagement

Determined by preferred channel and behavior including while at the point of care and in the EHR.



Case Study: Delivering 12:1 ROI for a Leading Neurological Movement Disorder Therapy



The Challenge

Increase brand awareness among HCPs treating tardive dyskinesia - particularly those writing competitive treatments and practicing in low-access priority office locations.



The Solution

Swoop activated hard-to-reach professionals through connected TV (CTV), serving a :60 promotion to target HCP households through NPI-to-device matching.



The Outcome

A 10% script lift leading to an incremental 130 new-to-brand starts in five months, delivering nearly \$900,000 in incremental lifetime patient value - a 12:1 ROI.

Our Industry Footprint



6,000+
Exclusive
Segments



42 of Top 50
Pharma
Brands



18 of Top 20
Healthcare
Agencies

THANK YOU



Swoop (www.swoop.com), part of Real Chemistry, empowers the world's leading pharmaceutical brands to better-educate patients about disease states and the therapies that could remedy their conditions, as well as enable them to become active participants in their treatment journey. Swoop's HIPAA-certified and NAI-accredited system of engagement has uncovered over 6,000 unique target audiences for precisely activating patient populations and their healthcare ecosystems through omnichannel marketing strategies. By utilizing artificial intelligence, machine learning and evolutionary computation in conjunction with a real world data universe of over 300 million de-identified patients, 65 billion anonymized social determinants of health signals and 1.6 million healthcare provider profiles, Swoop's segments are superior in audience quality, lead to optimal conversion and drive increased Rx lift. It's no wonder that 18 of the top 20 healthcare marketing agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.