

PROPRIETARY ECOSYSTEMS AND INSIGHTS DRIVE INCREASED RX

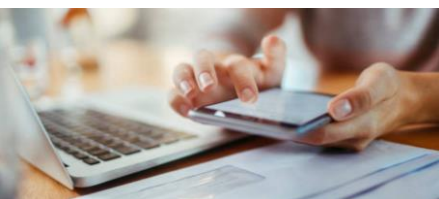
MNG Health Overview

Leveraging both traditional and innovative channels and tactics, MNG Health assembles dynamic, customer centric ecosystems that allow HCP and patient activity to determine brand engagement journeys. Deployed via our automated marketing platforms, we deliver ongoing, personalized, and efficient campaigns that generate measurable results - moving the Rx needle instead of just checking the box.

An exponentially more intelligent, efficient, and effective platform for HCP and patient communication. **Engage360™** is an always-on, fully connected ecosystem of channels and tactics that delivers smart omnichannel engagement, informed by over 20 years of HCP activity insights.

As each HCP engages across the available touchpoints, all activity is tracked, aggregated, and leveraged for the next interaction. Actual HCP behavior dictates the subsequent content, channel, and cadence of delivery.

This dynamic, next-best action approach inspires HCPs to move from brand awareness to consideration to deeper educational engagement to increased Rx in the shortest possible timeframe.



Contact Us

Contact MNG Health today for a complimentary assessment of your brand needs at (888) 450-9140 or by email at info@mnghealth.com.

Harness the power of connected channels and tactics

MNG Health leverages its connected ecosystem and proprietary data insights to efficiently deliver technology-enabled marketing solutions for life sciences brands and enterprises. Proprietary technology enables dynamic deployment of omnichannel offerings resulting in personalized HCP and patient experiences. From national virtual broadcasts, virtual advisory boards, sales rep-triggered communications, and non-personal promotion, MNG Health delivers connected journeys for HCPs and patients.



Multichannel Campaigning

- Data-triggered campaigns
- White, gray and vacant territory campaigns
- KOL-inspired insights generation
- Dynamic, customized direct mail
- Personalized market access



Live and On Demand Virtual Events

- Live and asynchronous ad boards
- Broadcast events
- Virtual roundtables
- Peer-to-peer speaker programs
- Speaker training
- On-demand virtual events



KOL and Speaker Advocacy

- Connected Insights – create original KOL content to deploy across channels
- Collected Insights –survey target HCPs, write and share KOL perspective via email



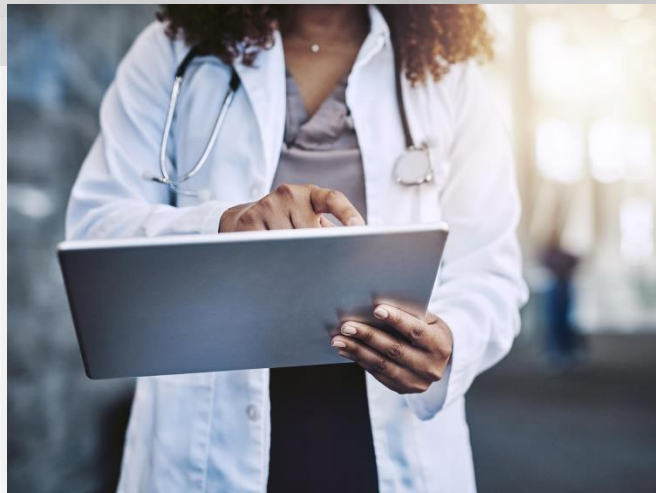
Sales Rep Enablement

- Rep Navigator – triggered email, direct mail, cost and coverage
- Digital Rep Communications – curate and send content galleries



Patient Engagement

- Point-of-care, turn-key patient adherence
- Virtual events for patient education



TRUSTED FOR

Technology-enabled engagement solutions for life sciences brands, franchises and enterprises.

✓ **2.2 million**

Opted-in healthcare professionals

✓ **20 years**

Life sciences multichannel marketing experience

✓ **40,000**

Successfully executed virtual events for life sciences

✓ **250 million**

Healthcare professional interactions

✓ **30 million**

Emails to healthcare professional stakeholders



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