



CRITICAL INSIGHT
INTO METHODS
AND OUTCOMES



PRACTICEHWY INTEGRATES REPRODUCTIVE MEDICINE EXPERTISE AND BUSINESS INSIGHT TO PROVIDE REAL-WORLD, EVIDENCE-BASED MARKET INTELLIGENCE FOR MANAGING YOUR PRODUCT'S LIFECYCLE.

Access to our comprehensive data assets, provides unparalleled insight into the fertility marketplace, strengthening your ability to drive decision making and develop successful commercialization strategies.

ACCESS TO ACTIONABLE DATA

Our informatics products access and report information based on proprietary data assets, offering a comprehensive view of the fertility landscape. Analysis of the data assets provides the information necessary to make more informed strategic branding and business decisions.

OUR PROPRIETARY DATA ASSETS INCLUDE:

- EMR DATA
- CYCLE DATA
- EMBRYONIC DEVELOPMENT DATA
- PGD / PGS DATA
- DRUG PROTOCOL DATA
- CLAIMS DATA
- PHARMACY DATA

EMR DATA

PracticeHwy developed eIVF, a fertility specific electronic health record and practice management solution, which captures comprehensive clinical information on tens of thousands of patients each year. Accessing this timely information enables PracticeHwy Fertility Informatics to provide analytics at clinically detailed levels, laboratory and procedure results, performance status readings, and patterns of care measures.

CYCLE DATA

Success rates can be identified, sorted and collated for accurate data output to include by doctor, by stimulation protocol, by scientist, by day of the week and by a number of different markers.

EMBRYONIC DEVELOPMENT DATA

Analysis of success rates by fresh, frozen, ICSI, donor information, and maturity rate.

PGD / PGS DATA

Detailed data of Chromosome analysis by cell line.

DRUG PROTOCOL DATA

Analysis of stimulation protocol by market penetration, overall, practice specific, competitive products and success rates.

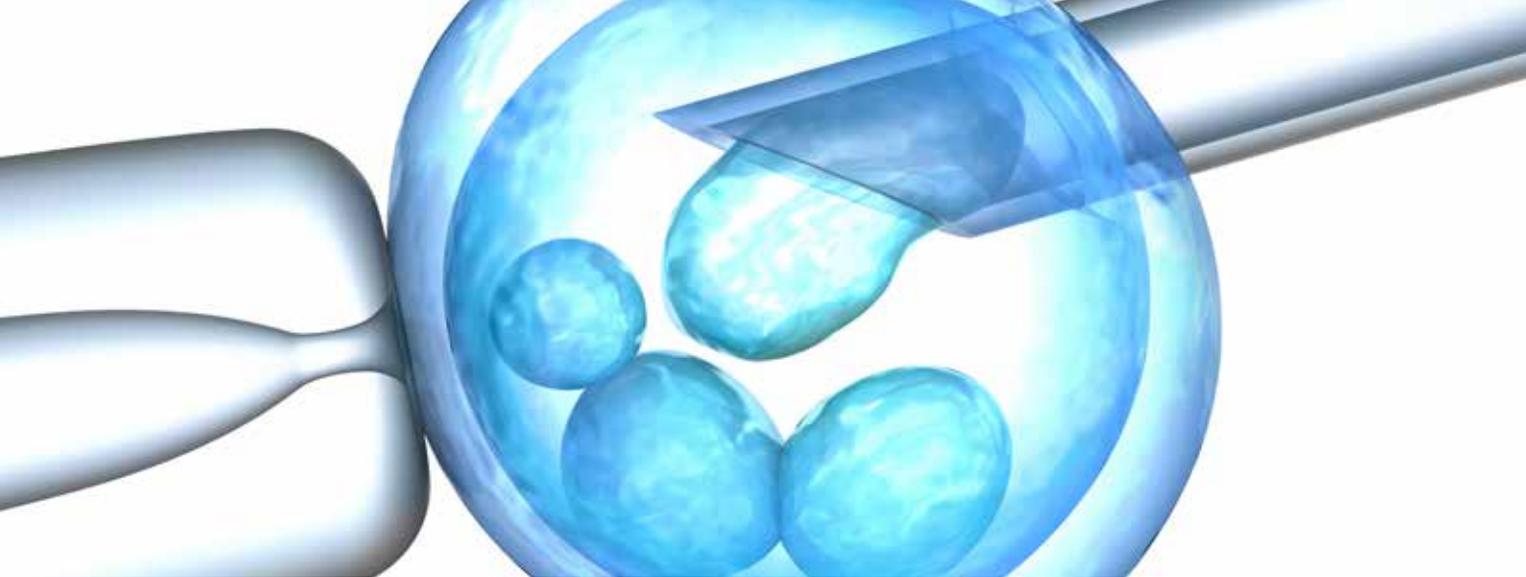
CLAIMS DATA

All billing information within the PracticeHwy affiliated practices is routinely integrated into one common database that contains the complete longitudinal encounter information for patients treated.

PHARMACY DATA

Pharmacy market penetration by overall, practice specific and doctor specific.





eIVF OVERVIEW

Today's fertility landscape is changing at a rapid pace due to trends in personalized medicine and the overall economic sustainability of the healthcare environment. Our products provide the most accurate information and tools available to optimize your sales and marketing strategies and maximize return on investments. The clinical information provided in our products are derived from eIVF, the proprietary PracticeHwy electronic health record system.

eIVF PRODUCTS CAN PROVIDE THREE DIFFERENT VIEWS OF THE INFORMATION:

MARKET VIEW BY LINE
REGIMEN VIEW BY LINE
TOTAL MARKET VIEW BY LINE

THE FOLLOWING eIVF PRODUCTS ARE AVAILABLE TO MEET YOUR SPECIFIC NEEDS:

SUCCESS RATE
EMBRYONIC DEVELOPMENT
PROTOCOL PERFORMANCE
PHARMACY UTILIZATION BY PRACTICE
SPECIFIC DRUG UTILIZATION

eIVF BY LINE

Is a snapshot offering that can help to strengthen your strategic activities by giving you expanded visibility into the competitive landscape.

REGIMEN VIEW BY LINE

Provides an unparalleled view of the competitive environment for directing strategic decisions and educational messages, because you will have more information about:

- Clinically detailed segmentation by physician
- Patterns of care analysis for insight into dosing issues
- Market share for drug utilization at clinical segment levels

MARKET VIEW

Is a single information source that provides a continuous view of your product's market position within the PracticeHwy network. This offering enables the ability to track competitive products at the same level of clinical detail in order to monitor total market penetration at a granular view.

TOTAL MARKET VIEW BY LINE

is a detailed offering that can:

- Identify local markets which are performing above or below expectations allowing you to quickly shift marketing resources
- Summarize information within eligible target patients, patients treated by target products and competitive products
- Improve oversight of marketing efforts by tracking targeted penetration over time within each line, by account or overall utilization



The **POWER** of **eIVF[®] data**

MARKET RESEARCH SERVICE

Provides your team with detailed demographic, clinical and treatment information for your existing market or for a newly identified target market. This thorough view of the market includes a detailed analysis of the clinical characteristics and the protocols utilized on an identified population.

At a strategic level, the Market Research Services offers:

- A measure for evaluating current levels of market service by competing lines on an identified market
- A basis for measuring performance for a business unit, acquisition target or proposed geographic relationship
- A planning element for brand teams preparing for market entry and launching programs

The clinical information included in the Market Research Service is derived from eIVF, the proprietary software of PracticeHwy EMR. A sampling of the data elements include:

PATIENT

Age
Gender
Geographic
Payer

CLINICAL

Diagnosis/staging
Performance status
Laboratory results
Procedure utilization

TREATMENT

Regimen/cycles
Protocol specifics
Duration
Dosing/dose intensity
Discontinuation reasons

MARKET SIZING & MARKET SNAPSHOT SUBSCRIPTION

Provides your team with detailed demographic, clinical and treatment information for your existing market or for a newly identified target market. This thorough view of the market includes a detailed analysis of the clinical characteristics and the treatment protocols utilized on an identified population.

MARKET SIZING

Gives insight into the competitive nature of the market for your product, enabling information based allocation of your marketing dollars, by:

- Measuring and monitoring timely activity at global or practice level
- Providing information on the demographic segments for a product

MARKET SNAPSHOT SUBSCRIPTION

Provides a targeted view of the overall Fertility market allowing a better prediction of market size and verifying projections for your products. Through this subscription, you can quickly verify the best potential for your clinical strategies, as well as gain calculated input for your R&D spend.

The accurate and clinically detailed information provided in the Market snapshot subscription supports your strategic initiatives with measurable data.

PracticeHwy can provide high level network patient counts by diagnosis and segmentation in the following areas:

- Line
- Performance status
- Drug utilization
- Genetic markers
- Age

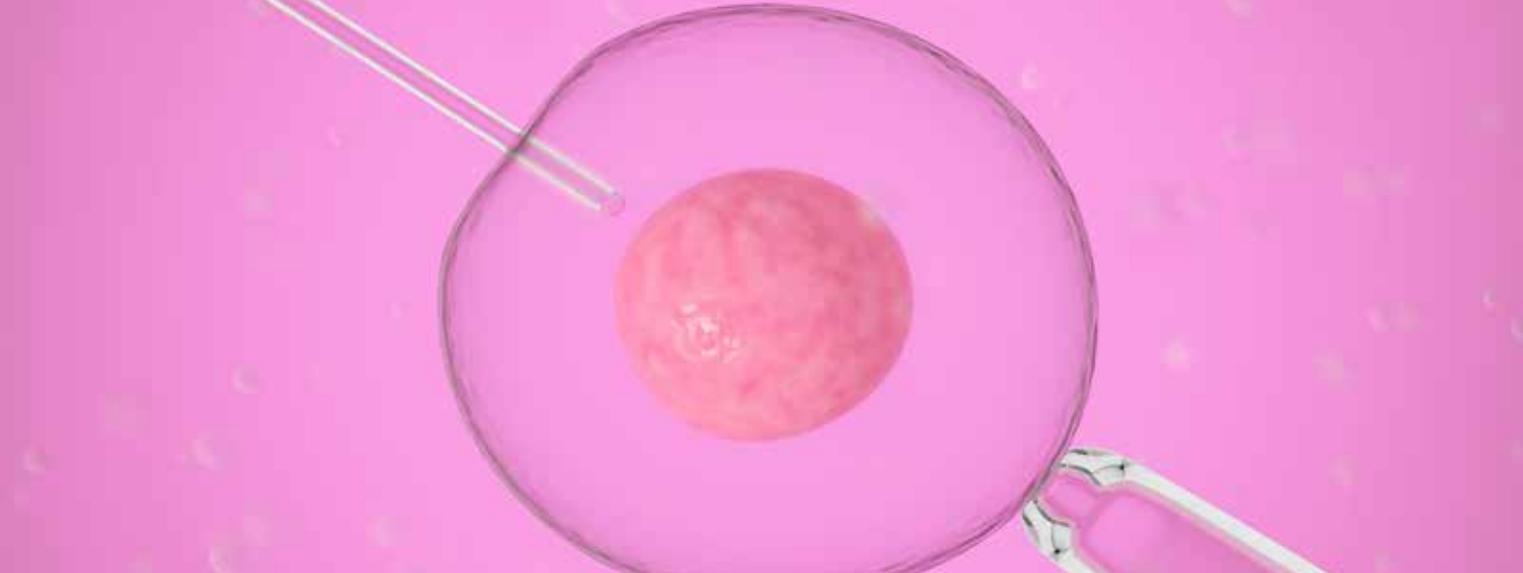
Below are examples of compiled data for specific targeted protocols:

DID PATIENTS CONSUME FEWER HEALTH CARE RESOURCES WHEN THEY WERE ON ANTAGONIST PROTOCOLS COMPARED TO THEIR COUNTERPARTS ON AGONIST PROTOCOLS?

	Agonist protocol				Antagonist protocol			
	NN	mean	median	range		mean	median	range
Clinic visits	5,526	6.77	5	1-60	6,003	6.18	5	1-36
Calls to clinic	2,891	4.24	3	1-42	2,252	3.22	2	1-23
Nurse calls to patient	1,882	4.27	3	1-31	1,506	3.63	2	1-25
Ultrasound	5,715	5.96	6	1-24	6,273	6.57	6	1-20
Lab tests	5,724	8.32	8	1-44	6,276	9.27	8	1-42
Procedures	5,096	2.23	2	1-10	5,892	2.40	2	1-12
Results Communicated	5,494	6.93	5	0-28	6,120	7.73	7	0-32
Nurse calls to patient & Results Communicated	5,660	8.15	7	0-41	6,247	8.44	7	0-49

WHAT WERE THE CLINICAL / NON-CLINICAL CHARACTERISTICS OF PATIENTS TREATED WITH AGONIST VS ANTAGONIST PROTOCOLS?

	Total Obs	GnRH agonist		GnRH antagonist		p-value
		N	Value	N	Value	
N	13,963		6460		7503	
Age	12,618	5,890	35.60	6,728	35.84	0.9920
BMI	12,959	6,460	25.88	6,499	25.94	0.4080
Smoking Status (yes)	13,963	6,460	2.74%	7,503	2.60%	0.3935
Parity Status (yes)	13,963	6,460	28.98%	7,503	26.79%	0.9961
Basal FSH	5,927	2,601	8.12	3,326	7.97	0.6836
Basal AFC	1,884	695	7.57	1,189	7.48	0.9870
Prior IUI	13,963	6,460	31.84%	7,503	38.78%	1.0000
OC pre-treatment	13,963	6,208	63.02%	7,138	51.22%	1.0000
Endometriosis	11,046	5,060	9.53%	5,986	8.60%	0.9068
PCOS	11,046	5,060	20.69%	5,986	20.45%	0.2480
Previous IVF/ICSI cycles	13,963	6,460	47.35%	7,503	44.68%	1.0000
# Previous IVF/ICSI cycles	13,963	6,460	1.05	7,503	1.00	0.9239



SALES PERFORMANCE

SALES PERFORMANCE products provide you visibility into changes and trends in ordering patterns.

DISTRIBUTION ACTIVITIES DATA

Provides valuable information that enables you to maximize the efficiency of your sales and marketing efforts through insight into management, such as:

- Account penetration
- Quantities utilized
- Sold date
- Overall market share
- Geographic

SALES ACTIVITY DATA

Provides you with an opportunity to monitor changes in the marketplace for effective allocation of your marketing education dollars. This information ultimately allows you to make decisions for gaining market share and develop targeted sales force compensation models.

It also allows you to gain insight into sales of a product or products to the physician through information on:

- Location
- Volume
- Utilization frequency

INSIGHT

Pharma-economic insight offers:

- Insight into the real-world economics associated with your product and that of your competitors
- Positioning of your product in the market
- Clinical performance of your products in the community fertility setting

CLINICAL

CLINICAL insight allows you to better demonstrate the clinical performance of your products in the marketplace, bridging the gap between clinical efficacy and real world effectiveness.