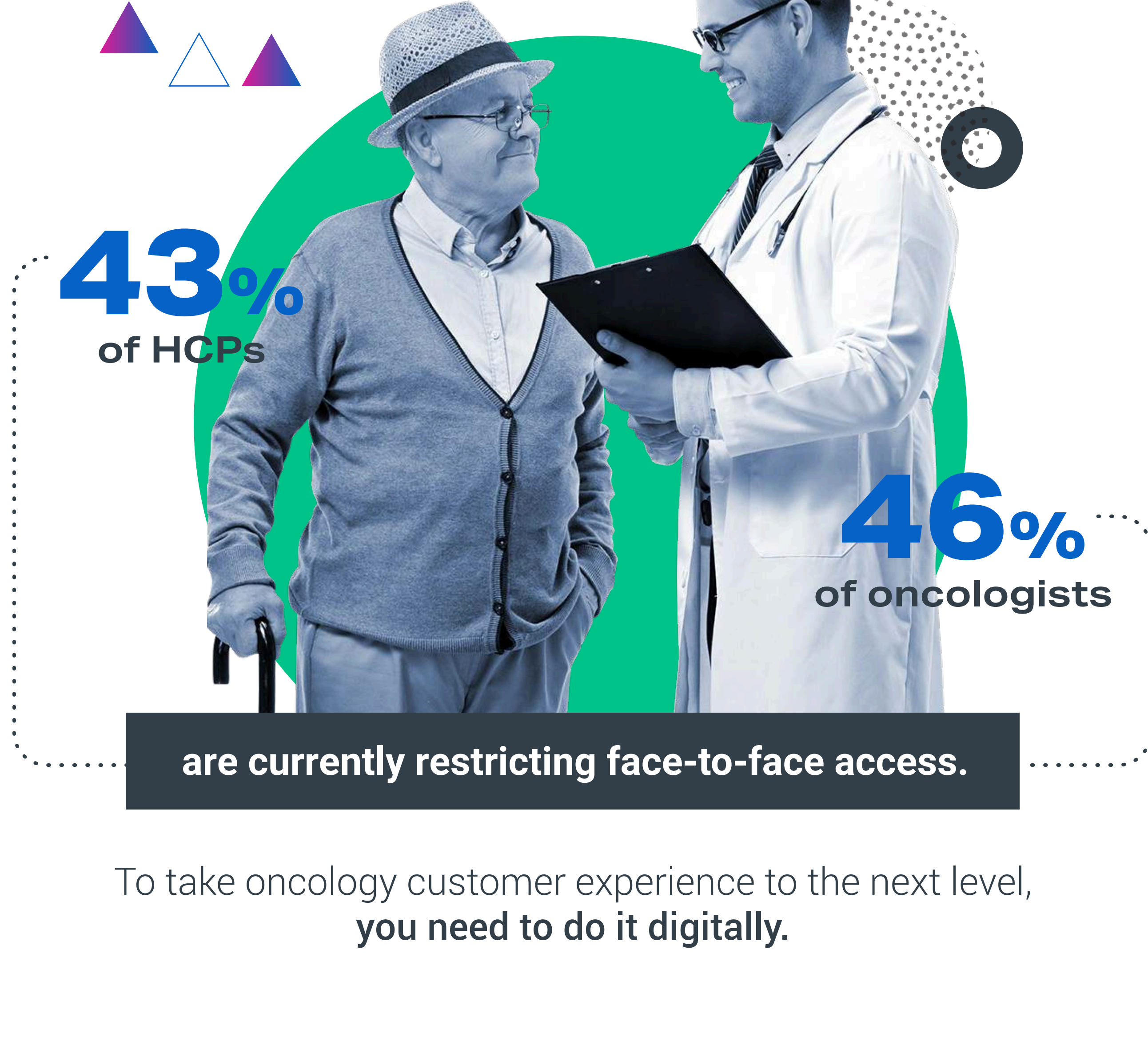


7 WAYS EXEEVO IMPROVES THE CX OF ONCOLOGY

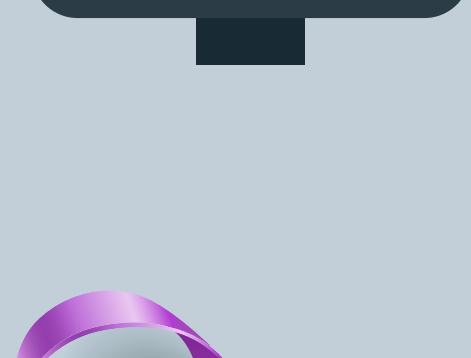


To take oncology customer experience to the next level,
you need to do it digitally.

PROBLEM 1

LACK OF ACCESS TO MEDICATION INFORMATION

55% of ONCs who started their patients on newly launched products cited "greater access to information for new products" as the reason for the change.¹



EXEEVO OMNIPRESENCE FACILITATES ACCESS TO SUPPORT HCPs WITH MEDICAL INFORMATION

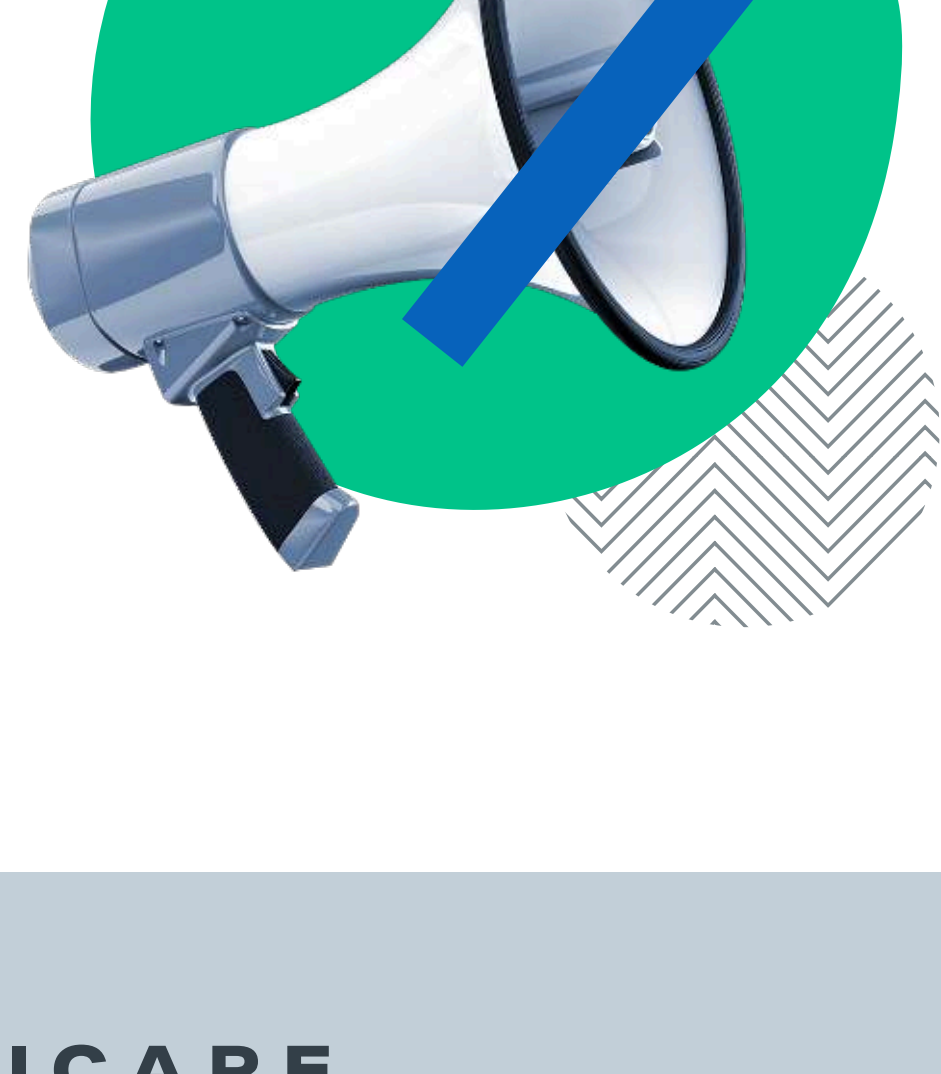
- Self-service portals
- Smart chatbots
- Simplified case management
- Digital and hybrid events
- Comprehensive Omnichannel experience



PROBLEM 2

COMMUNICATION BARRIERS

Both physicians and patients feel frustrated by the inconsistency or lack of communication as patients move through the system.²



EXEEVO OMNICARE FACILITATES COMMUNICATION BETWEEN PATIENTS AND HCPs

- Low code/no code portals
- Omnichannel contact center
- Integrated journeys for HCPs and patients
- Coordinated care plans

PROBLEM 3

MEDICAL INFORMATION IS NOT PATIENT-FRIENDLY

Patient-centric content is more than the language used. The accessibility and channels it's available on are just as important.



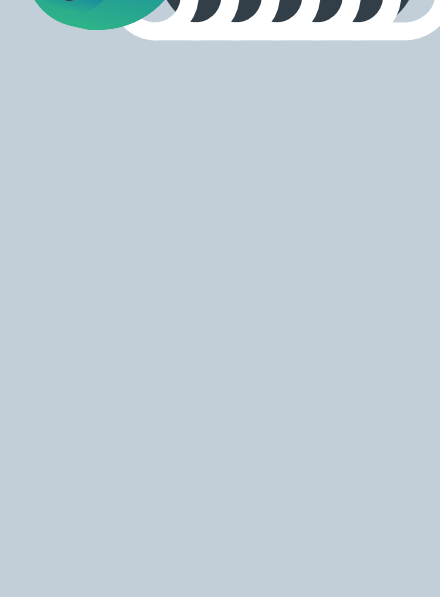
EXEEVO OMNIPRESENCE IMPROVES HEALTH LITERACY

- Low code/no code content development
- Content approval workflows and version control
- Omnichannel journey planning
- Intelligent patient portals and chatbots

PROBLEM 4

LACK OF ACCESS TO FINANCIAL SUPPORT

Although there are financial assistance programs available, only **1 in 5 patients** is aware of them.³



EXEEVO OMNIPRESENCE STREAMLINES FINANCIAL ASSISTANCE AND EDUCATION

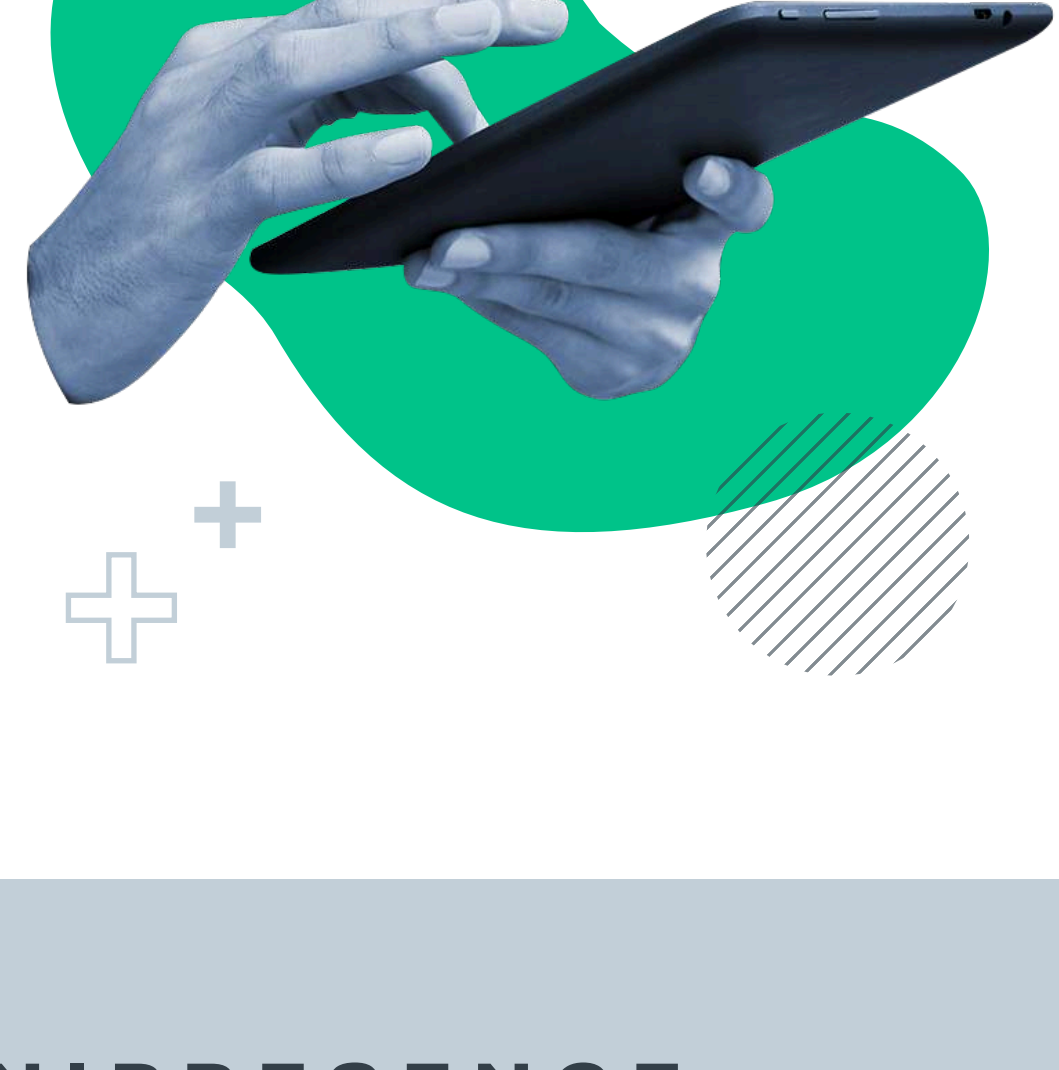
- Self-service portals
- Omnichannel contact center
- Unified internal data
- Advanced patient-to-trial matching
- Native support for EHR and FHIR



PROBLEM 5

INCREASED PHYSICIAN EXPECTATIONS

Companies like Amazon and Netflix have raised expectations for relevant and valuable online experiences, ONCs are no different.



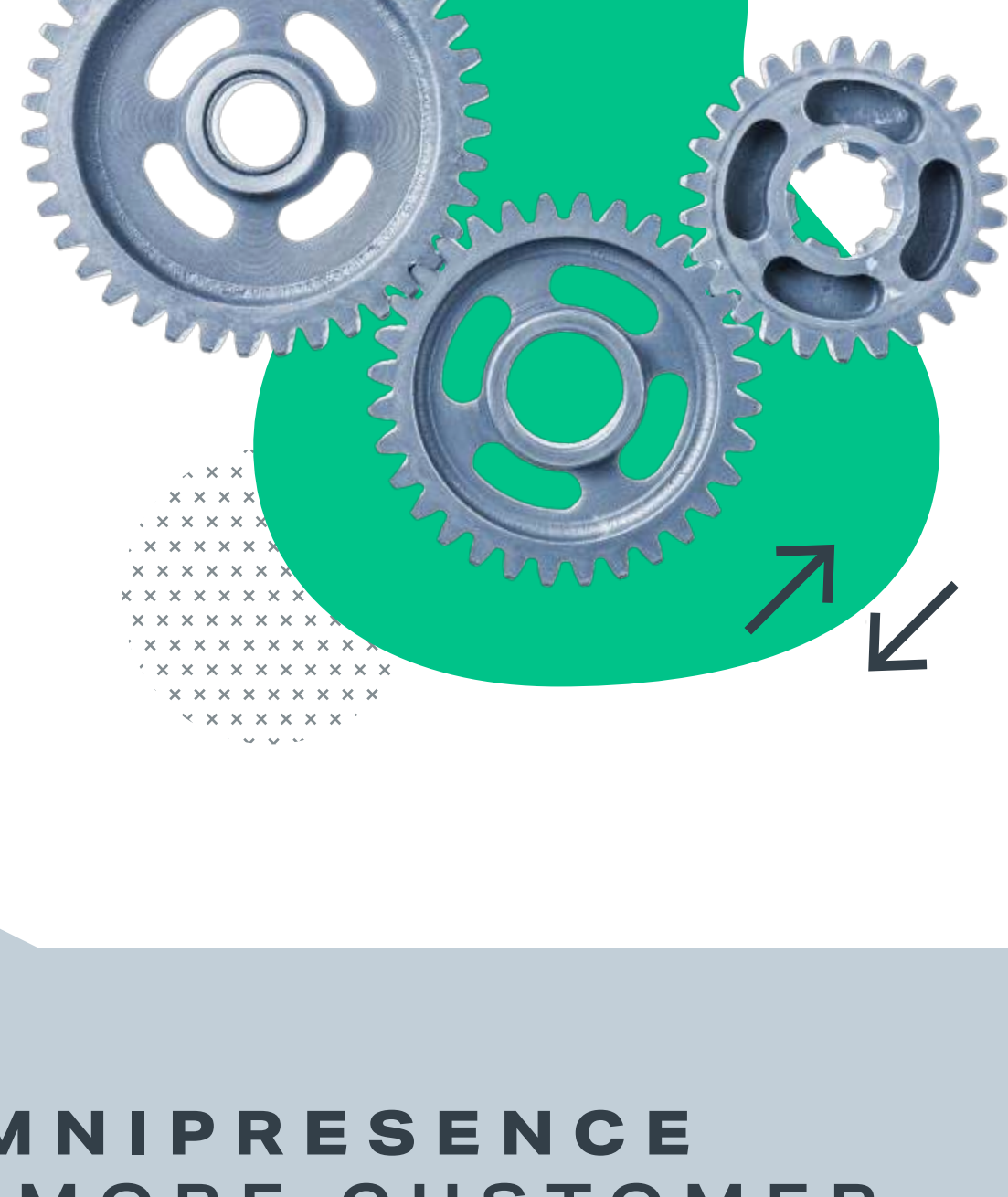
EXEEVO OMNIPRESENCE PERSONALIZES HCP EXPERIENCES

- AI-powered insights
- ML-powered predictions
- 360-degree customer profile
- Responsive portals
- Dynamic segmentation and optimized journeys

PROBLEM 6

LACK OF INTERNAL COLLABORATION

39% of industry professionals agreed that increased collaboration between different departments improves the CX offered by pharmaceutical companies.⁴



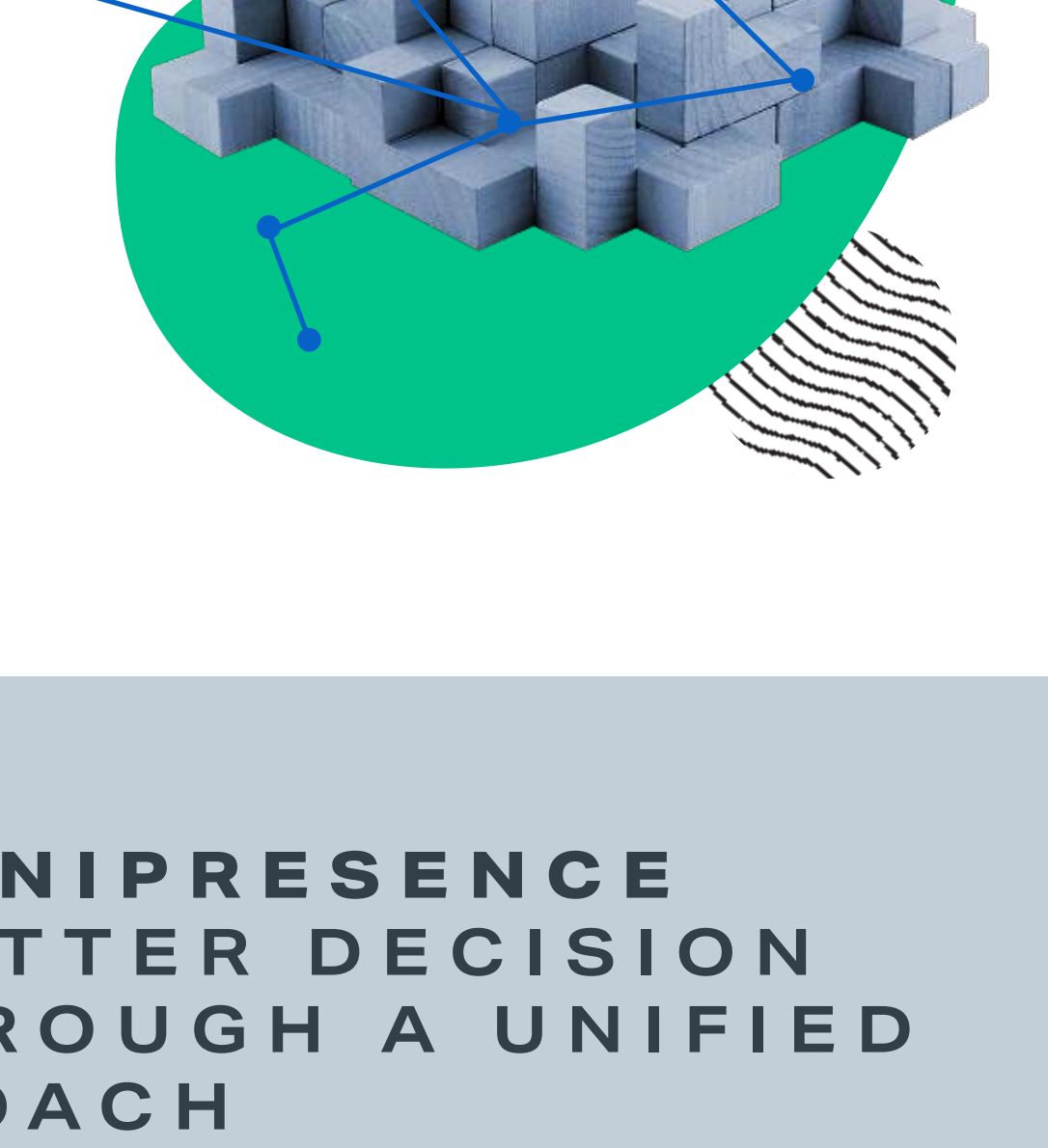
EXEEVO OMNIPRESENCE COLLECTS MORE CUSTOMER DATA TO MAP OUT THE CUSTOMER JOURNEY

- Unified customer view
- Microsoft collaboration tools
- Mobile app available on all devices
- Real-time customer insights

PROBLEM 7

LACK OF DEEP CUSTOMER INSIGHTS

The key to offering better customer experiences are rich insights. But these require a view across your business and advance analytics to make sense of the data.



EXEEVO OMNIPRESENCE GUIDING BETTER DECISION MAKING THROUGH A UNIFIED DATA APPROACH

- Map out customer journeys
- Real-time customer insights
- Omnichannel data consolidation
- Azure Marketplace integrations



References

1. COVID-19: impact on HCPs behavior. Accenture. August 04, 2020. Accessed June 23, 2021.
2. Myshko, Denise. Cancer: understanding the patient journey. PharmaVOICE. March 2015. Accessed June 23, 2021.
3. Better together – patient services survey 2019. Accenture. August 07, 2019. Accessed June 23, 2021.