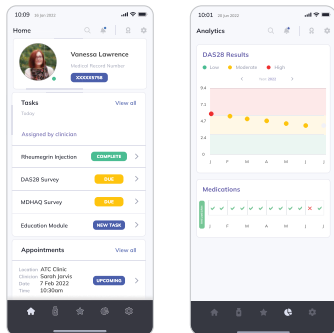# BrightInsight»

A digital disease management solution to enhance the patient experience

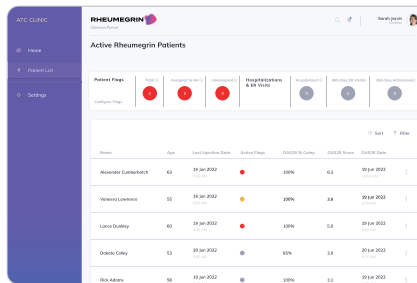**Speed** time to market. **Improve** outcomes. **Grow** revenue.

BrightInsight's disease management solution

Impact every step of the patient journey with our comprehensive Disease Management Solution. Our configurable Solution helps empower your patients and providers to improve symptom management and therapy adherence. Speed time to market with our pre-built applications that meet your core needs out of the box. And differentiate your therapies and drive revenue with Real-World Data that powers actionable user adoption, engagement and clinical insights.
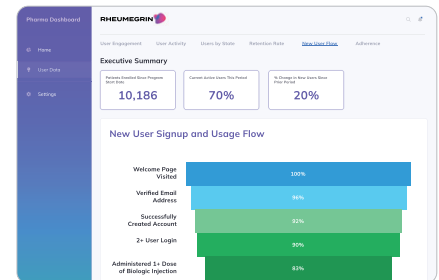

PATIENT APP

Our comprehensive Patient App includes patient-centered tools to inform and engage, with the goal of improving outcomes.
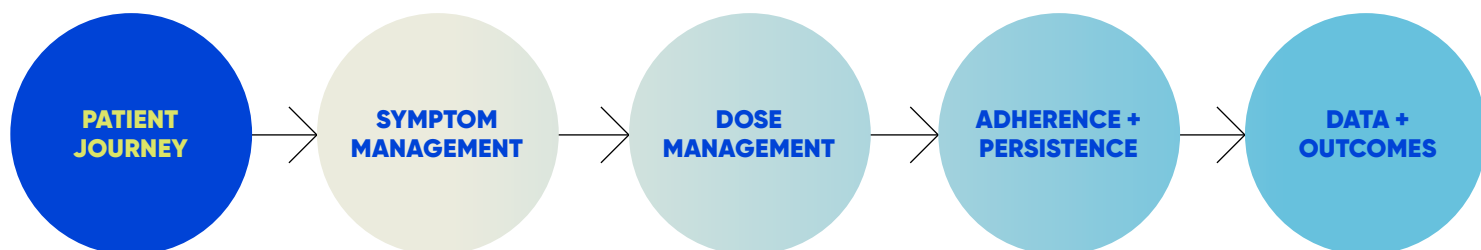
HEALTHCARE PROVIDER INTERFACES

Our Healthcare Provider Interfaces—including a clinician portal, EHR integration and patient dashboards—enhance patient-provider communication.

ANALYTICS DASHBOARDS

Our Real-World Data engine allows Biopharma companies to harness unique data and actionable insights to grow revenue.

The patient journey, reimagined

PATIENT JOURNEY → **SYMPTOM MANAGEMENT** → **DOSE MANAGEMENT** → **ADHERENCE + PERSISTENCE** → **DATA + OUTCOMES**

Quality of life tracking
Measure patient progress with tools like connected wearables and devices and patient diaries

Dose Optimization
Ensure optimal drug dosing and titration through early detection of missed doses or over-dosing to enable early provider intervention

Patient adherence
Unlock better patient adherence and persistence with innovative digital drug companions apps, dosing algorithms and SaMD

Real-world data
Gain patient insights to increase adoption and engagement, and demonstrate therapy value to payers with clinical outcomes

Accelerate time to market

Configurable, flexible functionality

Even a month's delay bringing a digital solution to market could mean leaving millions of dollars on the table

- Work with a proven SaMD partner
- Scale across brands, therapy areas and geographies
- Support the highest regulated digital health SaMD classifications
- Configure Solution to meet your specific needs

Engage patients to improve outcomes

Comprehensive patient-centered tools

Research shows that a 10% increase in adherence translates to a $124 billion pharmaceutical revenue opportunity globally[1]

- Drive adherence and persistence with algorithms
- Measure progress on quality-of-life metrics
- Streamline medication management
- Inform patient-clinician discussions

Harness unique data to grow revenue

Real-World Data engine with actionable insights

Unique patient-level data has been historically impossible or costly for biopharma companies to acquire

- Optimize patient adoption and engagement
- Demonstrate therapy value to payers
- Support clinical decision-making through compliant algorithm hosting
- Satisfy the highest security and privacy requirements

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