

A large, stylized graphic on the left side of the slide features a central dark blue circle surrounded by concentric, glowing blue and white arcs. Small, glowing blue and white square particles are scattered throughout the space, particularly around the central circle and along the arcs. The overall effect is futuristic and dynamic.

Prime Product Solutions

Overview deck

Bringing the latest advances for specific client challenges

Prime Product Solutions

Strategically planned suite of products aligned to customer need and Prime's expertise

Products

Prime Acumen, Prime Chatboss,
Prime PosterSynergy

Generative AI-augmented solutions

 prime | Solutions Lab

Bringing together the best solutions in data and technology for our client's needs

Partner Platforms

Carefully selected partners with expertise in our focus areas

Existing partners:

Veeva, PharmaForcelQ, PharmaAcuity, eWizard, Pulsar, IQVIA

Further platforms being explored:



Prime Product Solutions Overview

Elevating the content experience



Prime Acumen

Life science content engagement platform



Prime Chatboss

Healthcare Chatbot Manager

Augmenting publications strategy and solutions



Prime Simplifai

Plain Language AI summary tool



Prime Avail

AI Publications Generation System



Prime PosterSynergy

Enhanced reach, engagement and metrics



AI Video and voice generation

Raising the bar in evidence and access



Prime Explain

AI -augmented Systematic Literature reviews



Prime Detail

AI supported dossier development

The product development journey

\$ Licensed products

-  **Prime Acumen**
Life science content engagement platform
-  **Prime Chatboss**
Healthcare Chatbot Manager
-  **Prime PosterSynergy**
Digital Posters
-  AI Video and voice generation

Learn about the product and talk to clients about the problems they will solve for them

🔧 Minimal viable products

-  **Prime Simplifai**
Plain Language AI summary tool
-  **Prime Avail**
AI Publications Generation System
-  **Prime PosterSynergy**
Enhanced reach, engagement and metrics

How can you help at each stage?

Trying out internally and asking clients if they are interested in a pilot?

💡 Proof of concept

-  **Prime Explain**
AI -augmented Systematic Literature reviews
-  **Prime Detail**
AI supported dossier development

Contributing ideas, involving clients and providing insight to evolve

\$



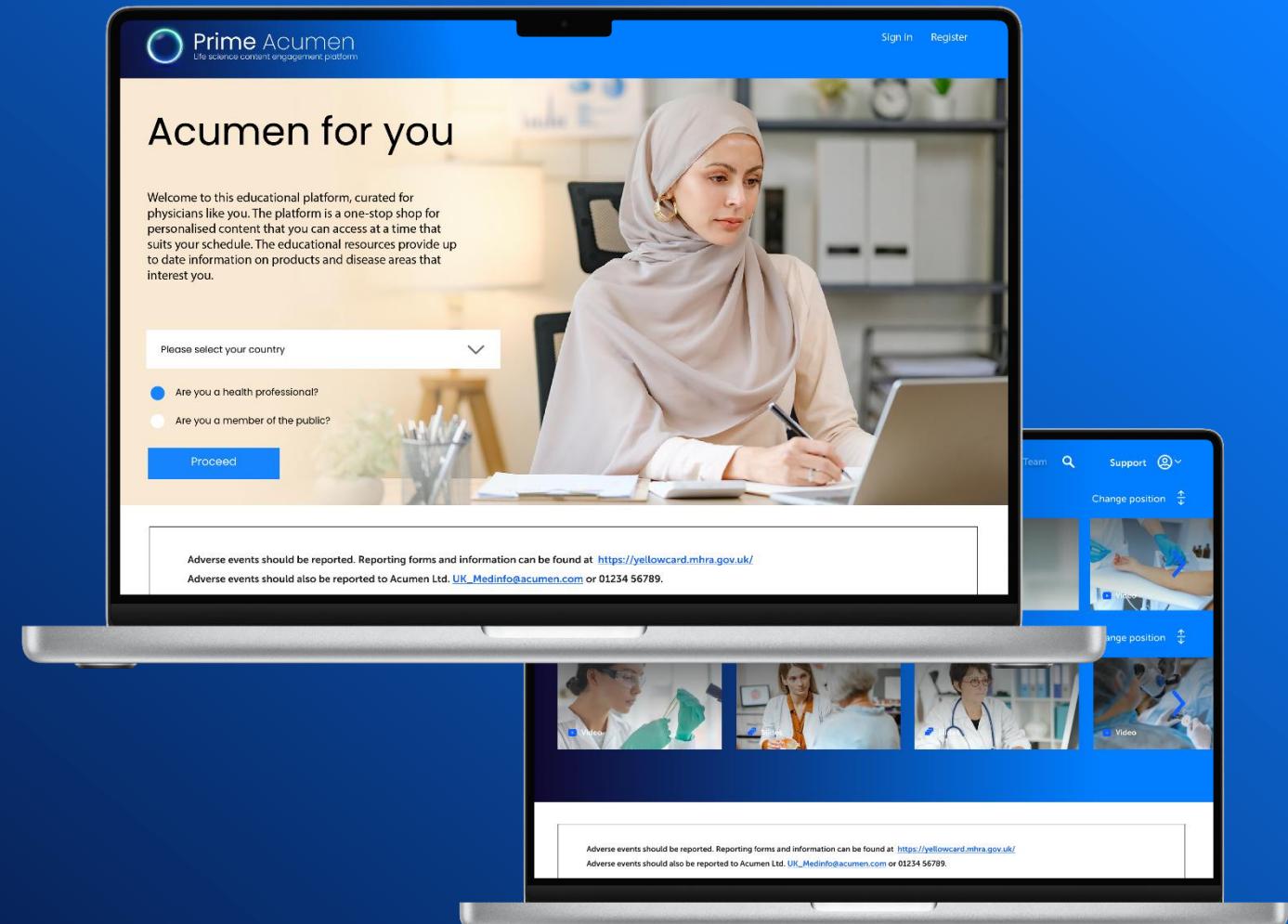
Elevating the
content experience



Prime Acumen: The Life Sciences Content engagement Platform

Prime Acumen is a customizable content engagement platform for life sciences

Providing interactive e-Learning and multimedia content, together with event registration, **Prime Acumen** helps life-science companies to build trusted and valued relationships with HCPs





The ideal platform for e-learning content

Providing a cost-effective, "one stop shop" for medical education and HCP collaboration needs



Flexible delivery of content

- Interactive SCORM e-learning
- Video
- Audio and Podcasts
- Documents (.pdf, .pptx, .docx)
- Content downloads



Compliant HCP registration

- Utilise 3rd party HCP authentication if desired:
 - IQVIA OneKey
 - IQVIA Healthcare Authenticator
 - DocCheck
- Register for in-person and online events
- Access webinars from Acumen



Quick customisation and setup

- White label solution with quick customisation for branding, colours, imagery
- Quick to setup and deploy with optional modules
- Multi-country/multi-language options



Easy content management and reporting

- Simple admin area for loading and deploying content and managing events, collaborative groups and users
- User analytics
- CRM integration

Acumen is licensed by several global pharma companies across 13 countries in 6 languages
Thousands of HCPs access pharma content through Acumen.



Click to view
demo video

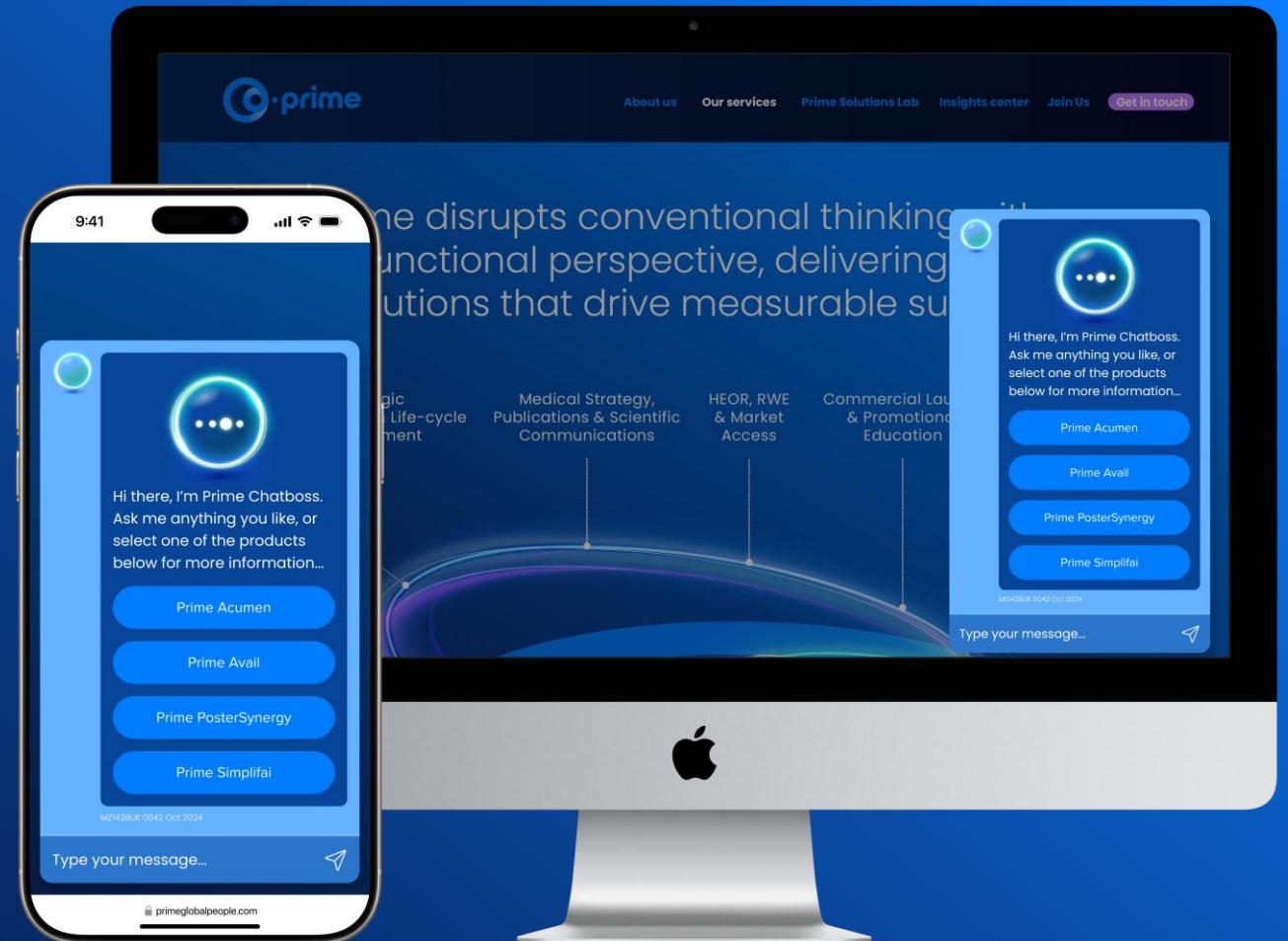


earthware acumen
Watch: Acumen in 2 minutes

Prime Chatboss: The Chatbot manager for healthcare

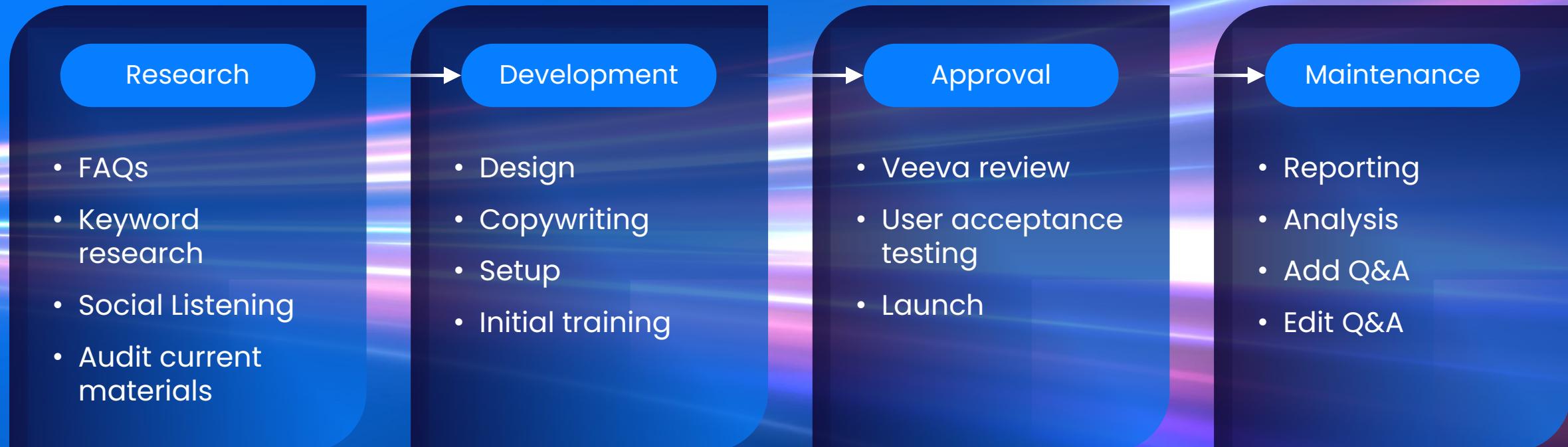
Prime Chatboss is an award-winning chatbot content management platform that simplifies access to content

Via Chatboss, companies can quickly, easily and compliantly create and manage chatbots that help users navigate content, quickly obtaining pre-approved answers to common questions.





Chatboss Full-service Model





Prime Chatboss
Healthcare Chatbot Manager

\$

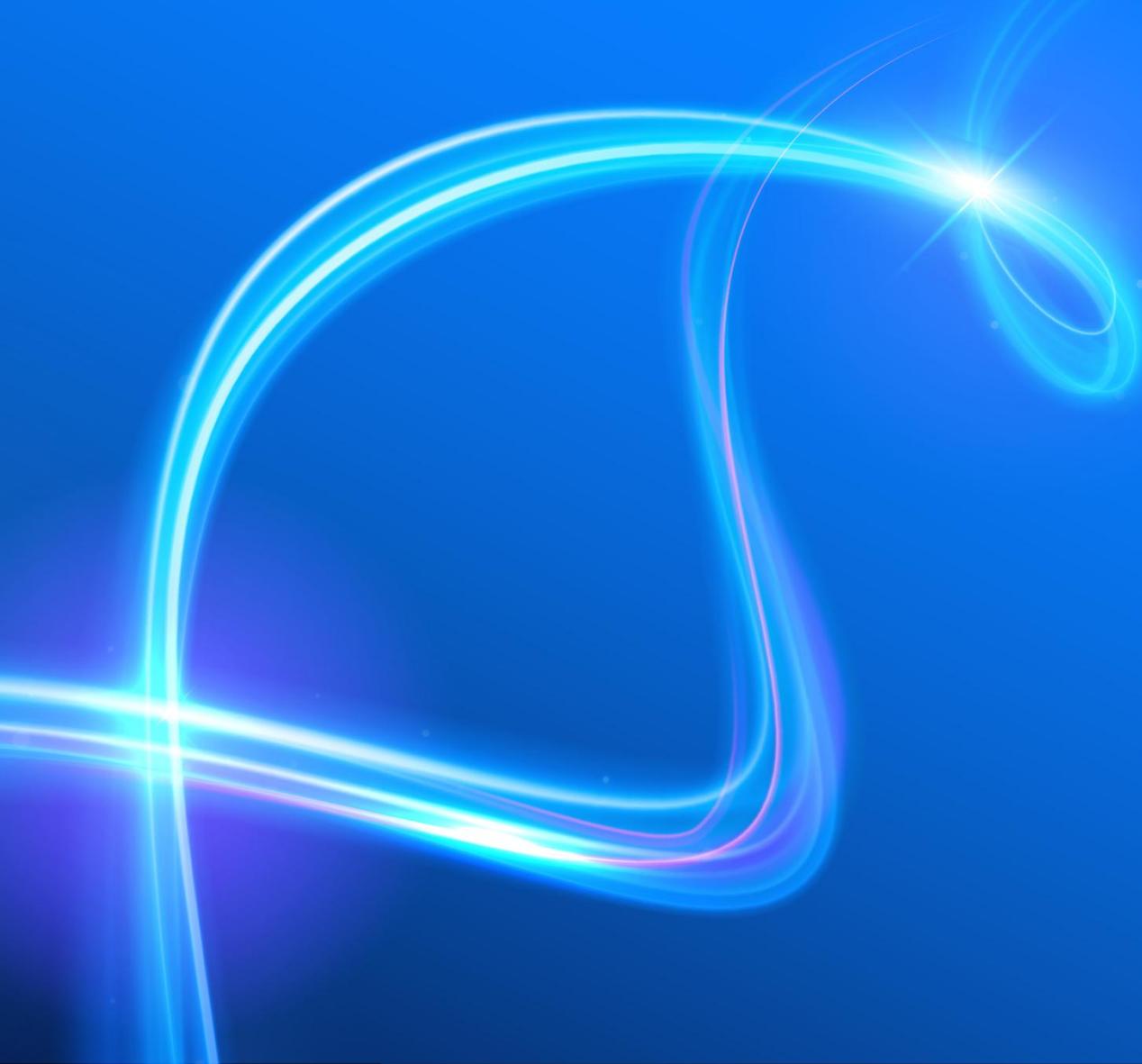
Click to view
demo video



earthware  **chatboss**



Augmenting
publication
strategy and
solutions





Prime Avail

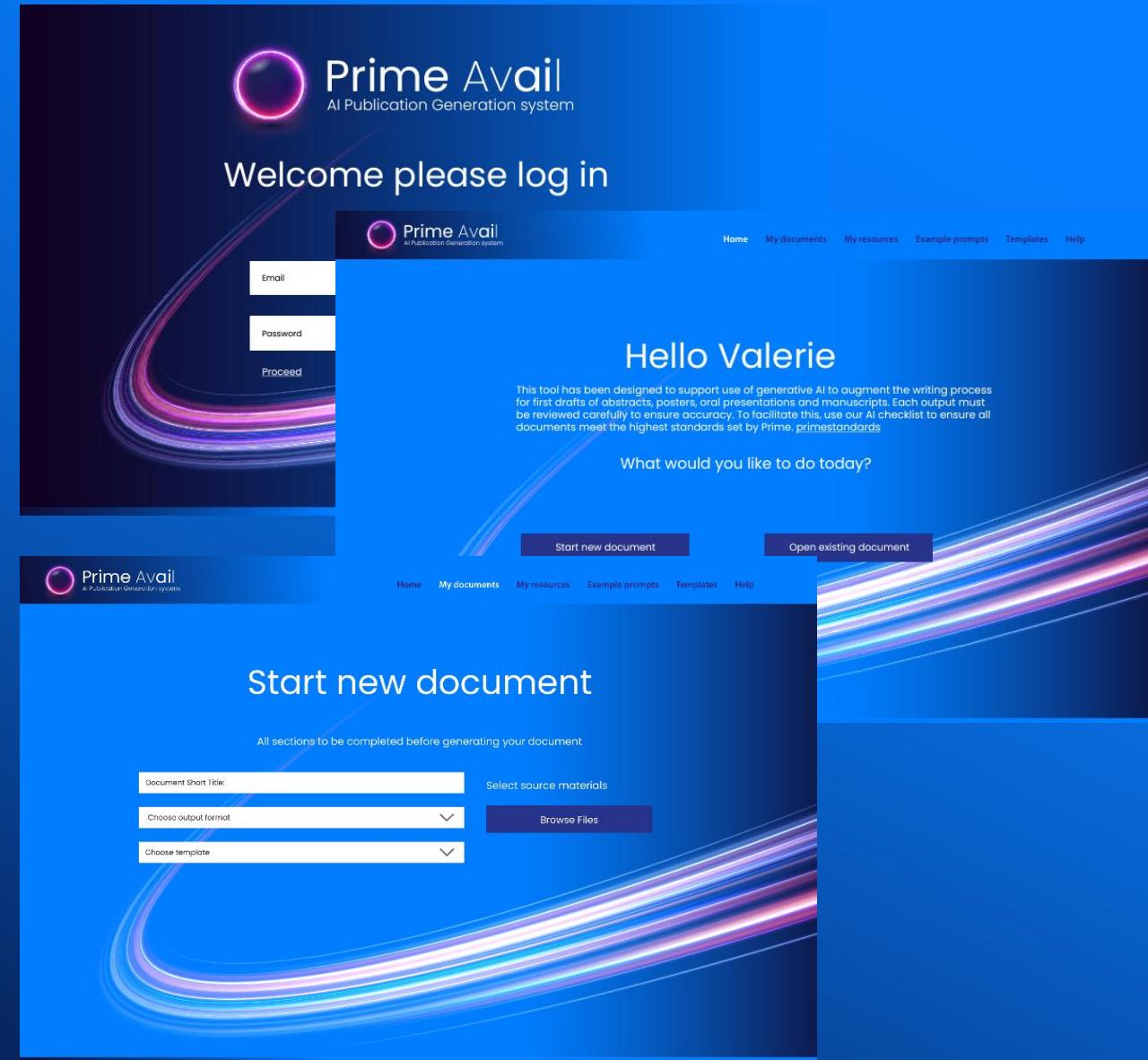
To harness AI to develop publications in a timely, efficient way, without compromising quality

Prime Avail is our new content generation system to support the development of first drafts of manuscripts, abstracts, posters and oral presentations

Our minimal viable product is ready for beta-testing with our clients

- Built on a secure API platform for data privacy
- Data are not retained and are not used to train the model

We have also supported several clients to develop and test their proprietary publication generation systems





Prime Simplifai

Generative AI excels at creating targeted content to different audiences

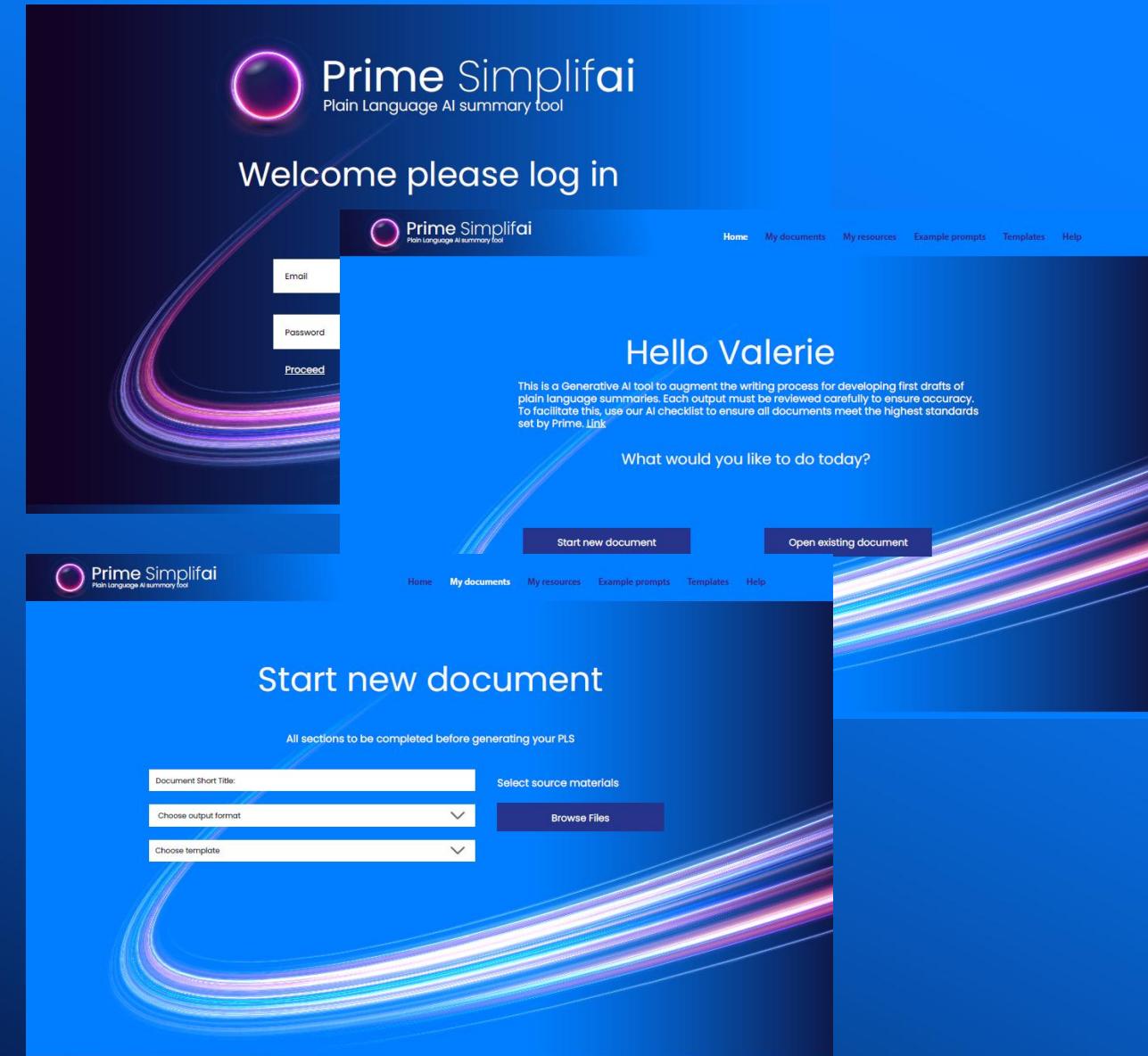
Prime Simplifai is our Plain Language Summary (PLS) generator, for abstracts, posters and manuscripts, including standalone manuscript submissions

Our minimal viable product is ready for client testing

With AI-driven efficiency, every publication can have PLS, or more than one, targeted at different audiences and languages

Built on a secure API platform for data privacy

- Data are not retained in the platform and are not used to train the model



Prime PosterSynergy™

How do you make your poster standout in a busy poster hall? How do you make the most of the reader experience and ensure your poster is reaching the right audience?

With a deep understanding of audience needs, we are specialists in enhancing reach and impact of science

From creating more compelling poster content, to industry-leading digital solutions that optimize the reader experience, to enhanced metrics that provide a comprehensive overview of reach and return on investment, we have the solution for our clients

Prime PosterSynergy™ is a full suite of poster services to maximize the reach and user experience of posters



PosterSynergy Digital

Best-in-class mobile optimized digital poster solution



PosterSynergy Track

Track audience engagement with printed posters using our "Track" people sensor device



PosterSynergy Print

Evidence-driven printed poster design



PosterSynergy Metrics

Understand the entire poster audience journey



PosterSynergy Social

Compliant, pre and post congress social media engagement

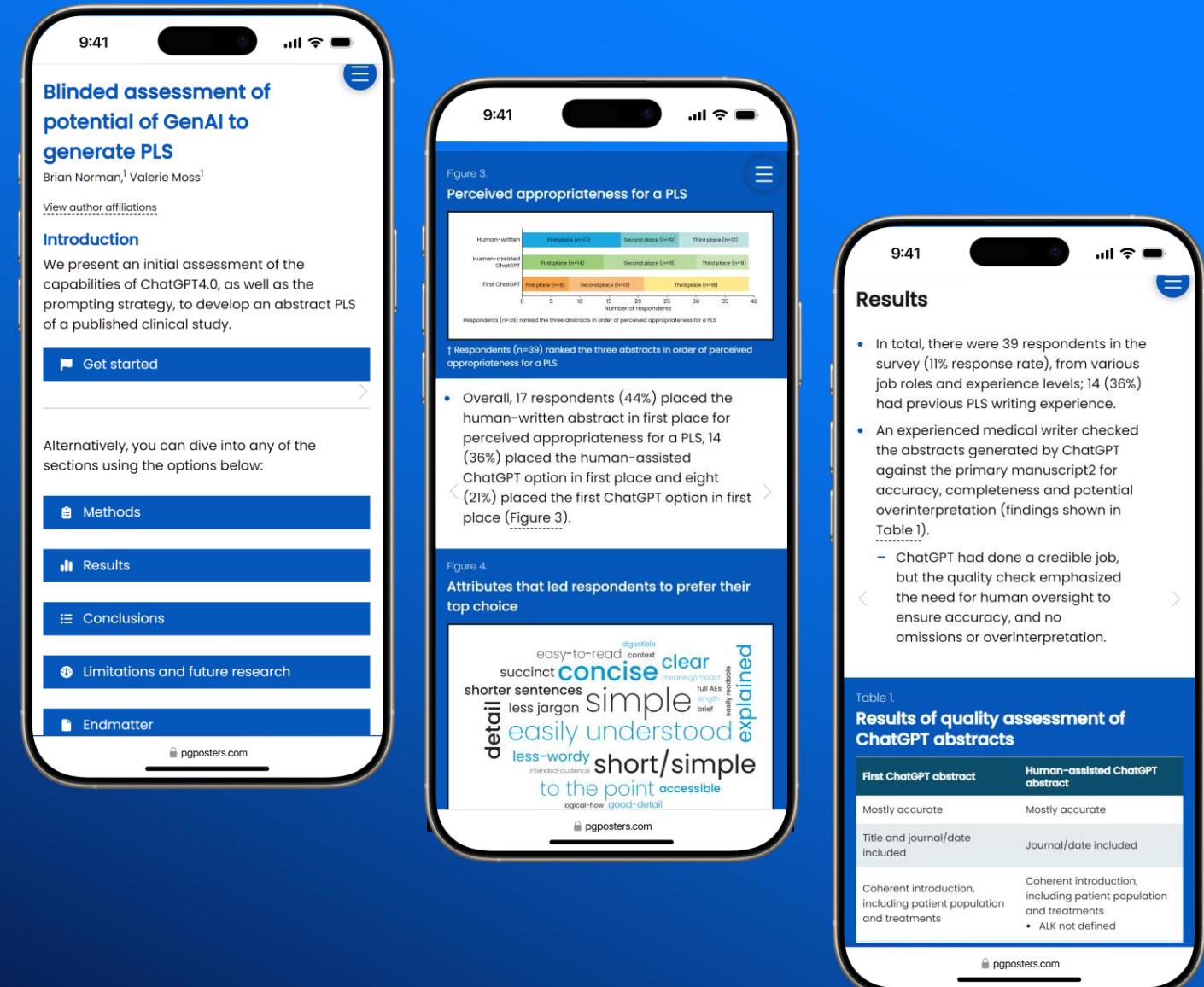
Prime PosterSynergy™ digital

Industry-leading digital poster

Provides readers with a mobile-optimized extension to printed posters

- Empowers readers to engage with content in a way that is not possible with a PDF, flat poster
- Additional enhanced content: videos, PLS, contact author, sentiment analysis, questions, interactive figures
- Delivers enhanced metrics on what really interests the reader

Ready to sell to clients now





Prime PosterSynergy™ Print

Our team have identified lots of opportunities to improve the poster design process, reducing wasted effort, improving understandability and readability and more.

Our first tool to help writers and authors gain an understanding of content volume early in the process is now testing internally.

<https://posterpreviewpoc.azurewebsites.net/>

Poster Pre-Visualization Tool

About This Tool

This tool generates a very basic "Pre-Visualization" of a Poster's content written in Word as a typical poster layout with fonts set at the average congress recommended sizes. This will hopefully allow you, authors and clients, to get early insight into the possible issues that are not usually uncovered until the poster is designed (like too much content).

Helpful Tips for Success

Your results will be better if your Word documents are created using this [poster Word template](#). Ensure that you apply the following paragraph styles in this template to the relevant elements of your poster content:

- Title
- Author Text
- Author Affiliation
- Figure Legend
- Diagram Text
- General Body Text

Currently, only diagrams inserted as images will be shown. We advise you do not attempt to position images around text or other images.

Sharing The Results With Clients

The easiest way to share the resulting poster pre-visualization with clients is to use your browser's built-in "Microsoft Print To PDF" (or similar) feature, selecting the appropriate paper orientation and then going into "more settings" to adjust the "scale" (approx to 20% seems to work) to fit the poster onto one sheet of paper. We hope to make this simpler in future versions.

PLEASE make it clear to clients / authors that this does not represent the actual poster design and is purely a tool to help avoid typical poster content issues during the writing phase.

[Choose Word File](#)



or drag and drop your word file here

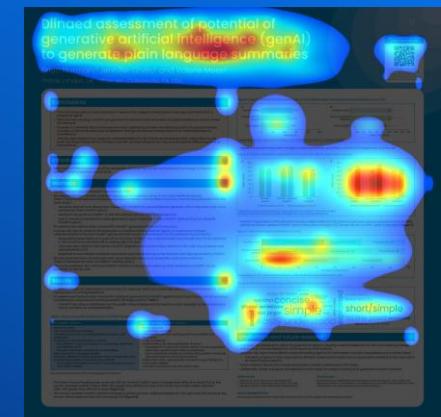
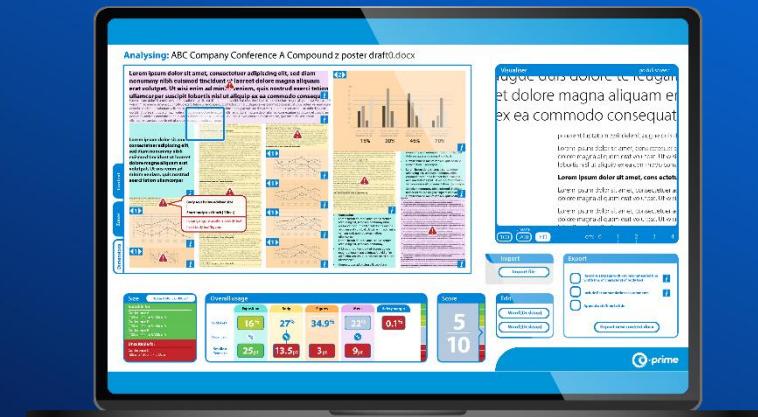
[Choose Poster Layout](#)

AO Landscape 3 column

[Generate Poster Pre-Visualization](#)

Feedback or Questions

If you experience any issues or have any questions, please contact brain.norman@crimeglobalpeople.com.



Prime PosterSynergy™ Metrics

Integrate data from all aspects of the PosterSynergy platform to gain a comprehensive view of your poster's reach and ROI.

Obtain actionable insights into audience preferences, helping you tailor future content to meet their needs more effectively

First version currently supports PosterSynergy Digital with more to come

PosterSynergy

- Dashboard
- In Person Engagement
- Social Media Engagement
- Digital Engagement

Dashboard
Poster Title Blinded assessment of potential of Generative Artificial Intelligence (GenAI) to generate plain language summaries

Social Media Views	In Person Visitors	Digital Visitors	Industry Benchmark Score
150	220	350	Top 80%

Most engaging content

Section	Percentage
Introduction	100%
Methods	40%
Results	75%
Discussion	75%
Conclusion	25%
Video PLS	40%
Polls	70%

Social Media Platforms

Platform	Percentage
LinkedIn	50%
X	25%
Other	25%

Questions asked

Name	Email ID	Question	Responded
John Doe	john@example.com	What was the average age of readers in the study	Yes
Jane Honey	jane@example.com	Which Generative AI model or tools did you use?	Yes



Video and voice
generation using AI



AI Video and voice generation

Click to view
demo video



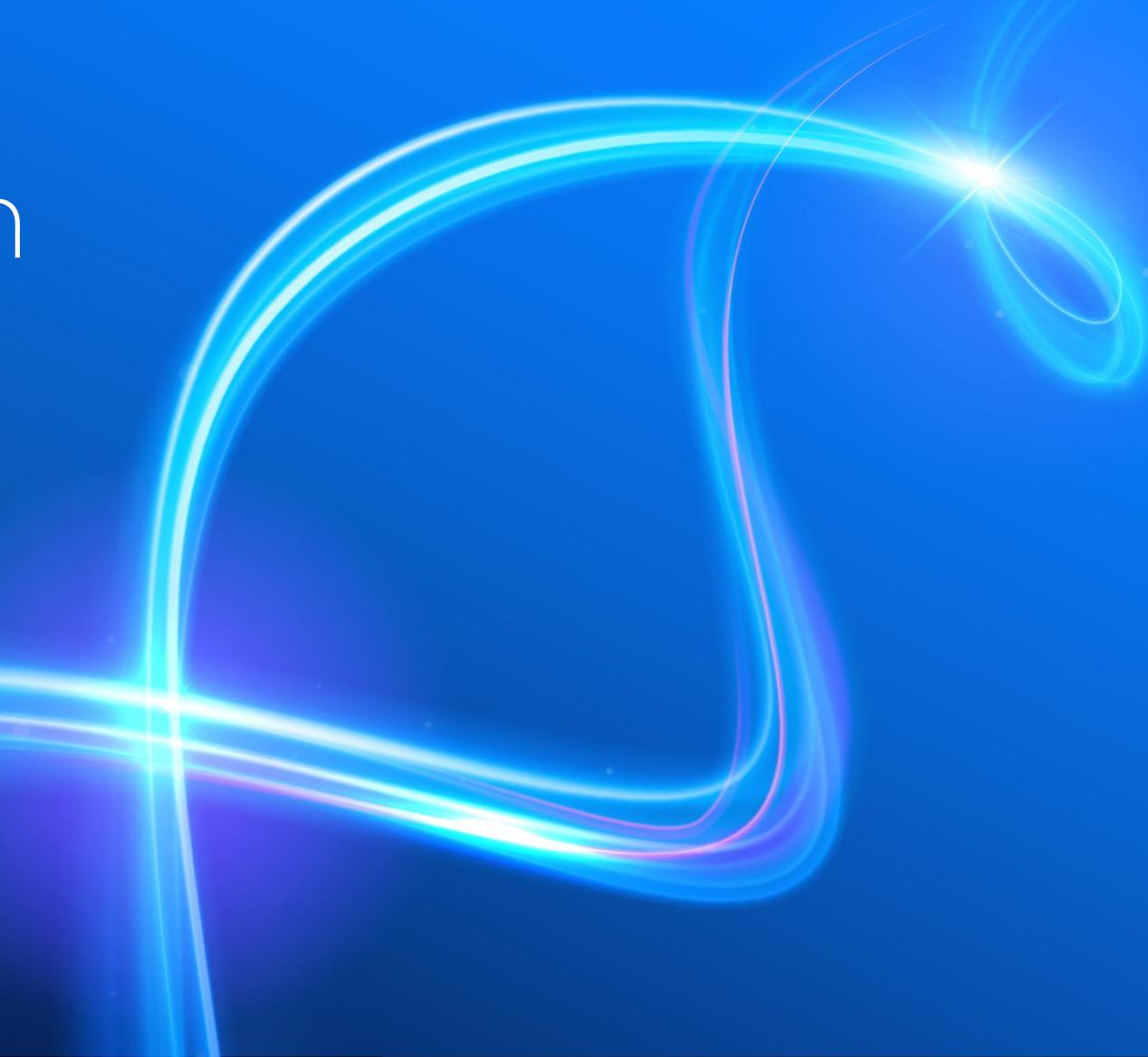
Introducing AI Chris

Generated by Synthesia





Raising the bar in
evidence and
access





Prime Detail

Using generative AI to develop dossiers in a timely, efficient way, without compromising quality

Prime Detail is our new content generation system to streamline first draft development of value dossiers

Our concept is based on an API platform to provide security and data privacy

- Data are not retained in the platform and are not used to train the model

We are ready to start working with clients to further refine where generative AI can increase efficiency and demonstrate value

Prime Detail
AI supported dossier development

Welcome please log in

Prime Detail
AI supported dossier development

Home My documents My resources Example prompts Templates Help

Hello Valerie

This is a Generative AI tool to augment the writing process for developing value dossiers. Each output must be reviewed carefully to ensure accuracy. To facilitate this, use our AI checklist to ensure all documents meet the highest standards set by Prime. primestandards

What would you like to do today?

Start new document Open existing document

Home My documents My resources Example prompts Templates Help

Start new document

All sections to be completed before generating your document

Document Short Title: Select source materials

Choose output format

Choose template

Select module to create



Prime Explain

Systematic literature reviews and meta-analyses are considered the highest level of secondary research, but they are labour-intensive, meaning that they have to be targeted to top priority research questions

- ⌚ Harnessing AI during the SLR process may improve efficiency and allow us to do more
- ✓ Our experiments presented at ISMPP and ISPOR have shown us to be ahead of the curve

Questions we hope to answer:

- Can AI work as a 3rd reviewer adding extra rigor and increasing SLR quality?
- Can AI allow us to screen more references, potentially improving inclusivity and allowing use of broader search terms?
- Can AI enable wider use of SLRs due to time savings and cost reductions?

AI could add value throughout the process:

- Identifying search terms
- Ensuring adherence to the PICOS guidelines
- Data extraction
- Supporting protocol development
- Screening titles, abstracts and full papers for relevance to include in the SLR
- Report creation

We are looking for clients who will work with us to further validate our ideas



Tailored solutions
with predictive AI



Using predictive AI to deliver targeted Medical engagement



With machine learning-based AI, we can analyse multimodal data to predict the behaviours and preferences of audiences. This enables development of communications tailored to audience segments, giving them relevant educational content via formats and channels that they'll engage with.

Example questions we could use predictive AI to support:

- Which HCPs will be early adopters vs showing slow uptake for new treatments?
- What kind of scientific narratives will engage HCPs?
- What channels and content formats will engage HCPs?

Our carefully selected network of expert partners gives us access to powerful engagement and insights capabilities

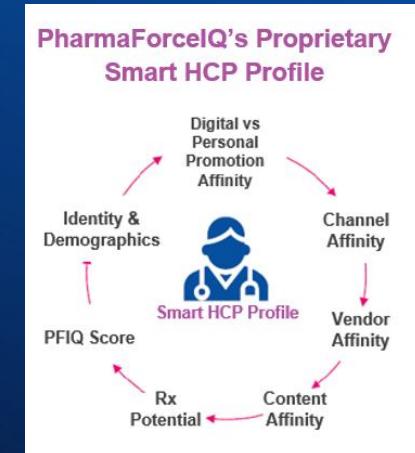
We partner with best-in-class intelligence & media deployment specialists to execute end-to-end omnichannel engagement projects



PharmaForceIQ (PFIQ) is a machine learning-powered omnichannel engagement platform offering real-time content deployment & measurement across **70+** endemic (HCP-only) platforms and **25K+** non-endemic platforms

PFIQ holds preference and behavioral data on **~7 million HCPs**

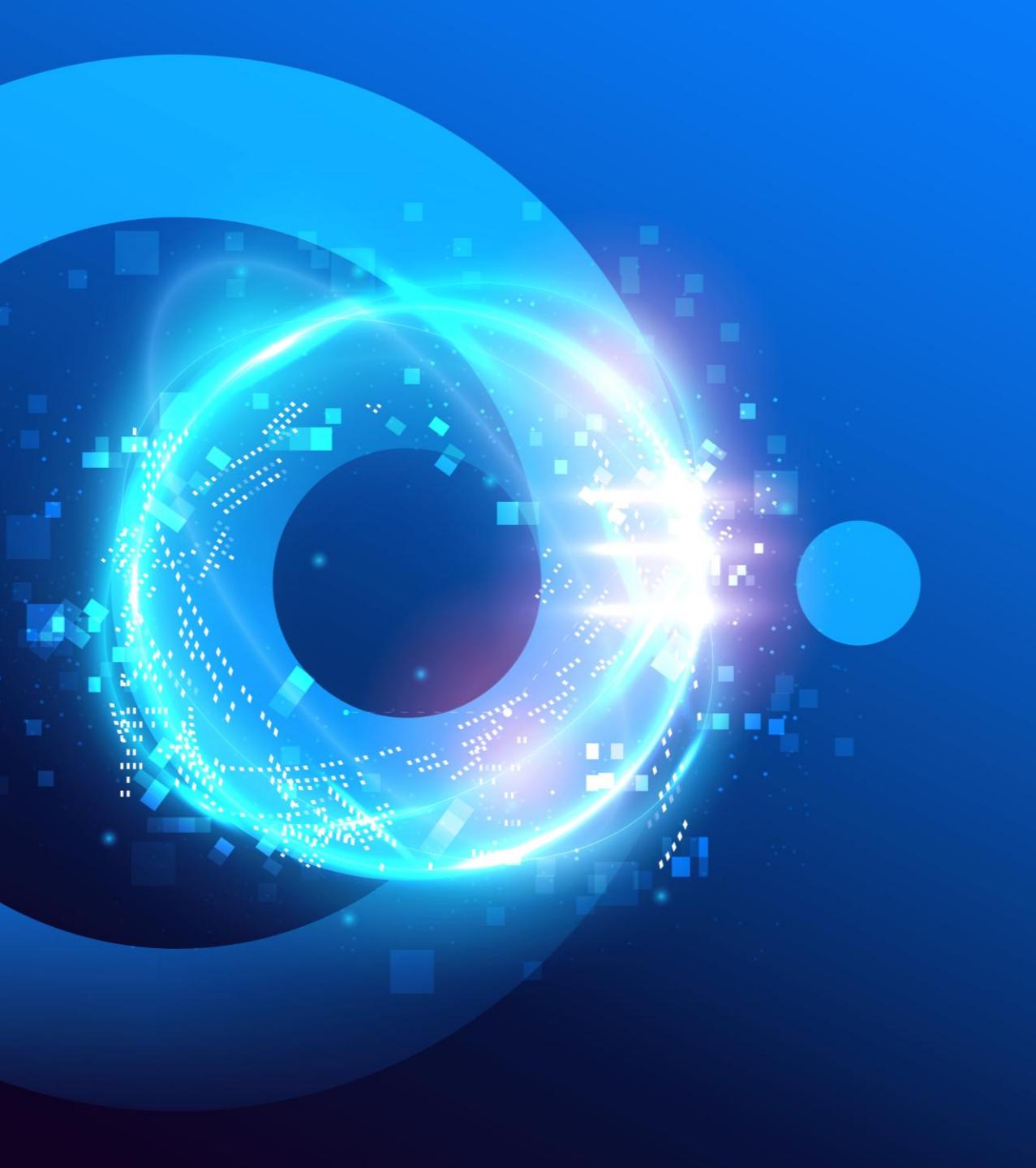
The platform drives efficiency, **reducing outreach spend by 30-35% while increasing ROI significantly** due to its personalized, affinity-driven HCP-level targeting



PharmaAcuity's proprietary AI-driven insight generation platform delivers intelligence on landscape, competitors, and literature that helps support clients' strategic objectives. Example deliverables include: KOL profiling & influence mapping, congress intelligence, patient pathway mapping, HCP behavioral predictive modelling, referral pattern mapping



Rock-star KOL	Medical/Scientific Influencer
Clinical Trial Influencer	Guideline author
Regulatory Leader	Payor Influencer
Congress Leader	Society/Advocacy Leader
Digital Opinion Leader	Speaker/CME Leader
Rising Star	Early adopter, loyalist.... More



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