

MARKET ACCESS INFORMATION, HYPER-CUSTOMIZED TO EACH HCP

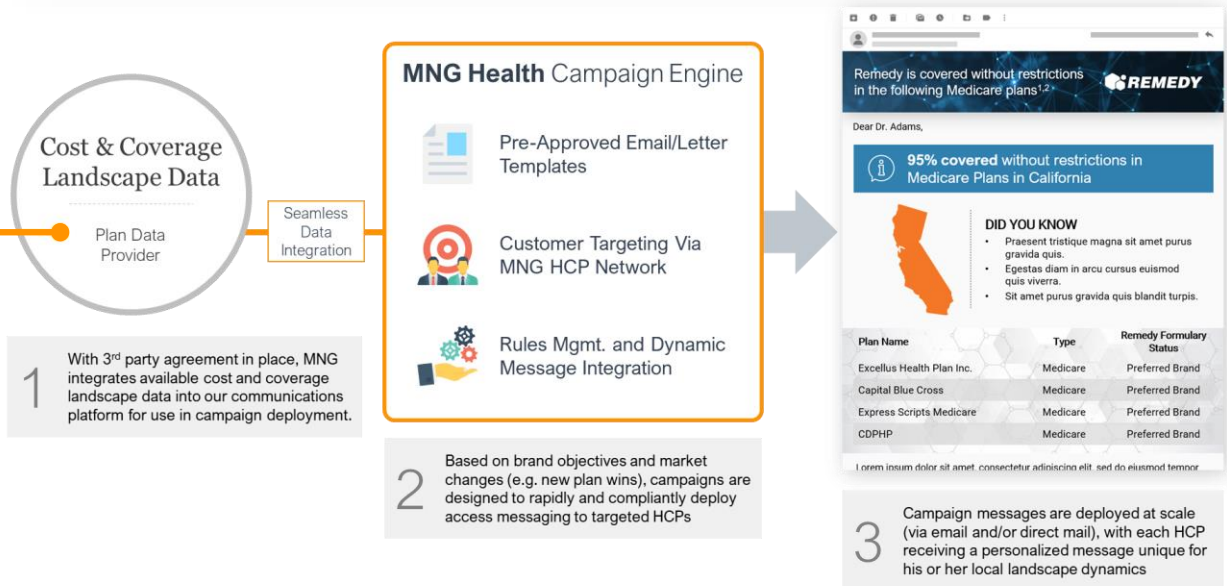
## Personalized Market Access Communications

Cost and coverage is a critical factor in any HCP Rx decision – without both an HCP is not likely to write your product. Our rules and data-driven campaigns provide up-to-date, market access information to each HCP via dynamic, personalized communications to generate new and ongoing Rx.

*In a recent survey of 500 MNG Network HCPs:*

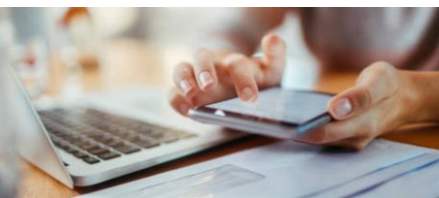
**87%** Say that when it comes to receiving branded emails, cost and coverage information is the most valuable

**70%** Say that product cost plays a major role in product prescribing and adherence



### Cost & Coverage: Critical for Rx Decisions

HCPs consider patient out-of-pocket costs when prescribing a therapy so changes to cost and coverage are paramount to their relationship with patients. To ensure timely and accurate info for patients, we use market access data as a communications trigger.



### Contact Us

Contact MNG Health today for a complimentary assessment of your personalized market access needs at (888) 450-9140 or by email at [info@mnghealth.com](mailto: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.

## We provide the industry's leading connected ecosystem platform – Engage360

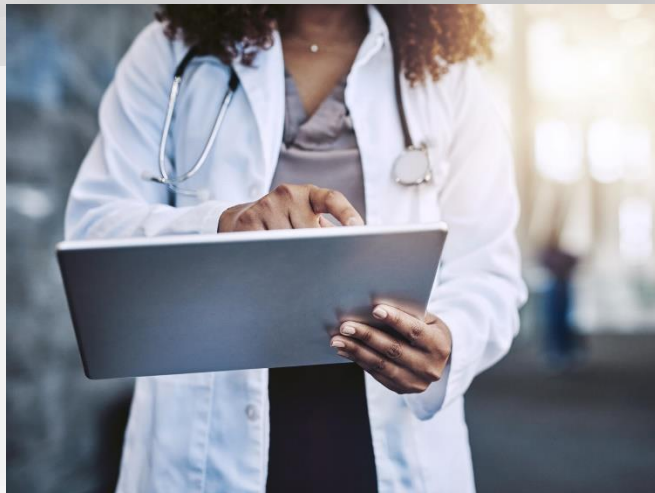
An exponentially more intelligent, efficient, and effective platform for HCP and patient communication, **Engage360™** is an always-on, fully connected ecosystem of channels and tactics that delivers smart omnichannel engagement, informed by over 20 years of HCP activity insights.

### Optimized HCP Journeys

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.

### The Result

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.



#### TRUSTED FOR

**Technology-enabled engagement solutions powered by our connected ecosystem and advanced data insights**

- ✔ **Multichannel Campaigns**  
Deliver strategic brand content across key channels
- ✔ **Live and On-Demand Virtual Events**  
Extend reach and impact through virtual offerings
- ✔ **Sales Representative Enablement**  
Empower reps to deliver multichannel communications
- ✔ **Opinion Leader and Speaker Advocacy**  
Maximize KOL influence within immersive journeys
- ✔ **Patient Engagement**  
Educate patients via connected solutions



## Contact Us

Contact MNG Health today for a complimentary assessment of your personalized market access needs at (888) 450-9140 or by email at [info@mnghealth.com](mailto:info@mnghealth.com).