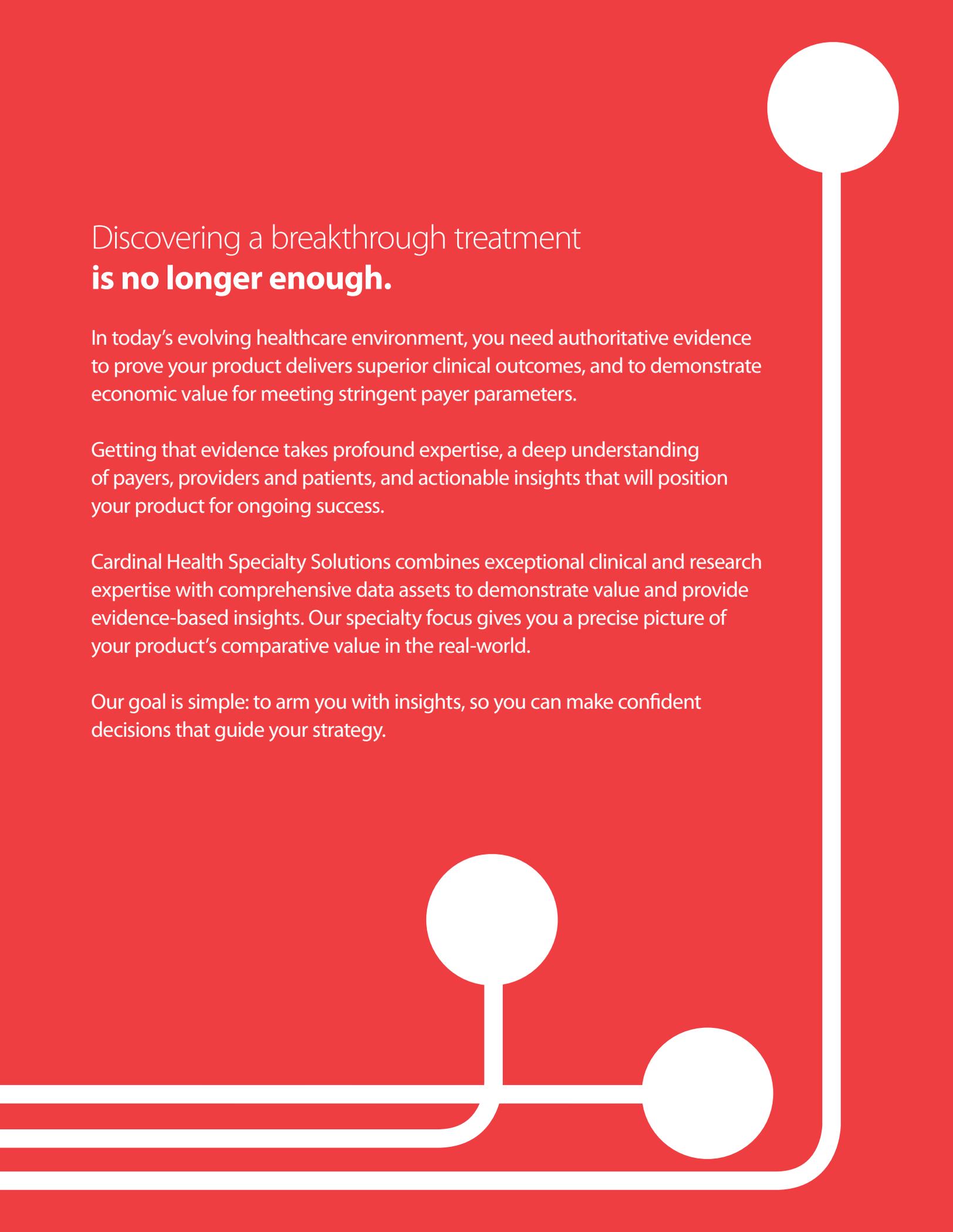


Health Economics and Outcomes Research Services

Real-world insights for oncology and
other specialty therapeutic areas.



A decorative graphic consisting of white circles and lines on a red background. A large white circle is at the top right, connected by a vertical line to a horizontal line that runs across the bottom. From this horizontal line, a vertical line goes up to a medium-sized white circle. Another vertical line goes down from the horizontal line to a medium-sized white circle. The lines are thick and rounded at the ends.

Discovering a breakthrough treatment **is no longer enough.**

In today's evolving healthcare environment, you need authoritative evidence to prove your product delivers superior clinical outcomes, and to demonstrate economic value for meeting stringent payer parameters.

Getting that evidence takes profound expertise, a deep understanding of payers, providers and patients, and actionable insights that will position your product for ongoing success.

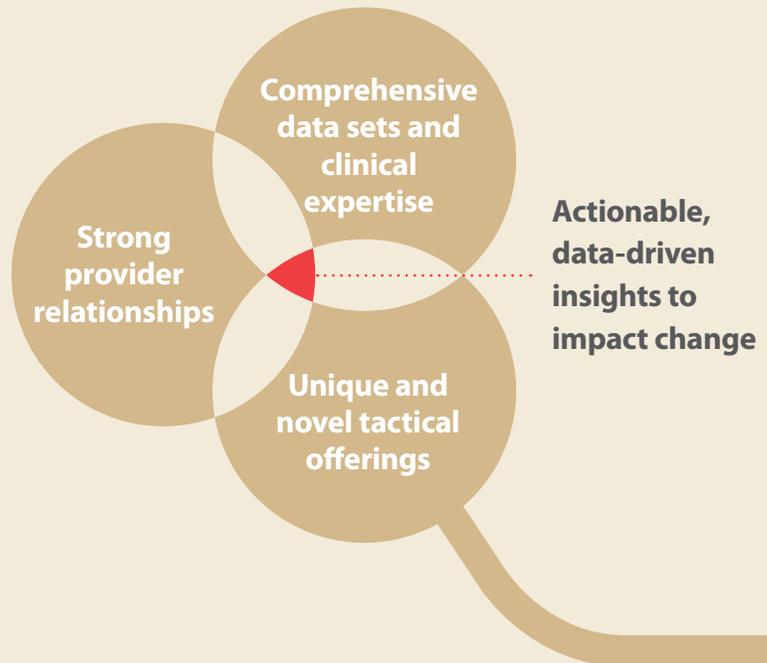
Cardinal Health Specialty Solutions combines exceptional clinical and research expertise with comprehensive data assets to demonstrate value and provide evidence-based insights. Our specialty focus gives you a precise picture of your product's comparative value in the real-world.

Our goal is simple: to arm you with insights, so you can make confident decisions that guide your strategy.

Changing the way healthcare stakeholders think about data

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



The success of our outcomes studies and recommendations over the years confirms a fundamental truth: **the right data is key to making better decisions.**

But, data alone is not the answer. In fact, even the best data can lead to costly mistakes if misunderstood.

The key is sound interpretation based not on assumptions, but real-world data studies performed by experts in your targeted therapeutic area. To maximize success, this must follow a structured path—from raw data to wisdom—that yields more effective results. And above all, more confidence in decision making.

Turning real-world insights into action



Featured Health Economics and Outcomes Research Services

Leverage our experienced team to guide your outcomes research strategy.

Cardinal Health Specialty Solutions conducts observational studies to support your product strategy with real-world evidence. Our team has experience with both retrospective and prospective research and will guide you in the development of a comprehensive research solution that best fits your unique situation.

We support your studies with:

- **Specialty-focused clinical team** – Anchored by a highly respected clinical oncologist as our Chief Medical Officer, and with specialty nurses on staff, our team is comprised of experts in the disease areas we serve such as oncology, rheumatology and other specialties.
- **Broad industry experience** – Our scientists have experience from respected academic institutions, payers, and provider organizations in specialty areas, so we can help guide your studies from the perspective of your target audience.
- **Facilitated study recruitment** – Identify and recruit research subjects through our dedicated recruitment team and large, proprietary database of oncologists, urologists, rheumatologists, and other HCPs who participate in our Summit events and other opt-in programs.

Patient-Reported Outcomes Research

Enhance your product strategy with qualitative patient-centered feedback.

Beyond the clinical and economic factors that contribute to the assessment of a specialty product, feedback from the patient on factors such as unobservable symptoms, treatment satisfaction, quality of life, and treatment adherence is becoming an increasingly important element in the decision process for payers — and even for securing FDA approval. We provide:

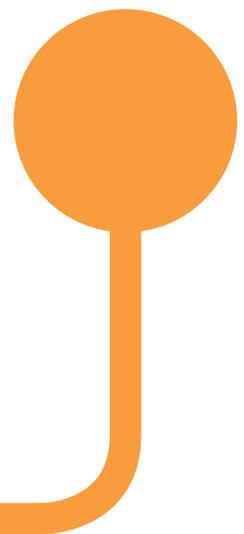
- Guidance on selecting the most appropriate research methodology
- Testing to ensure reliability and validity of surveys
- Development of optimal survey techniques to gather feedback from patients, physicians and caregivers
- Effective collection and interpretation of patient reported data
- Linking of PRO data with Electronic Medical Records
- Submission to Institutional Review Board

Comparative Effectiveness Research

Prove your specialty product's clinical effectiveness with real-world evidence.

Whether your product is in clinical trials and pending FDA approval or in-market competing against an increasingly crowded field of other drugs, it must demonstrate superiority. These intensive studies help our clients demonstrate the real value of their treatments to payers and providers. Our research capabilities include:

- Treatment pattern comparison
- Clinical outcome comparison
- Adherence comparison



Featured Health Economics and Outcomes Research Services (continued)

Burden of Illness and Resource Utilization Studies

Evaluate overall cost of your specialty drug by quantifying direct and indirect costs for the treatment regimen.

The cost implications of a product matter more today than ever before — particularly to payers. We are able to assess many dimensions of drug cost, including the consumption of ancillary health services. Leveraging our access to electronic medical records, claims data and more, we can examine patient populations to determine:

- Disease epidemiology
- Total cost of care
- Resource utilization
- Cost of adverse events

Literature Reviews

Summarize the known published research important to your drug class or therapeutic area with targeted, comprehensive or systematic literature reviews.

Leverage online bibliographic databases such as MEDLINE, Embase, and Cochrane Reviews to identify all research relevant to your internal burden of disease measurement or for external documents including HTA submission or product dossiers. Study types reviewed include:

- Clinical studies
- Economic / comparative effectiveness research
- Humanistic / quality of life studies

These in-depth outcomes research studies are just the beginning. Explore our market insight and marketing communications offerings to see how we can increase your market access.

Insight, Access, Decisions, Direction

Cardinal Health Specialty Solutions provides clinical experience, unique data assets, and relationships with key healthcare stakeholders to deliver evidence-based insights and important real-world feedback for improved uptake.

Insight – Providing actionable insights takes an incisive, experienced team to define the right research questions, organize the study in a way that will measure the right variables, identify the right data support the study, and interpret the results. We achieve this by:

- **Managing complexity.** Our experts understand the nuances of integrating multiple data sets — including information collected by our clients. So whether you want to use your data or ours, we can design and conduct definitive research.
- **Communicating evidence.** We understand the payer and provider decision-making process and anticipate the questions they will ask. Then we present the answers in a compelling way that meets their needs.
- **Foreseeing trends.** We constantly monitor industry and market trends to help you anticipate change, maneuver around real-world barriers, and lay the groundwork to seize new opportunities when they appear.

Access – With more than a decade of focus on serving specialty pharmaceutical, biotech, medical device, and diagnostic tests companies, we have nurtured relationships with healthcare stakeholders, including community physicians, academic physicians, payers, office administrators, nurses, pharmacists, and other supporting HCPs.

- **Engage decision-makers.** Identify and reach decision-makers to understand and inform market dynamics. Hundreds of oncologists and other specialty physicians participate in our Summit events and other opt-in programs annually.
- **Learn about highly-focused patient populations.** We can help you identify and reach providers who treat patients with rare diseases, or prescribe precise combinations of therapies for your studies.
- **Unique programs.** Gain unbiased insights from physicians who participate in our primary research programs and allow access to patient charts for study.

Decisions - Because of our extensive experience with payers and providers, we understand their decision-making process, including the criteria they want and the tough questions they will ask.

- **Payers** trust the information they receive from our clients because we supply you with comprehensive and credible evidence.
- **Physicians** utilize our research to make smarter treatment decisions because of our long-standing relationships with key opinion leaders.
- **Patients and caregivers** are an increasingly essential part of the equation. Beyond relying on impersonal ‘big data’ sources, we use our extensive EMR access and high-touch feedback of patient-reported outcomes and quality of life research to help you better understand the experience of living with complex disease.

Direction - Clinical and analytical expertise, paired with understanding of key stakeholder needs enables us to identify trends, mitigate risk and capitalize on new opportunities as they arise. You get much more than research findings — you receive strategic recommendations that move you toward market success.

- **Trusted advisors.** We are as committed to your business success as you are. We provide clear recommendations, help you evaluate potential business paths, and continue to make vital decisions throughout your product’s lifecycle.
- **Creating provider advocacy.** Leverage our established communication channels to obtain further intelligence on the clinical value of your treatment, interpret factors influencing prescribing behavior, enlist key opinion leaders, and more.
- **Publication success.** Through our accomplished scientific communications team, we guide you with a sound publication strategy, prepare abstracts, posters, and manuscripts, and present research to advance industry knowledge and your product’s goals.
- **Commercialization.** When the time is right, work with our experienced marketing communications team to develop and execute a product commercialization strategy informed by evidence-based insights.

Comprehensive data sources

We've assembled a broad array of data assets to support our studies.

Our team of experts will work with you to understand your specific objectives, then suggest the right combination to meet your needs. Whether based on your in-house data, our large proprietary databases, or third-party data assets, we base our studies on data resources that are:

- Balanced with government and commercial claims to reflect an aging population, which is more representative of the oncology landscape
- Specialty-focused, with a high volume of patients from oncology, urology, rheumatology and other specialty therapeutic areas
- Thorough, including longitudinal patient information
- Geographically well-distributed
- Inclusive of both IV and oral prescription information
- Representative of real-world cases, with information direct from patient charts
- Able to leverage Natural Language Processing

Data Sources

- Specialty-focused EMR data
- Payer claims
- Survey data from multiple stakeholders, including patients, physicians and caregivers
- Real-world evidence from chart reviews
- Specialty-focused point-of-care claims data
- Other commercially available data sources

We continually seek out new partnerships to add even greater depth to our data assets — and add valuable evidence to your studies.

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.

Ready to make a more informed move?

Contact Cardinal Health Specialty Solutions.

Whether you are preparing to launch a new product or want to reposition an existing one, we have the data resources, clinical expertise, and relationships with key stakeholders in healthcare to turn insights into effective action. So you can make more informed decisions about product and evidence generation strategies.

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