

LUMEN Insights™: Data Visualization That Accelerates Time to Peak Performance

OVERVIEW

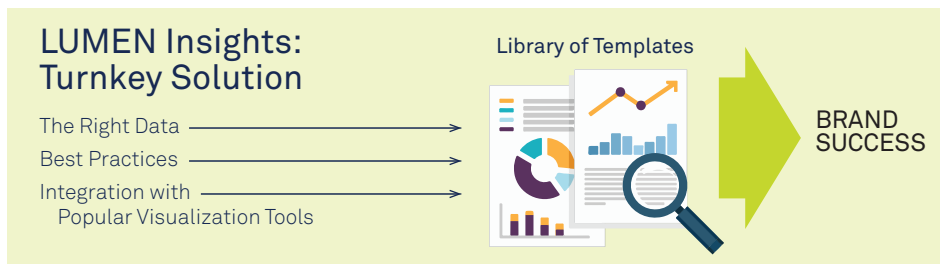
In today's rapidly changing biopharma world, commercial success requires timely, accurate insights:

- Field sales and market access teams need real-time referral data to identify barriers to treatment, and detailed customer profiles to prioritize outreach.
- Trade teams have to understand product movement through the distribution network and assess vendor performance.
- Executives depend on timely, complete information to make strategic business decisions.

But most commercial teams struggle to gain a clear picture of operations and sales. Disconnected systems generate inconsistent reports for different teams—often with inaccurate insights. To support a successful launch and sustained growth, commercial teams need a unified analysis tool that consistently communicates important trends and relationships (between prescribers, availability, payors, etc.) to all stakeholders. It takes the right methods—and the right data.

Enter Medidata Acorn AI

LUMEN Insights offers a turnkey solution for data visualization across the enterprise. Find accurate answers to critical questions using our vast library of report templates. The Medidata Acorn AI Commercial Data Solutions team designed the templates to provide the most relevant metrics and visualizations for key business questions, based on more than 15 years of experience and partnerships with industry-leading data providers. The templates also incorporate industry best practices for technology, timing, delivery methods, and security.



Use LUMEN Insights report templates with your favorite business intelligence and visualization tools. Eliminating the need to design reports frees up more time for analysis and planning.

SOLUTION HIGHLIGHTS

- Responsive, web-based insights for commercial operations, field sales, market access, and medical affairs—built specifically for life sciences
- Out-of-the-box reporting templates for rapid development of targeted dashboards
- User-based access and permissions, ensuring security and compliance by presenting users with only the information they require
- Designed to work with popular data visualization tools
- Personalized insights, notifications, and opportunities related to patient treatment, market access, and prescribing dynamics

For more information, go to acornai.com

Questions? Email us at contact-us@acornai.com

Exceed Your Brand Expectations with Targeted Data Insights

LUMEN®'s reports are interactive, intuitive, and easy to read. Tailor them to meet the needs of different functional roles and therapeutic areas. Accelerate the development of custom dashboards for teams across the commercial enterprise.



Increase commercial efficiency by giving teams the confidence that everything they need to know is just a few clicks away. LUMEN Insights provides timely alerts, segmentation, and messaging to help identify patient groups, remove barriers to therapy, and improve adherence.

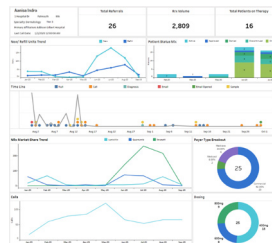
EXECUTIVE INSIGHTS

Drill down from the big picture to see the detail needed to make informed business decisions. Deepen your understanding of overall commercial performance, from supply chain to sales. Gain insights into shifting market dynamics to make timely adjustments. View key performance indicators (KPIs) for different teams in near-real time to adapt guidance and tactics as market dynamics evolve. And keep up to date on launch success. On day one of launch, see which clinicians have already prescribed and are likely to prescribe, supply chain status, and more.



FIELD INSIGHTS

For field representatives, faster planning frees up time to engage with customers. Give field and home-office teams relevant and actionable information, making the next step clear. Set up triggers and alerts to encourage behaviors leading to success and to increase team efficiency.



MARKET ACCESS INSIGHTS

Competition, increasing costs, evidence-based medicine, and the rising influence of payors are reshaping the role of market access. Deliver information to guide pull-through strategies, maximize collaboration with the sales force, and enable rapid response to denials and other reimbursement issues. Acorn AI analytics supports sophisticated segmentation of payor types and facilitates integration with sales and marketing initiatives.



UNDERLYING TECHNOLOGY

Powering LUMEN's ability to anticipate all use cases, even beyond what you request at implementation, is Acorn AI's commercial data model (CDM). Refined over 15+ years, the model ingests up to 300 data sources that are mapped and verified before being integrated into any analysis. At your fingertips is the information you need to answer today's questions—and tomorrow's.