EXL

Solution sheet

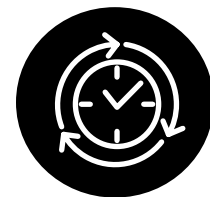# Together,
we will do this.

Using human ingenuity, EXL Health looks and goes deeper to help life sciences companies transform to a value-based care environment and improve patient outcomes

Life sciences companies have three overarching goals

Accelerating speed to market	Improving health	Proving the value of its products
Launching and successfully penetrating the market with safe and effective drugs, vaccines and medical devices	Ensuring that the right patients are on the right therapies, at the right time	Assessing the impact of its products on patient health outcomes and total cost of care

Obtaining these objectives, however, is fraught with challenges.

- Brand teams are pressured to maximize their products' commercial success by understanding patient personas and provider rankings, finding undiagnosed patients, decreasing non-adherence, and changing their products' line of therapy position.
- Market access and managed markets strategists need to prove the cost effectiveness of their products as compared to competing products to establish and enhance value-based relationships with payer, provider and PBM partners.
- Marketing and sales teams need to target the right audiences with the right messages through preferred channels, optimizing ROI.

Introducing EXL Health life sciences

Human Ingenuity is the catalyst with which EXL Health solves your complex problems. We combine our extensive patient-, consumer-, and HCP-level data assets, advanced analytics methodologies, and domain expertise to find better ways to discover and keep patients on your therapies.

We are client focused, always looking and going deeper to find a better way to address your specific challenges effectively and efficiently. We act nimbly, rapidly evaluating, identifying, and implementing solutions using our proven framework. Our team adapts quickly to industry and regulatory changes, and adopts new techniques and technologies to meet your specific needs, accelerate your transformation into value-based care, and support your continued success.
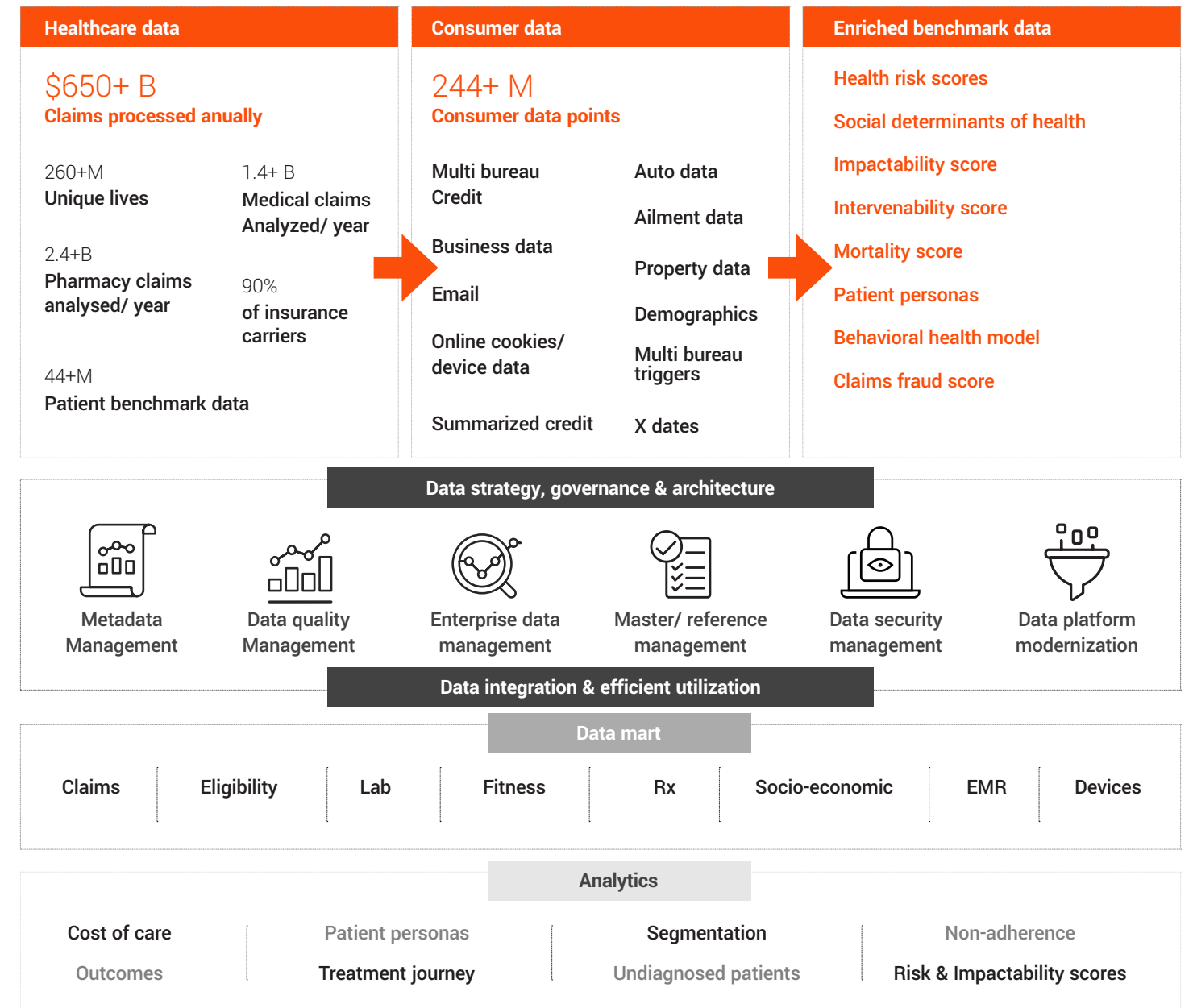
Our innovative, tailored solutions are developed through collaborative engagement focused on your current and dynamic business challenges. This approach results in much more than a transaction. Through it, we establish and nurture long-term, forward-thinking business relationships — true partnerships. Together, We Will Do This is more than just a marketing headline — it's a commitment, our promise to you.

Driving value with data

The core excellence in analytics is expertise in data. EXL Health processes over 27 terabytes of data monthly. Rigorous data quality practices assure the efficiency and availability of data for use in developing analytic models, designing programs, and delivering results. In addition to managing disparate data at scale, EXL Health has developed a 44M+ patient benchmark database representing Commercial, Medicare and Medicaid lines of business. This data, coupled with our AI/machine learning, natural language processing, and data visualization and interactive dashboard tools, offers unique insights in not only what happened, but what may happen and what to do about it.

Healthcare data		Consumer data		Enriched benchmark data
$650+ B Claims processed anually		**244+ M** Consumer data points		Health risk scores
				Social determinants of health
260+M Unique lives	1.4+ B Medical claims Analyzed/ year	Multi bureau Credit	Auto data	Impactability score
		Business data	Ailment data	Intervenability score
2.4+B Pharmacy claims analysed/ year	90% of insurance carriers	Email	Property data	Mortality score
		Online cookies/ device data	Demographics	Patient personas
44+M Patient benchmark data		Summarized credit	Multi bureau triggers	Behavioral health model
			X dates	Claims fraud score

Data strategy, governance & architecture

Metadata Management	Data quality Management	Enterprise data management	Master/ reference management	Data security management	Data platform modernization

Data integration & efficient utilization

Data mart

Claims	Eligibility	Lab	Fitness	Rx	Socio-economic	EMR	Devices

Analytics

Cost of care	Patient personas	Segmentation	Non-adherence
Outcomes	Treatment journey	Undiagnosed patients	Risk & Impactability scores

Our solutions

The EXL Health Life Sciences team augments our clients' knowledge and perspectives about their therapeutic markets, patient populations, and targeted HCPs to enhance clinical effectiveness, optimize sales and marketing returns, and transform their position in an evolving value-based healthcare environment.
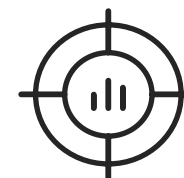
Our solutions and actionable insights are used to:

Improve patient and provider engagement, education and experiences.

Determine which patient personas are most impactable and intervenable.

Find patients for targeted therapies and provide insights to drive adherence, supporting getting the right drug to the right patient at the right time.

Gain a deep understanding of patients by profiling their clinical and demographic attributes, their treatment journey, and their cost of care.

Define the key health outcome measurements to determine what patient segments are low versus high risk.

Better position a life sciences company's products in terms of affordability, efficacy, and accessibility, and enable participation in value-based care contracting.

Patient intelligence

We innovate by leveraging our patient-, consumer-and HCP-level data assets and advanced predictive modelling capabilities to offer unique insights on patient populations and their personas

- Follow and understand patient treatment journeys, including the start-stop-switch behaviors
- Quantify the product compliance and adherence of patient populations
- Assess patient risk and "Impactibility" and "intervenability" scores
- Locate undiagnosed patients

Market access strategy development

Using real world evidence (RWE) data, health economics and outcomes research (HEOR) analyses, and payer analytics scoring, we help prove a product's value and establish and maintain stronger relationships and collaborations with payers, as well as PBMs and providers.

- Quantify total cost of care by various dimensions, including by facility, prescriber, region, patient persona, and patient treatment journey
- Identify patient outcomes
- Monitor the performance of outcome/ value-based contracts
- Adjudicate/ monitor arrangements with payers
- Improve value-based contract design

Market effectiveness

We help profile and segment patient populations, HCPs and healthcare facilities; optimize marketing mix allocations; and develop and launch creative and marketing services.
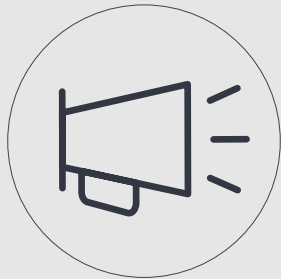
- Quantify market potential by region
- Assess values and ranking potential of HCPs
- Prioritize hospital targets based on patient treatment opportunities and re-admissions

¹ Impactability Score: Savings potential by considering probability of reductions in avoidable ER visits, inpatient stays and hospital readmissions.

² Intervenability Score: Members' willingness to work with interventions to better manage their health, change behaviors and improve outcomes.

Human ingenuity

5,500+
Data and analytics professionals

- Data Architects
- ETL Developers
- BI Architects
- Visualization specialists

- Data Architects
- ETL Developers
- BI Architects
- Visualization specialists

550+
Data scientists

30%
PHDs and masters in Quantitative Mathematics, Economics, Operations, Research and Computer Science

37%
Top Tier Engineering Programs (MIT, Columbia, Cornell, etc.)

23%
Top Management Schools (Wharton, Columbia, Cornell, etc.)

Proven outcomes: human ingenuity at work

Here are just a few examples of how our talent combines data, analytics, technology, and our domain expertise to deliver value to life sciences companies:

Top 10 global pharma company	Top 10 global pharma company	Top 10 global pharma company
Value-based contracting	**Market access strategy development**	**Patient journey analysis**
Delivered innovative value-based case analytics, including Total Cost of Care and Patient Treatment Journey analysis for the Type 2 Diabetes market, to support decisions on which patient segments to focus on, how to position and structure value-based contracts, and how to measure performance/ outcomes.	Developed a 360º, comprehensive approach for patient persona and provider profiles to negotiate formulary status in high-value markets, understand clinical and financial risk of impactable patient populations, target HCPs, and develop multi-channel marketing strategies.	Identified patient treatment journeys and healthcare providers' clinical treatment pathways for Non-Small Cell Lung Cancer (NSCLC) to identify HCPs' preferred lines of treatment, quantify utilization of medical pharmacy services, and develop/ augment a target list of HCPs based on understanding the providers' therapeutic care of their NSCLC patients.

> This EXL Health cost of care platform is amazing and provides my team with the local level patient insights to help inform our Payer Marketings plans. The dashboard enables me to define custom patient cohorts for metric comparisons, and the charts and maps show clearly where to focus our attention.

EXL

UNITED STATES (GLOBAL HEADQUARTERS)
320 Park Avenue, 29th Floor
New York, New York 10022
T +1 212.277.7100 F +1 212.277.7111

To find out more, contact us

exlservice.com

Why partner with EXL Health

Eight of the Top 15 pharmaceutical and life sciences companies partner with EXL Health. Here are a few reasons why:

- Our engagements are founded on listening to and understanding your needs. We collaborate with our clients to define their unique challenges and deliver tailored solutions that address their evolving needs.

- We facilitate clear and consistent communications throughout our partnership, including an ongoing feedback loop, to adjust to your changing needs quickly and thoughtfully.

- We are nimble and quickly act on industry game changers such as COVID-19, using such strategies as: identifying evolving "hot spots", assessing the impact on elective surgeries, and determining the effect of telehealth.

- Our relationships with payers, providers and PBMs can be used to establish business relationships and strengthen bonds across the continuum of healthcare in the evolving value-based care landscape.

We look forward to partnering with you as you transform into a value-based care environment while enhancing patient outcomes.

EXL (NASDAQ: EXLS) is a global analytics and digital solutions company that partners with clients to improve business outcomes and unlock growth. Bringing together deep domain expertise with robust data, powerful analytics, cloud, and AI, we create agile, scalable solutions and execute complex operations for the world's leading corporations in industries including insurance, healthcare, banking and financial services, media, and retail, among others. Focused on driving faster decision-making and transforming operating models, EXL was founded on the core values of innovation, collaboration, excellence, integrity and respect. Headquartered in New York, our team is over 34,000 strong, with more than 50 offices spanning six continents.

For more information, visit exlservice.com