

■ Brand Plus™ framework

Acting on moments that matter



In healthcare, there is tremendous pressure to get a new drug's brand launch right. But there is increasing recognition that there is an opportunity to course correct after market entry.

Progress is cumulative, the result of many wins over time. There are multiple moments within the product lifecycle – from pre-launch to loss of exclusivity – to significantly stretch a brand's potential. But we must be flexible, able to assess and adapt.

Cerner EnvizaSM Brand PlusTM framework brings together advanced analytics and expert consultancy to take the long view. We look both forward and backward – identifying opportunities at every point along the journey to optimize brand experience, access, and execution.

We know success is as much about timing as it is about capability. That's why we help our clients have the information and expertise they need to continuously improve their brand's equity, resulting in longer brand lifecycles and longer-term profits.

Cerner Enviza Brand PlusTM framework offers a consultative approach to healthcare brands – providing clients with the continuous information and expertise they need to optimize performance throughout the entire product lifecycle.

Our features include:

Opportune analytics

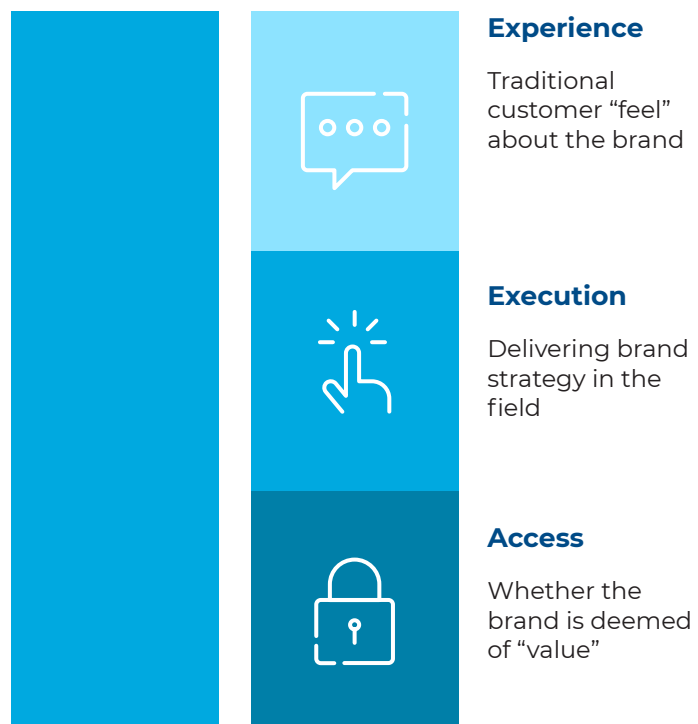
Where our market-leading data and analytics capabilities allow us to provide a deep understanding, at the time you need it.

Continuous commitment

Where we collaborate with you for the entire journey, to help your brands continuously achieve their full potential.

Three pillars

Our holistic approach to brand growth continuously balances three essential elements: brand experience, brand access, and brand execution.



A consultative framework harnessing a suite of advanced analytics

We believe that a framework for extending brands needs two key elements: a consultative process and the right approaches to generate synergistic and relevant evidence to make the right decision in the right moment.

At Cerner Enviza, our team of specialists is able to deliver a process to partner with your teams and involve the right approaches at the right moment.



Assimilation of existing knowledge



Immersion engagement



Research using appropriate approaches



Activation and strategy

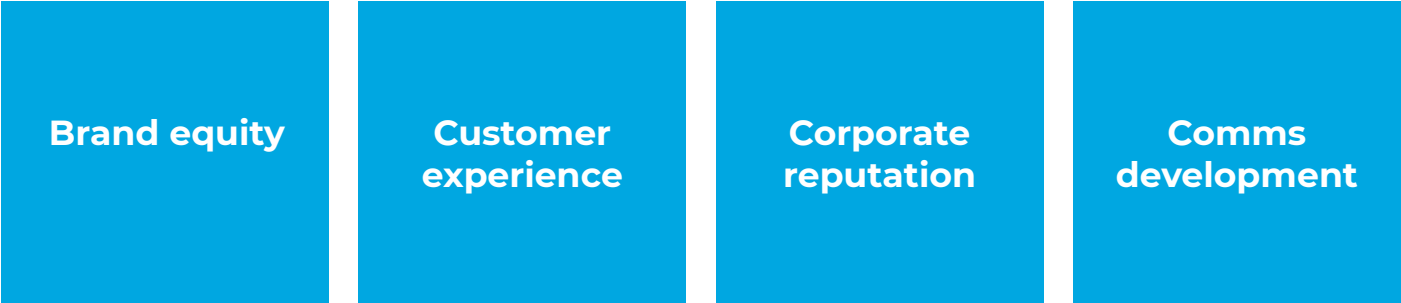
Proven success

- We work with many leading healthcare brands with class-defining product portfolios.
- We have worked across more than 1,000 brands in 30 therapy areas, collaborating with more than 50 clients on many of the industry's largest launches.
- In 2022 we collected more than 20,000 brand physician interviews alone.
- We are working across the entire portfolios of two of the top 10 pharma companies in oncology today.
- We provide a brand framework designed specifically for healthcare.
- Our insights are powered by Cerner Enviza's proprietary Brand Equity Model, that tracks your brand's awareness and messaging.
- Our healthcare-specific brand equity model has been able to prove its value as a leading indicator.
- We offer experts with experience across the lifecycle, including TPP in pre-launch, launch, course correction, and share defense post-loss of exclusivity.
- We have demonstrated that the widely accepted resource allocation model used throughout the brand lifecycle is flawed.

Unrivaled analytical approaches

Our Brand Plus™ framework features the following approaches:

Cerner Enviza Brand Plus™ framework



Brand equity

Customer experience

Corporate reputation

Comms development

Brand equity

Our Brand Plus™ framework features a collection of powerful analytical approaches – including our brand equity approach.

Brand equity shows the potential value a brand has built in the marketplace, but not yet realized. To do so it must grow its market share using appropriate and effective marketing activities. All brand equity tools are capable of providing current market share data, and many even claim to predict potential share.

However, through Cerner Enviza's brand equity approach, it's now possible to identify the levers that allow companies to reach this potential value, while revealing the rival brands that will lose market share in the process.

Our approach starts with a market share measure before moving on to look at brand equity for each of the products in the targeted market. In the following figure, this is shown by the green bar – indicating that if a brand has a 20% market share, and the brand equity that the brand has achieved is an additional 5% on top of that, the brand has a potential market share of 25%, even if it has yet to realize that market share potential.

A new advance

The essence of Cerner Enviza's brand equity approach is not simply about demonstrating brand opportunity, but more importantly, how to reach it.

This new advance in marketing science results from Cerner Enviza's uncovering of a powerful leading indicator through the use of the "share of preference" measurement. Combined with a brand's existing market share, share of preference can be used to look at where a brand's market share currently stands, where it could rise to, and crucially, how to get there.

The engine driving this advance is Cerner Enviza's proprietary Brand Equity Model. This is a marketing tool that identifies Healthcare Professionals (HCPs) commitment to brands by tracking performance, assessing the competitive landscape, and illuminating customer behavior.

This is a step-change from how this kind of research might have been carried out in the past, when pharma companies would have taken a backward look, starting with a product's current position, and then trying to work out the reasons why it stands where it is in the market.

Cerner Enviza's brand equity approach delivers a powerful approach to looking into the future – acknowledging where brand equity has been built in the market and working out how to realize it to build future brand share.

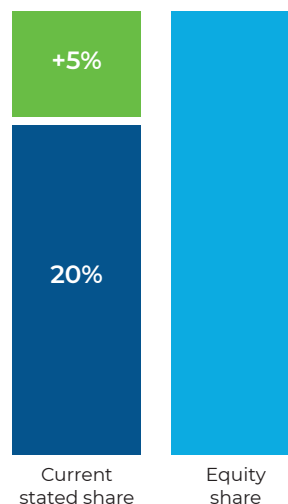
Key to our brand equity approach is the ability to **identify which levers** that allow you to reach this potential in 3 core areas designed specifically for prescription healthcare



Experience Education Access

It also tells you which **brands you would be stealing share from**

All brand equity tools start with **current market share**



Our approach predicts **preference share** highlighting the potential of your brand

Brand equity

Customer experience

Corporate reputation

Comms development

Customer experience

As life sciences organizations increase their focus on the customer experience, delivering greater value at each touchpoint has become key for achieving optimal business performance.

Cerner Enviza's customer experience approach enables organizations to identify metrics that have a direct link to stakeholder behavior – allowing them to better differentiate themselves throughout the customer experience. Our innovative data collection approaches enable our clients to better align their commercial activities with the customer experience to improve commercial effectiveness.

The analytical framework at the core of our customer experience is an approach that enables companies to better understand performance, create stronger customer loyalty and drive growth.

Covering pre-launch and post-launch activities, we address key questions, including:

- What drives the customer experience?
- How do we measure and manage the multi-stakeholder, commercial model for customer-facing teams?
- How can we optimize customer management across multiple channels?
- How can we embrace technology to drive real-time customer experience management?
- What are the potential competitive threats and risks to the brand or portfolio?

Brand equity

Customer experience

Corporate reputation

Comms development

Corporate reputation

A pharmaceutical company's good name can take years to build, but it can be significantly damaged in weeks or even days if appropriate measures are not in place to protect it.

Cerner Enviza's corporate reputation approach delivers a comprehensive understanding of a pharmaceutical company's current reputation assets and vulnerabilities. We help companies measure and actively manage their corporate reputation by identifying strengths and weaknesses among all relevant stakeholder groups.

Through our corporate reputation framework, as well as our vast experience working at the board-level with some of the world's largest life sciences companies, we provide the approaches and insights pharmaceutical companies need to protect and enhance their good names.

Corporate reputation allows companies to further develop their strengths, address the factors that negatively influence corporate reputation and increase their prominence across relevant stakeholder groups.

Our corporate reputation approach provides:

- A 360-degree view of a pharma company's current reputation
- Consistent metrics across key stakeholders, including customers, investors, suppliers, regulators, community leaders, the media, and employees
- Evidence-based guidance for communications planning
- Benchmarks against progress that can be measured over time

Brand equity

Customer experience

Corporate reputation

Comms development

Communications development

The art of communication is one of the most important skills for maintaining a pharmaceutical company's corporate and product-specific brand health today. Knowing what to say, when to say it, and how to deliver key messages to primary and secondary stakeholders are all critical components for achieving commercial success.

Cerner Enviza's communications development approach delivers world-class communications assets and evidence-based guidance for communications planning. We are working at the board level with multiple pharmaceutical companies and are a trusted adviser for a wide variety of communications initiatives.

Effective communications cannot be underestimated. Pharmaceutical companies need to fully leverage their communication resources to preserve their assets, such as their brands, corporate reputation, and their position in the marketplace.

About Cerner EnvizaSM

Cerner Enviza aims to accelerate the discovery, development and delivery of extraordinary insights and therapies to improve everyday health for all people globally. By combining decades of innovation, life sciences knowledge and collaborative research, Cerner Enviza provides data-driven solutions and expertise that helps bring remarkable clarity to healthcare's most important decisions. For more information on Cerner Enviza, visit www.cernerenviza.com.

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