

# Access to Health Care Providers is rapidly declining. 72% of HCPs prefer digital over personal engagement after using cH AI

<b>Situation</b>	9/10 HCPs want either all virtual or a mix of virtual and in-person meetings with field reps.
<b>Complication</b>	54% of HCPs refuse to engage in field rep visits at their practices.
<b>Challenge</b>	69 / 100 HCPs find medical information from non-branded affiliated social and digital outlets.
<b>The Value</b>	72% HCPs prefer digital over personal engagement after using cH cAI agents, 96% of questions successfully managed, and 97% of HCPs trust the accuracy of information by a cH cAI agent.

## Large, Small Pharma Digital

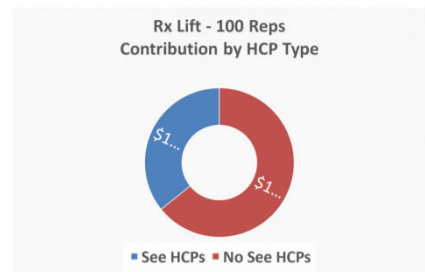
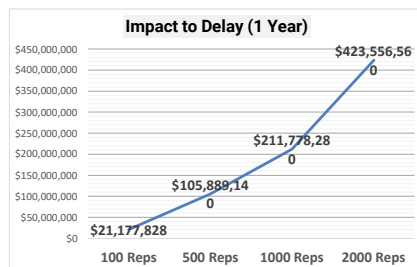
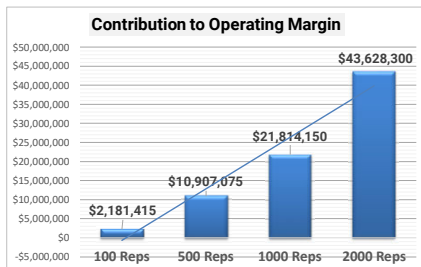


### Business Drivers

### cH cAI Value Alignment

		YEAR 1	YEAR 2	YEAR 3
<b>15X ROI Rx LIFT</b>		75%	90%	100%
Evolving into a more innovative biopharma company that engages with HCPs in an increasingly digital world to increase No See and See Rx lift.	Distribution with 100 Field reps @ \$5.5M Rx goal delivers \$30.3M Rx lift or 15X ROI.	<b>\$22,690,530</b>	<b>\$27,228,636</b>	<b>\$30,254,040</b>
<b>5% AVG REP Rx LIFT</b>				
Physicians prefer a mix of digital and in-person engagement where remote and hybrid are firmly ensconced in the pharma marketing playbook.	5% Rx script lift of Rep's total Rx goal with HCP engagement at the time of need via complex, medically-nuanced language.	<b>\$226,905</b>	<b>\$272,286</b>	<b>\$302,540</b>
<b>7 FIELD REP TERRITORIES</b>				
Margin is enabled by digital transformation to have the right technology/tools that are not limited to the traditional sales organization.	Requires only (7) Field Rep territories to cover annual program costs. Based on yearly script lift of \$302,540 per rep.	<b>9</b>	<b>8</b>	<b>7</b>

### Value Dashboard



### cH cAI Solution

We Are the Conversational AI Platform for Life Sciences purpose-built exclusively for the healthcare and life sciences industry. Our privacy-safe engagement system utilizes medically-trained natural language processing and contextual artificial intelligence to transform conversations with healthcare providers into highly-personalized interactions via intelligent agents at the moment of need.

### Scales Territory Rx Lift

		Value Adjustment	70%	90%	100%
<b>Field Reps Engaged</b>	<b>Total Annual Script Lift All Reps @ 5%</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	
100	\$30,254,040	\$22,690,530	\$27,228,636	\$30,254,040	
300	\$90,762,120	\$0	\$0	\$90,762,120	
500	\$151,270,200	\$0	\$0	\$151,270,200	
750	\$226,905,300	\$0	\$0	\$226,905,300	
1000	\$302,540,400	\$0	\$0	\$302,540,400	
2000	\$605,080,800	\$0	\$0	\$605,080,800	

