

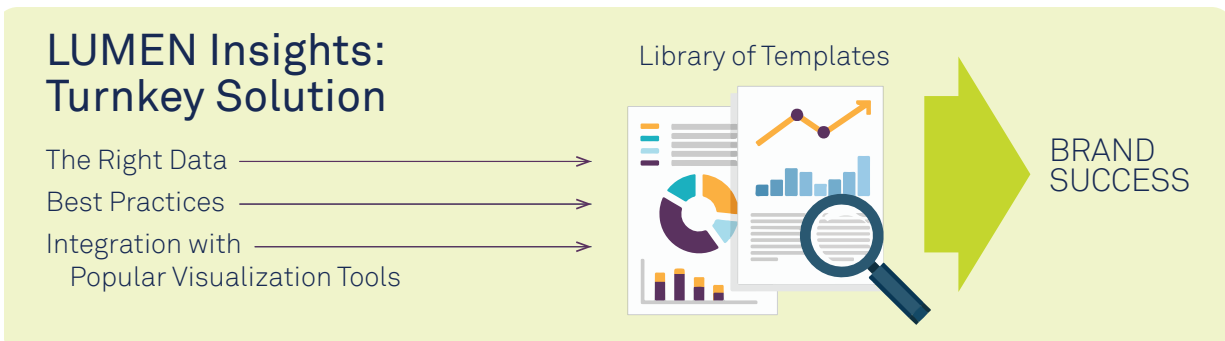
# LUMEN® Insights: Data Visualization That Accelerates Time to Peak Performance

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

- Field and Sales teams need near 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.

Medidata AI is leading the digital transformation in the Life Sciences industry, creating hope for millions of patients. Medidata AI enables pharmaceutical and biotech companies to generate the evidence and insights needed to minimize risk, optimize health outcomes, and maximize brand success.



## Why LUMEN® Insights

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:

- Based on 20 years of experience and partnerships with industry-leading data providers, we've designed our templates to deliver the most relevant metrics and visualizations for key business questions.
- Our templates incorporate industry best practices for technology, timing, delivery methods, and security.
- Use LUMEN Insights report templates with your favorite business intelligence and visualization tools.
- Eliminate the need to design reports and free up more time for analysis and planning.

# Exceed Your Brand Expectations with Targeted Data Insights

LUMEN 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.

## Executive Insights

Drill down from the big picture to see the detail needed to make informed business decisions. Deepen your understanding of overall launch performance, from supply chain to sales. Gain insights into shifting market dynamics to make timely adjustments. View key KPIs for different teams in near-real time to adapt guidance and tactics as market dynamics evolve. 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.

## Specialty Pharmacy Insights

Customers in the specialty medicines space need to closely track all elements of the patient journey. Specialty Pharmacy Insights tracks all steps from referral to first fill, adherence, and discontinuation. Compare specialty pharmacies against each other using metrics to measure success rates. Customers can use this data to better understand how specialty pharmacies are performing and remedy any issues.

## Data Operations Insights

Analysis is only as good as incoming data, and Data Operations Insights helps customers identify issues in that workstream. Delivery issues are aggregated by data provider and by individual feeds, trends are represented over time, and individual data feed instances can be tracked. This provides an understanding of data quality on a day to day basis, and also insight into any problems needing attention.



# The Medidata AI Advantage

Medidata AI is dedicated to ensuring that new possibilities are always on the horizon – for you, your patients, and the life science industry. As you plan and execute your launch strategy, we serve as a trusted partner, able to provide the technology and expert resources needed throughout the commercial drug lifecycle.

Answer all your business questions and validate strategic initiatives during and post launch. Increase commercial efficiency by giving teams all the data they need in just a few clicks. Provide timely alerts, segmentation, and messaging to help identify patient groups, remove barriers to therapy, and improve adherence. Let us deliver the technology and data expertise that will accelerate your launch to peak adoption.

Medidata, a Dassault Systèmes company, is leading the digital transformation of life sciences.

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