Healthcare Analytics and Marketing Communications

Consultative, Analytical, and Promotional Solutions

Access

Action

Insight
In today’s increasingly competitive healthcare market, maximizing the potential of your product requires a strategy informed from real-world data and precisely refined communications targeted to key decision makers.

Cardinal Health Specialty Solutions provides consultative, analytical, and promotional solutions for pharmaceutical, medical device, and diagnostic test companies in oncology, urology, and other specialty therapeutic areas. Our strong strategic relationships, real-world data resources, and innovative marketing solutions help identify physicians treating unique patient populations, understand physician behavior, and reach all parties involved in treatment decision making with effective communications to maximize market opportunity.
Insight, Access, Action

Cardinal Health Specialty Solutions provides the experience, unique data assets, and relationships with key stakeholders in healthcare in order to help connect your product to physician practices for important real-world feedback and improved uptake.

**Insight:** Make more informed and effective decisions based on comprehensive real-world data and expert analysis.
- Understand utilization patterns and perspectives of providers in various practice settings.
- Gain access to unique data sources from point-of-care claims/remittances and payer claims representing millions of cancer patients.
- Leverage Cardinal Health analytical and clinical professionals with deep experience in oncology, urology, and other specialty therapeutic areas.

**Access:** Identify and reach key decision-makers in challenging markets.
- Understand and inform market dynamics through a variety of unique online and in-person programs and our extensive, proprietary provider database.
- Leverage our programs with healthcare stakeholders, including community physicians, academic physicians, payers, office administrators, nurses, pharmacists, and other supporting HCPs, to help ensure product success.

**Action:** Act upon new opportunities quickly and with confidence.
- Develop and refine product strategy with direct feedback from key decision-makers and real-world data.
- Promote your product more effectively with progressive, targeted communication programs.

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**Cardinal Health Specialty Solutions is uniquely qualified to help position your product for success:**
- Deep expertise in oncology, urology, and other specialty therapeutic areas
- Unbiased access to comprehensive data sources
- Unique tactical offerings to reach stakeholders
- Strong relationships with varied provider communities

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**Comprehensive data sets and analytical expertise**

**Strong provider relationships**

**Unique and novel tactical offerings**

**Actionable, data-driven insights to impact change**
Featured Offerings

Cardinal Health Specialty Solutions provides a full range of comprehensive services for pharmaceutical, medical device, and diagnostic test companies to help bring new products to market and ensure success throughout the entire product lifecycle.

**Healthcare Analytics:** Proprietary data analysis that yields new insights into your product’s opportunities and challenges.

Connect with physicians to access clinical and financial data about your product’s utilization and performance. Conduct a snapshot analysis or commission a longitudinal study as part of our longer-term consultative services.

- **Geographic Insights Data Visualization Portal** – Dig deep into rich oncology-specific data to identify potential issues and opportunities and maximize market opportunity for your product by geography, diagnosis, specific physician—even by market share or line of therapy, and more. Easily share reports and data views throughout your organization.

- **Early Warning System** – View a near real-time picture of your product’s performance to identify top market opportunities and potential issues by payer, line of therapy, region, and even individual practice. Unique, tailored analysis of your product’s utilization through our proprietary database helps pinpoint reasons for denials, delays in claim settlement, and impact of competitive events as well as monitor newly approved drugs, penetration of existing drugs into new indications, and products with coverage or uptake issues.

- **Custom HEOR Analytics & Market Insights** – Engage our data and clinical/analytical experts for advanced analysis of and recommendations of clinical, economic, and market factors that will move your product toward success.
Consultative Services: Tailored, feedback-driven engagement with physicians, payers, and other providers to gain clear insight into market dynamics.

Uncover candid perceptions and understand what drives utilization patterns, brand acceptance, and loyalty through direct interaction with physicians and other HCPs. Gather feedback and real-world insights to refine your marketing communications and promotional planning.

- **Treatment Trends** – Gain insight into current utilization patterns through a comprehensive longitudinal program designed to identify gaps in treatment and inform brand strategy. Review de-identified, practice-level patient chart data to find variations in physician treatment patterns in order to understand best practices and uncover opportunities.

- **Case Insights Broadcasts** – Engage physicians, nurses, and pharmacists from leading practices in a live online, blinded or un-blinded, interactive case-based discussion to uncover key perceptions, market opportunities, and challenges impacting your product.

- **Mock Pathways** – Deepen understanding of how clinical pathways affecting your product’s disease state are developed and uncover insights for improving market penetration through a one-day live event involving key physicians, guided by an experienced clinical pathways moderator. This service is typically conducted at a market research facility in a blinded format, which provides a unique understanding of the clinical pathway development process, treatment algorithms, and clinical environment.

- **Advisory Board Meetings** – Gain insightful feedback from key practices through an in-person or online advisory meeting. Engage the audiences that matter most to you—community or academic physicians, nurses, pharmacists, practice administrators, or payers—to take an accurate pulse of your product’s key market drivers and trends.

- **Chart Review** – Understand how key practices are changing their treatment patterns in response to new products using real-world patient chart data. Quickly gain insights by identifying target patient populations in key high-volume practices, and uncover new treatment trends based on actual cases.

- **Surveys** – Develop a deeper understanding of the changing market landscape through the eyes of key stakeholders. Quickly identify and target appropriate respondent types to understand the intricacies of drug or product uptake and usage, assess the alignment or misalignment of treatment goals, and determine preferences and satisfaction with current therapies.

Promotional Services: Online and in-person marketing services tailored to your goals.

Increase awareness of your product and its benefits by communicating your message directly to providers — even those who have historically been difficult to reach. Effectively launch and continually improve communications planning and outreach through a variety of online and in-person program options.

- **National Dinner Program** – Present your product’s on-label clinical data or a non-branded disease education presentation to a large audience of leading practices through a live broadcast to as many as 75 dinner locations, and gather feedback in real time. Audience members may also log on from other locations via the web.

- **Web Conferences (Live and On-Demand)** – Deliver your approved promotional message to leading, difficult-to-reach practices with a cost-effective, web-based presentation by a Key Opinion Leader.

- **Scientific Communications** – Showcase your product effectively with professionally developed presentation materials and other communications by leveraging our experienced content development and graphics teams.

- **Speaker Training** – Ensure Key Opinion Leaders speaking on your behalf have the right training to satisfy regulatory requirements while positioning your product appropriately.

- **eBlasts** – Leverage our large, proprietary database for precise targeting of your message. Deliver your promotional or educational message to targeted audiences, including leading, difficult-to-reach healthcare professionals and payers through a fast, simple, effective turnkey program, and measure response with detailed performance analytics—whether sending a single email or engaging in a comprehensive, long-term campaign.
Specialty Summit Events

Cardinal Health Specialty Solutions Summits consist of multiple insight-gathering sessions that bring together a wide variety of healthcare stakeholders to discuss topics that are critical to Cardinal Health’s ability to service our customers’ needs in the practice of healthcare. In conjunction with these advisory sessions, pharmaceutical companies have an opportunity to discuss their own important topics with the group of healthcare practitioners assembled by Cardinal Health.

**Summits may include** 60-70 community oncologists, urologists, practice managers, or other targeted groups and are designed for robust participation and insight into clinical, scientific, and practice management issues.

**Consultative Services** – Engage with an audience of healthcare professionals gathered to create collaborative and meaningful experiences through adjunct advisory boards, focus groups, and interactive sessions.

- **Advisory Boards, Focus Groups, and Roundtables** – Engage leading healthcare professionals in live, invitation-only satellite meetings designed to share relevant product information and gather qualitative feedback to inform future marketing strategies.

- **Audience Response System (ARS) Sessions** – Poll our audience of providers using sessions of up to 45-minutes which allow you to gain qualitative and quantitative data and feedback about your product using an interactive Audience Response System.

**Promotional Services** – Engage an audience Key Opinion Leaders and healthcare providers from leading community practices and overcome the challenges of reaching an audience that historically has minimal accessibility.

- **Podium Presentations** – Take advantage of direct access to an audience of healthcare professionals by presenting a 45-minute promotional lecture in an environment conducive to audience engagement.

- **Exhibits** – Showcase your product’s promotional, market access, or medical affairs information to a focused audience throughout our 2-day Summit event.

- **Meal Presentations** – Use breakfast, lunch, or dinner to present your 45-minute promotional message to our audience of healthcare professionals, and gather feedback to further inform your marketing strategy.

- **Sponsorship Opportunities** – Expand your reach at Summits through Executive Partner sponsorship. Benefits include recognition by the moderator during the Summit, access to the event attendee list, collateral distribution, pre- or post-meeting survey, additional signage, post-meeting highlights newsletter, and special pricing on additional Summit activities.
Cardinal Health Specialty Solutions

Cardinal Health Specialty Solutions brings together real-world clinical and market insights, innovative programs for reaching physicians, a spectrum of distribution options, and comprehensive patient access services to get your life-saving therapies to patients who need them.

For information, contact Cardinal Health at 972.773.8600 or visit cardinalhealth.com/specialtysolutions