

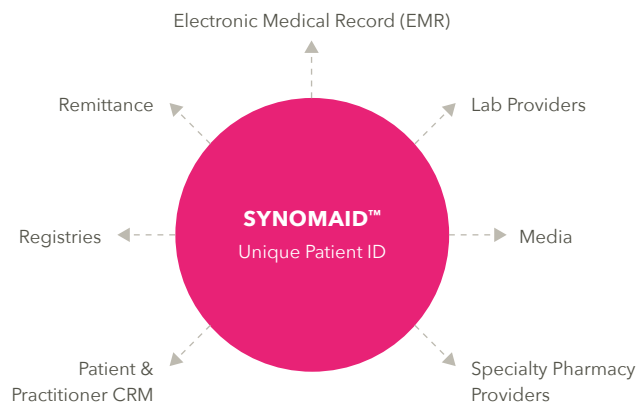
# Patient Data Integration using SynomaID™



Integrate clinically rich data with traditional claims data using SynomaID™, a universal identifier linking all patient events for valuable insights.

SynomaID™ from Symphony Health is a universal patient identifier. SynomaID™ provides the ability to link and integrate both traditional claims and prescription data for modeling and analysis with clinically rich data such as lab, EMR, patient registries and genomics data. Integration of all available health event data reveals more local and relevant healthcare data based on real world clinical events - what is actually happening within a specific patient population.

Understanding the patient journey as a whole is important to determining when therapeutic interventions are taking place, and if those are the most optimal times for clinical success. As analysts, we understand that the earlier you can connect with prescribers and patients in the patient journey, the greater the opportunity to positively impact health outcomes, patient care and brand performance.



SynomaID™ generates a universal patient identifier using Symphony's proprietary patient de-identification engine. This engine ensures that all personal health information (PHI) is completely removed, while utilizing the essential clinical elements of the information in an encrypted, tokenized manner to create a consistent identifier across all sources of health data.

# Patient Data Integration using SynomaID™

THE POTENTIAL OF THIS POWERFUL, PATIENT-CENTRIC DATA CREATES LIMITLESS OPPORTUNITIES TO ANALYZE YOUR MARKET AND STRATEGICALLY DEPLOY RESOURCES.



## OPTIMIZE ONGOING CLINICAL RESEARCH AND CLINICAL TRIAL ACCRUAL

- Monitor site performance and take dynamic corrective action such as adding new sites, if a site is not likely to enroll required number of patients
- Determine appropriate sequencing of treatments for optimal trial design
- Assess ongoing IIT and trial proposals based on dataclient should take to change the brand performance trajectory



## RIGHT-SIZE TARGET PATIENT POPULATIONS

- Forecast disease incidence based on diagnostic data
- Review Epidemiology of Disease and assess market opportunity
- Assess patient population and diagnostic rates geographically
- Educate disease strategy teams on market opportunity



## ENHANCE PATIENT JOURNEY AND BUYING PROCESS DEVELOPMENT

- Confirm compound/brand positioning through appropriate patient selection
- Understand the educational needs of patients and health care providers for better patient outcomes and compliance
- Mine content for opportunities to win in the market place



## DRIVE DISEASE/DIAGNOSTIC EDUCATION

- Utilize data to build diagnostic strategy post launch
- Analyze payer diagnostic uptake and educational need
- Inform marketing/disease area teams on diagnostic data and trending to support pre-launch efforts



## OPTIMIZE COMMERCIAL STRATEGY AND EXECUTION

- Develop target lists based on target patient population and diagnostic uptake
- Analyze data based on testing method (FISH, COBAS, NGS, PCR, etc.)
- Perform ongoing analysis of line of diagnosis/line of therapy data
- Develop practitioner profiling tools by treatment paths
- Evaluate payer uptake of diagnostic testing and review reimbursement issues or opportunities
- Identify potential market gaps based on testing and data
- Assess opportunity to provide testing to patients in specific markets - vouchers, reimbursement, etc.