



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

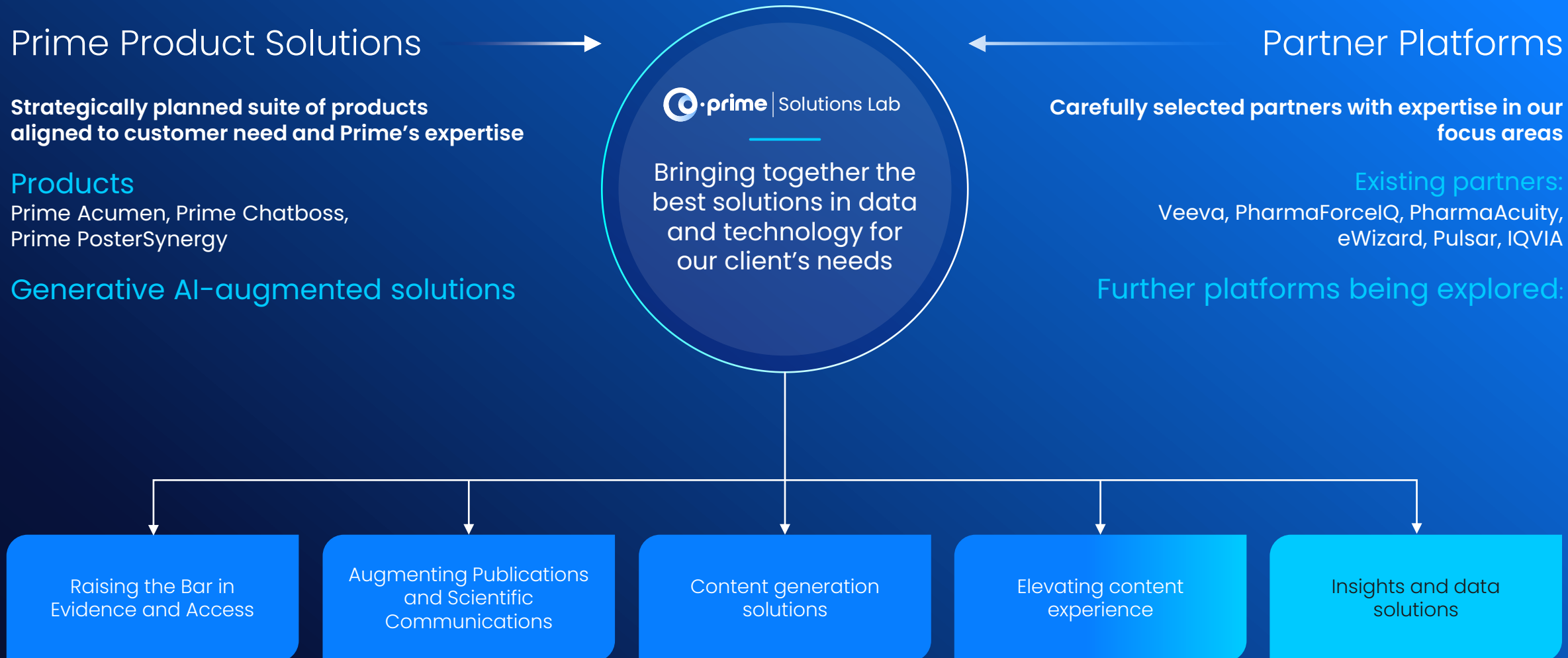
Partner Platforms

Carefully selected partners with expertise in our focus areas

Existing partners:

Veeva, PharmaForceIQ, 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

Raising the bar in evidence and access



Prime Explain

AI-augmented Systematic Literature reviews



Prime Detail

AI supported dossier development



AI Video and voice generation

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



Minimal viable products



Prime Simplifai

Plain Language AI summary tool



Prime Avail

AI Publications Generation System



Prime PosterSynergy

Enhanced reach, engagement and metrics



Proof of concept



Prime Explain

AI-augmented Systematic Literature reviews



Prime Detail

AI supported dossier development

How can you help at each stage?

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

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

Contributing ideas, involving clients and providing insight to evolve

Elevating the
content experience

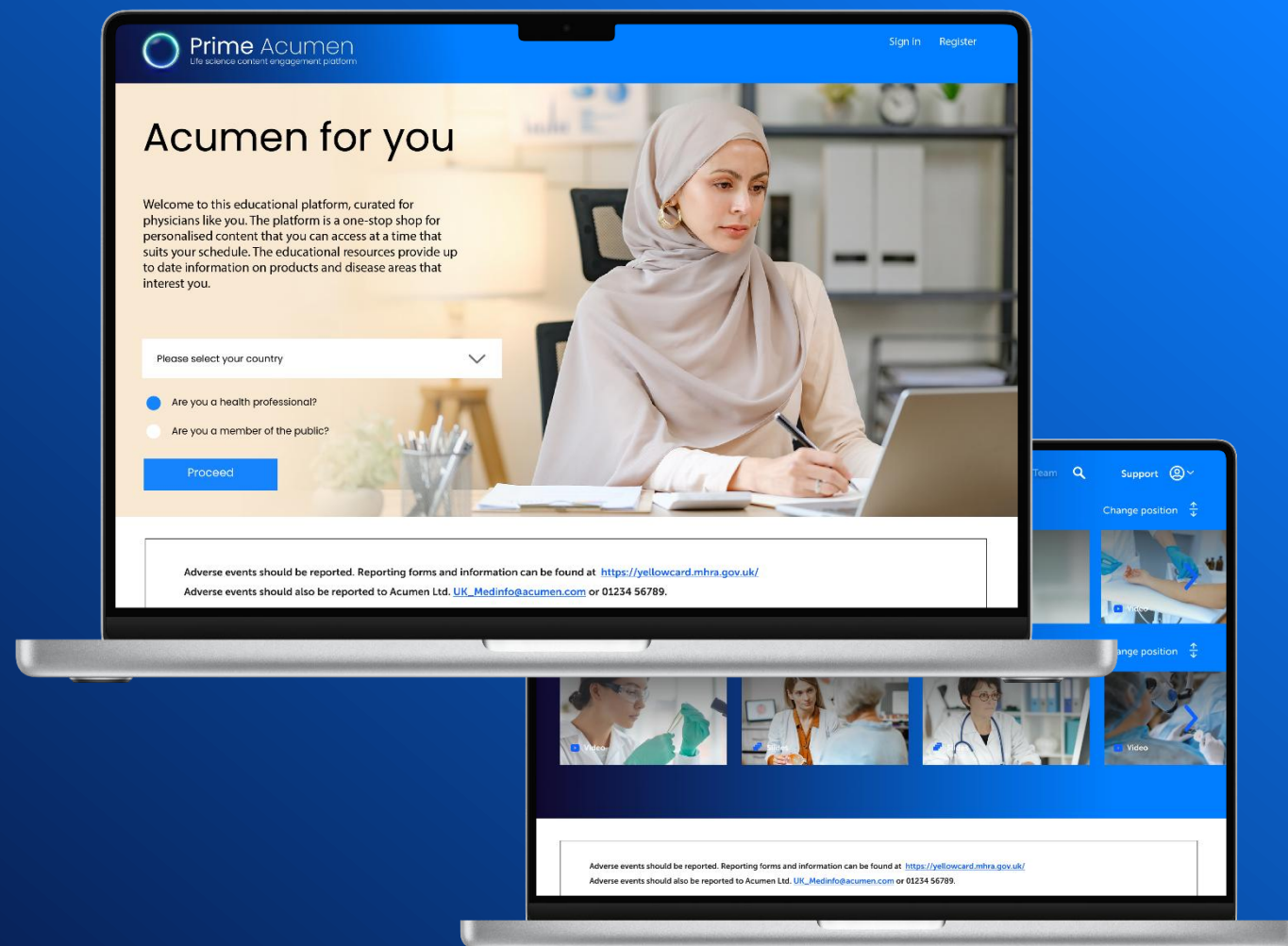
Abstract blue and white light trails swirling across the right side of the slide, creating a sense of motion and energy.



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.

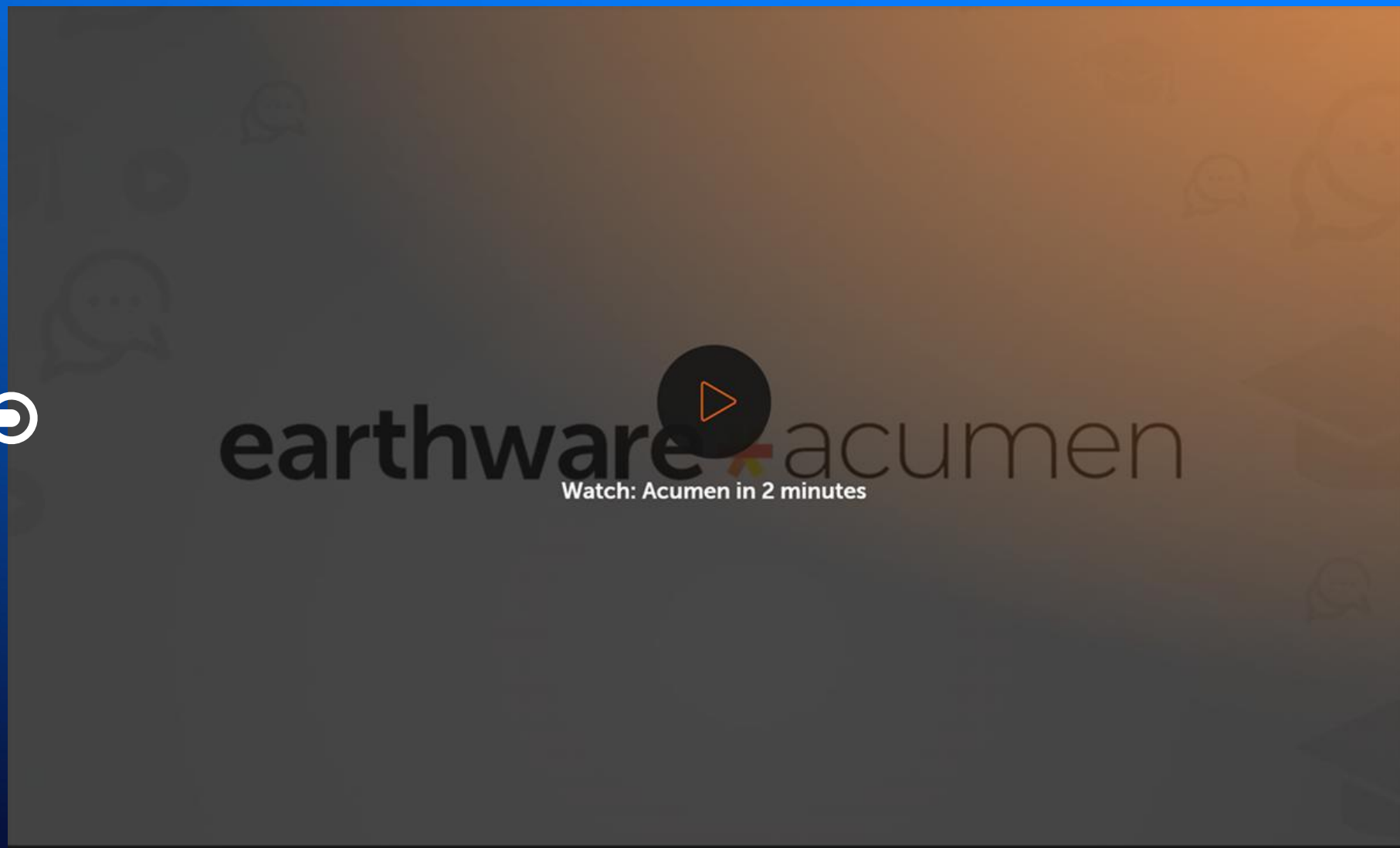


Prime Acumen

Life science content engagement platform



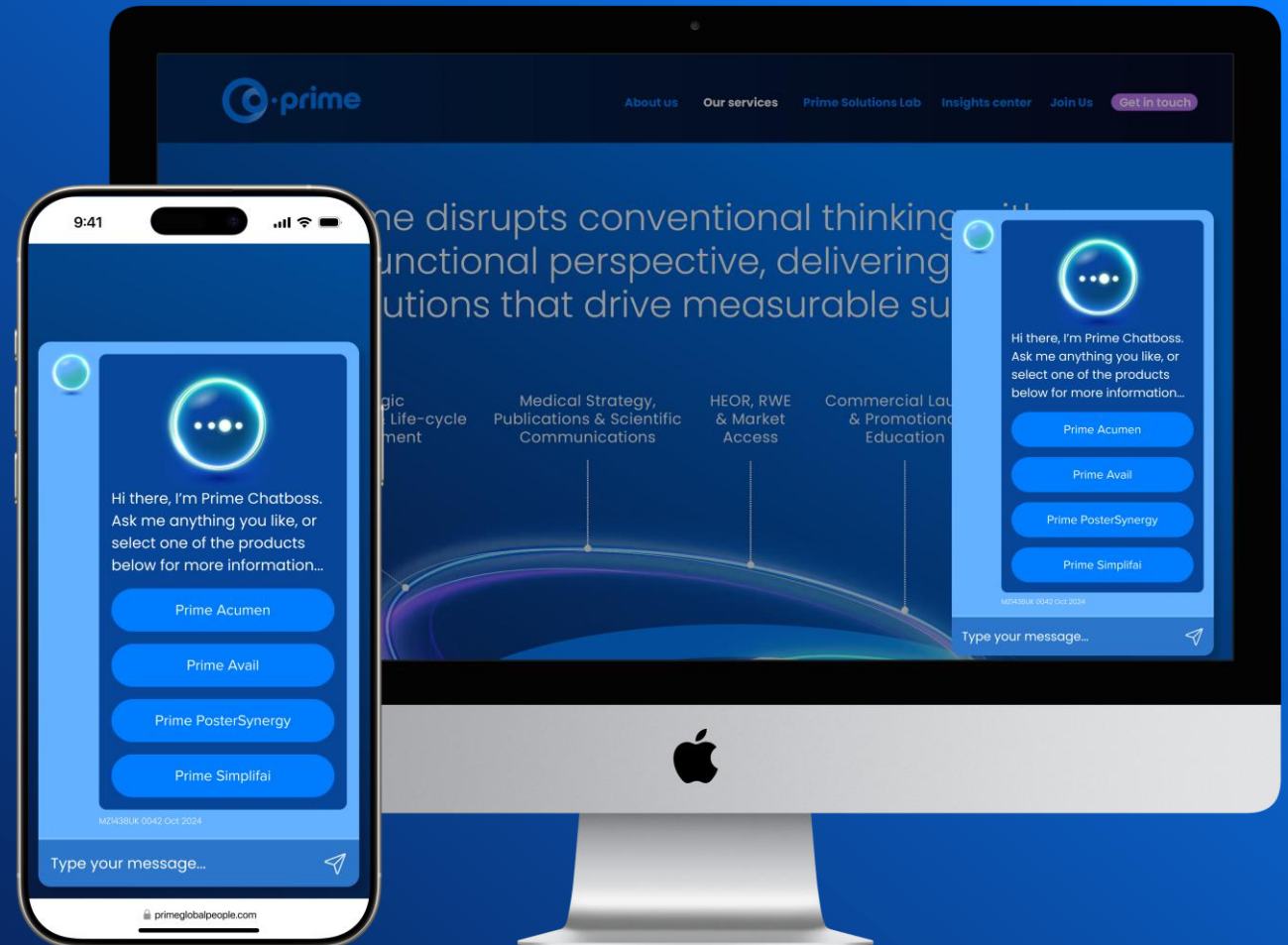
Click to view
demo video



Prime Chatboss: The Chatbot manager for healthcare

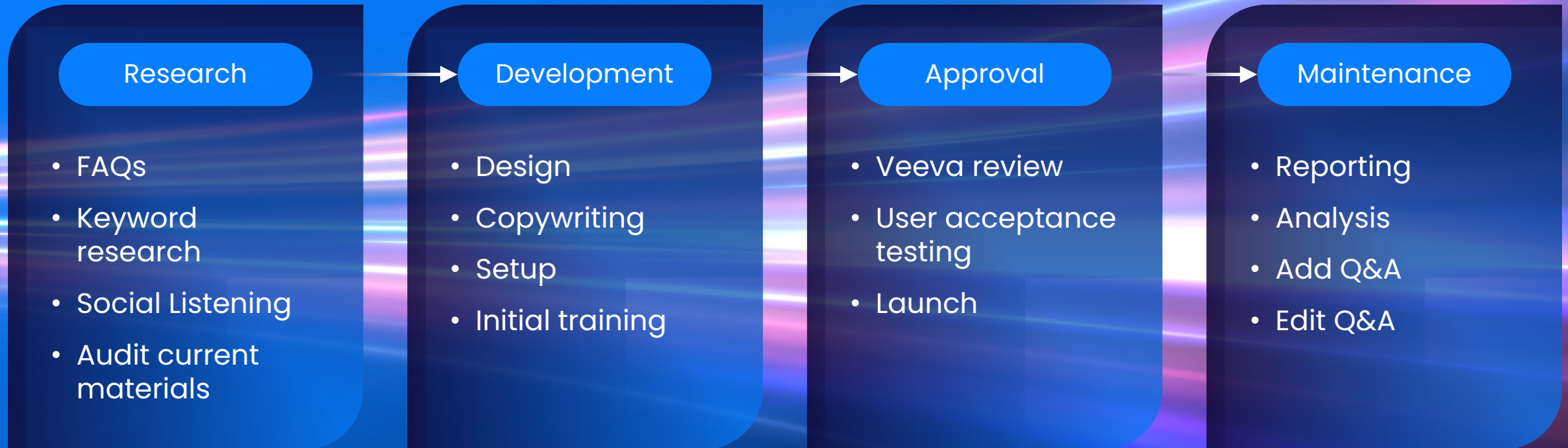
Prime Chatboss is an award-winning chatbot content management platform that simplifies access to content

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





Click to view
demo video



earthware * **chatboss**



Augmenting publication strategy and solutions





Prime Avail

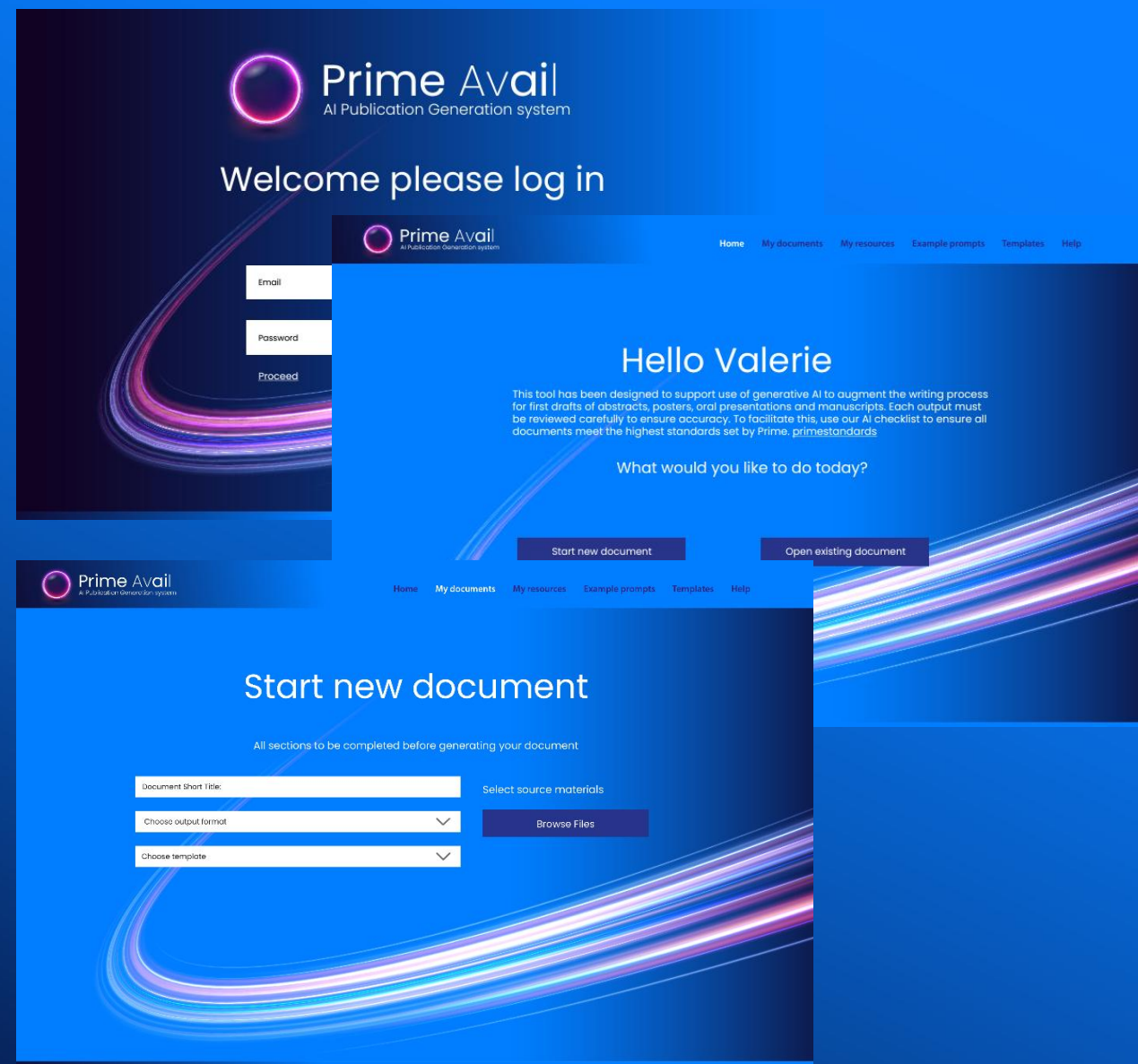
To harness AI to develop publications in a timely, efficient way, without compromising quality

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

The image displays three screenshots of the Prime Simplifai web application interface, which features a dark blue background with vibrant, multi-colored light streaks.

The top screenshot shows the login page. It includes the Prime Simplifai logo (a glowing purple sphere) and the text "Prime Simplifai Plain Language AI summary tool". Below this, it says "Welcome please log in". There is a login form with fields for "Email" and "Password", and a "Proceed" button. A navigation bar at the top right contains links: "Home", "My documents", "My resources", "Example prompts", "Templates", and "Help".

The middle screenshot shows the user's dashboard after logging in as "Valerie". It says "Hello Valerie" and provides a brief description of the tool: "This is a Generative AI tool to augment the writing process for developing first drafts of plain language summaries. 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 Link". Below this, it asks "What would you like to do today?" and offers two main actions: "Start new document" and "Open existing document".

The bottom screenshot shows the "Start new document" form. It includes the Prime Simplifai logo and navigation bar. The main heading is "Start new document". Below it, a note states: "All sections to be completed before generating your PLS". The form has three input sections: "Document Short Title" (a text field), "Choose output format" (a dropdown menu), and "Choose template" (a dropdown menu). To the right of these fields is a section titled "Select source materials" with a "Browse Files" button.

Prime PosterSynergy™

How do you make your poster stand out 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

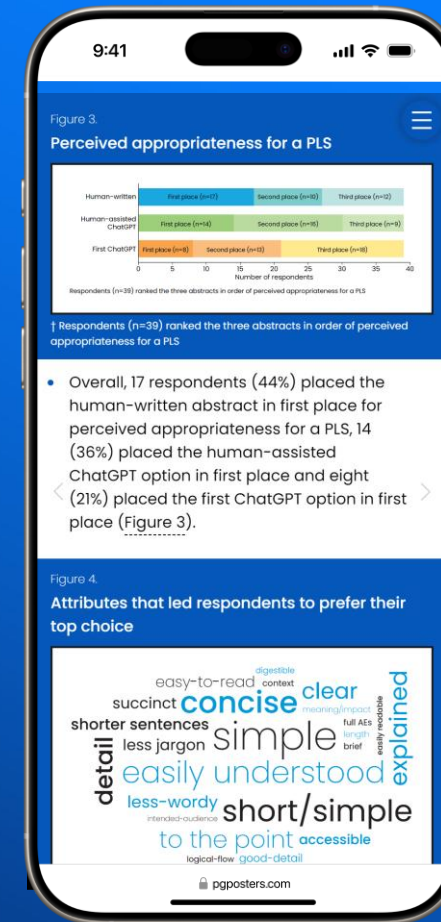
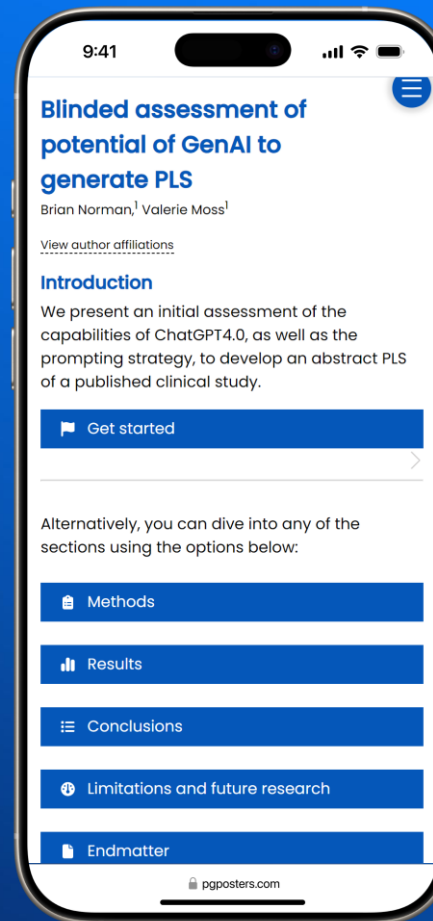
Prime PosterSynergy™ digital

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



The image shows the "Results" section of the mobile app. It includes a list of bullet points summarizing the survey results. Below the text is Table 1, titled "Results of quality assessment of ChatGPT abstracts", which compares the quality of the First ChatGPT abstract and the Human-assisted ChatGPT abstract across several criteria. The pgposters.com logo is at the bottom.

First ChatGPT abstract	Human-assisted ChatGPT abstract
Mostly accurate	Mostly accurate
Title and journal/date included	Journal/date included
Coherent introduction, including patient population and treatments	Coherent introduction, including patient population and treatments <ul style="list-style-type: none">• ALK not defined

How does it work – live demo

1384P

Efficacy of cemiplimab as monotherapy or in combination with chemotherapy in Japanese patients with advanced non-small cell lung cancer

Yuki Sato,¹ Yoko Tani,² Hidenobu Ishii,³ Seigo Katakura,⁴ Masahide Oki,⁵ Yasutaka Watanabe,⁶ Toshihide Yokoyama,⁷ Katsuhiko Naoki,⁸ Jean-Francois Pouliot,⁹ Manika Kaul,¹⁰ Anne Paccaly,¹¹ Eric Kim,¹² Jayakumar Mani,¹³ Siyu Li,¹⁴ Israel Lowy,¹⁵ Frank Seebach,¹⁶ Melissa Mathias,¹⁷ Satoshi Ikeda¹⁸

¹Department of Respiratory Medicine, Kobe City Medical Center General Hospital, Kobe, Japan; ²Department of Respiratory Medicine, Osaka Metropolitan University Hospital, Osaka, Japan; ³Division of Respiratory, Neurology, and Rheumatology, Department of Internal Medicine, Kurume University Hospital, Kurume, Japan; ⁴Department of Thoracic Oncology, Kanagawa Cancer Center, Yokohama, Japan; ⁵Department of Respiratory Medicine, National Hospital Organization Nagoya Medical Center, Nagoya, Japan; ⁶Division of Thoracic Oncology, Saitama Cancer Center, Saitama, Japan; ⁷Department of Respiratory Medicine, Kurashiki Central Hospital, Kurashiki, Japan; ⁸Department of Respiratory Medicine, Kitasato University Hospital, Kanagawa, Japan; ⁹Regeneron Pharmaceuticals, Inc., Tarrytown, NY, USA; ¹⁰Department of Respiratory Medicine, Kanagawa Cardiovascular and Respiratory Center, Yokohama, Japan

Background

- Cemiplimab is a monoclonal programmed cell death-1 (PD-1) antibody approved in Europe and the United States for the treatment of non-small cell lung cancer (NSCLC), either as monotherapy for patients with programmed cell death-ligand 1 (PD-L1) expression $\geq 50\%$, or in combination with chemotherapy.^{1,2}
- Two phase 3 clinical trials of cemiplimab, EMPower-Lung 1 and EMPower-Lung 3, enrolled patients globally, including sites in Europe, Asia and South America. Primary analyses and updated follow-up data were previously published.^{3,4}
- EMPOWER-Lung 1 demonstrated efficacy of cemiplimab as monotherapy: median overall survival (OS) was 26.1 months; median progression-free survival (PFS) was 8.1 months; and objective response rate (ORR) was 46%. Treatment-emergent adverse events (TEAEs) of Grade 3 and above occurred in 46% of patients; treatment-related adverse events that led to death occurred in 10 patients (3%).^{3,4}
- EMPOWER-Lung 3 demonstrated efficacy of cemiplimab in combination with chemotherapy: median OS was 21.0 months; median PFS was 8.2 months; and ORR was 43%. TEAEs of Grade 3 and above occurred in 48.7% of patients; treatment-related adverse events that led to death occurred in 4 patients (1.3%).^{5,6}

Objectives

- In a 2-part, multicentre, phase 1 study (NCT03233130) conducted in Japan, Part 2 assessed the safety, tolerability, pharmacokinetics and efficacy of first-line cemiplimab as monotherapy or in combination with chemotherapy in treatment-naïve Japanese patients with advanced NSCLC.
- Here, we report data for Cohort A (PD-L1 $\geq 50\%$, cemiplimab monotherapy) and Cohort C (any level of PD-L1 expression, cemiplimab plus chemotherapy) from Part 2 of the study.

Key takeaway

- Cemiplimab, both as monotherapy and in combination with chemotherapy, demonstrated efficacy in Japanese patients. Overall benefit and risk are consistent with the global population.

Conclusions

- Cemiplimab demonstrated efficacy in Japanese patients with advanced NSCLC as monotherapy for PD-L1 expression $\geq 50\%$, and in combination with chemotherapy irrespective of PD-L1 expression.
- Safety was consistent with the known safety profile of cemiplimab.

References

1. Sato Y, et al. Cemiplimab monotherapy in Japanese patients with advanced non-small cell lung cancer: a phase 1 study. *Lancet Oncol*. 2023;24(10):1234-1245.
2. Sato Y, et al. Cemiplimab plus chemotherapy in Japanese patients with advanced non-small cell lung cancer: a phase 1 study. *Lancet Oncol*. 2023;24(10):1246-1257.
3. Sato Y, et al. Cemiplimab monotherapy in Japanese patients with advanced non-small cell lung cancer: a phase 1 study. *Lancet Oncol*. 2023;24(10):1234-1245.
4. Sato Y, et al. Cemiplimab monotherapy in Japanese patients with advanced non-small cell lung cancer: a phase 1 study. *Lancet Oncol*. 2023;24(10):1234-1245.
5. Sato Y, et al. Cemiplimab plus chemotherapy in Japanese patients with advanced non-small cell lung cancer: a phase 1 study. *Lancet Oncol*. 2023;24(10):1246-1257.
6. Sato Y, et al. Cemiplimab plus chemotherapy in Japanese patients with advanced non-small cell lung cancer: a phase 1 study. *Lancet Oncol*. 2023;24(10):1246-1257.

Disclosures

Y. Sato: Regeneron Pharmaceuticals, Inc. (Research Funding); Y. Tani: Regeneron Pharmaceuticals, Inc. (Research Funding); H. Ishii: Regeneron Pharmaceuticals, Inc. (Research Funding); S. Katakura: Regeneron Pharmaceuticals, Inc. (Research Funding); M. Oki: Regeneron Pharmaceuticals, Inc. (Research Funding); Y. Watanabe: Regeneron Pharmaceuticals, Inc. (Research Funding); T. Yokoyama: Regeneron Pharmaceuticals, Inc. (Research Funding); K. Naoki: Regeneron Pharmaceuticals, Inc. (Research Funding); J.-F. Pouliot: Regeneron Pharmaceuticals, Inc. (Research Funding); M. Kaul: Regeneron Pharmaceuticals, Inc. (Research Funding); A. Paccaly: Regeneron Pharmaceuticals, Inc. (Research Funding); E. Kim: Regeneron Pharmaceuticals, Inc. (Research Funding); J. Mani: Regeneron Pharmaceuticals, Inc. (Research Funding); S. Li: Regeneron Pharmaceuticals, Inc. (Research Funding); I. Lowy: Regeneron Pharmaceuticals, Inc. (Research Funding); F. Seebach: Regeneron Pharmaceuticals, Inc. (Research Funding); M. Mathias: Regeneron Pharmaceuticals, Inc. (Research Funding); S. Ikeda: Regeneron Pharmaceuticals, Inc. (Research Funding).

Methods

- This phase 1 clinical study consists of 2 parts.

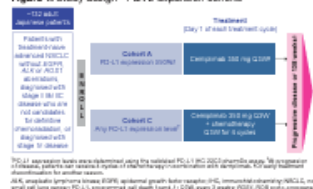
Part 1

- Part 1 of this study evaluated the safety, tolerability and pharmacokinetics of 2 dosing regimens of cemiplimab monotherapy in Japanese patients with advanced malignancies. Results from Part 1 have been published previously.⁷

Part 2

- Part 2 of the study consists of dose-expansion cohorts in which adult Japanese patients who were diagnosed with advanced NSCLC were treated with first-line cemiplimab.
- Cohort A:** First-line cemiplimab monotherapy for patients with PD-L1 expression $\geq 50\%$ (n=40; safety, n=50; efficacy, n=40).
- Cohort B:** First-line cemiplimab monotherapy for patients with PD-L1 expression $\geq 50\%$ (n=40; safety, n=50; efficacy, n=40).
- Cohort C:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort D:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort E:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort F:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort G:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort H:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort I:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort J:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort K:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort L:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort M:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort N:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort O:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort P:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort Q:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort R:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort S:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort T:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort U:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort V:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort W:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort X:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort Y:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).
- Cohort Z:** First-line cemiplimab in combination with 4 doses (every 3 weeks) of chemotherapy for patients with any PD-L1 expression level (n=50).

Figure 1. Study design - Part 2 expansion cohorts



Primary objectives

- To assess the safety, tolerability and pharmacokinetics of cemiplimab as monotherapy and in combination with chemotherapy in Japanese patients with advanced malignancies.

Secondary objectives

- To evaluate the immunogenicity of cemiplimab (Part 2, Cohorts A and C) in Japanese patients.
- To evaluate tumour response (ORR and duration of response [DOR]) to cemiplimab monotherapy as first-line treatment of Japanese patients with advanced squamous or non-squamous NSCLC whose tumours express PD-L1 $\geq 50\%$ (Part 2, Cohort A).
- To evaluate tumour response (ORR and DOR) to cemiplimab plus chemotherapy as first-line treatment of Japanese patients with advanced squamous or non-squamous NSCLC whose tumours express any level of PD-L1 (Part 2, Cohort C).

Results

Baseline demographic and clinical variables

- Baseline demographic and clinical variables are shown in Table 1.
- Baseline demographics were similar across cohorts: the median age was 65–70 years; and 76–80% were male.

Table 1. Baseline demographic and clinical variables

	Cemiplimab monotherapy (Cohort A) (n=40)	Cemiplimab in combination with chemotherapy (Cohort C) (n=50)
Age, years (mean)	70 (67–67)	65 (64–65)
Sex, n (%)	46 (76.7)	26 (52.0)
Sex, male, n (%)	46 (76.7)	26 (52.0)
ECOG performance status, n (%)	0 (0.0)	15 (30.0)
1 (37.5)	0 (0.0)	15 (30.0)
2 (50.0)	0 (0.0)	15 (30.0)
3 (75.0)	0 (0.0)	15 (30.0)
4 (100.0)	0 (0.0)	15 (30.0)
Smoking status, n (%)		
Never	8 (20.0)	7 (14.0)
Current	8 (20.0)	15 (30.0)
Former	24 (60.0)	28 (56.0)
PD-L1 expression, n (%)		
$\geq 50\%$	50 (100.0)	14 (28.0)
$< 50\%$	0 (0.0)	36 (72.0)
Not evaluable	0 (0.0)	0 (0.0)
Histology, n (%)		
Adenocarcinoma	26 (65.0)	32 (64.0)
Squamous	16 (40.0)	15 (30.0)
Other	8 (20.0)	3 (6.0)

Cohort A is based on central testing; PD-L1 expression was not reported for monotherapy Cohort C. Results are based on available data from central or external testing.

ECOG, Eastern Cooperative Oncology Group; ECOG, performance status; ECOG, performance status.

Efficacy

- Efficacy results based on independent review committee assessments using the RECIST 1.1 criteria are summarised in Table 2.

Table 2. Summary of efficacy results

Complete response, n (%)	2 (5.0)	2 (4.0)
Partial response, n (%)	28 (70.0)	19 (38.0)
ORR, n (%)	30 (75.0)	21 (42.0)
95% CI, %	60.7–89.3	28.5–50.5
PD-L1 $\geq 50\%$, n (%)	18 (45.0)	14 (28.0)
PD-L1 $< 50\%$, n (%)	12 (30.0)	5 (10.0)
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Our first tool to help writers and authors gain an understanding of content volume early in the process is now testing internally.

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
- Table Legend
- 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

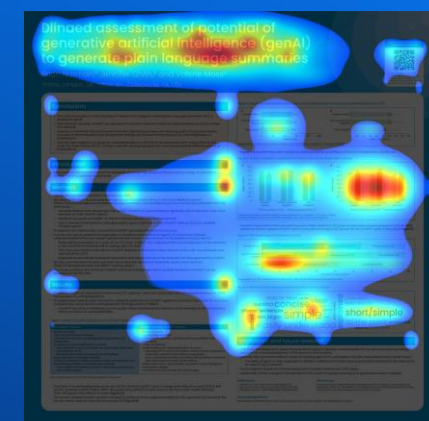
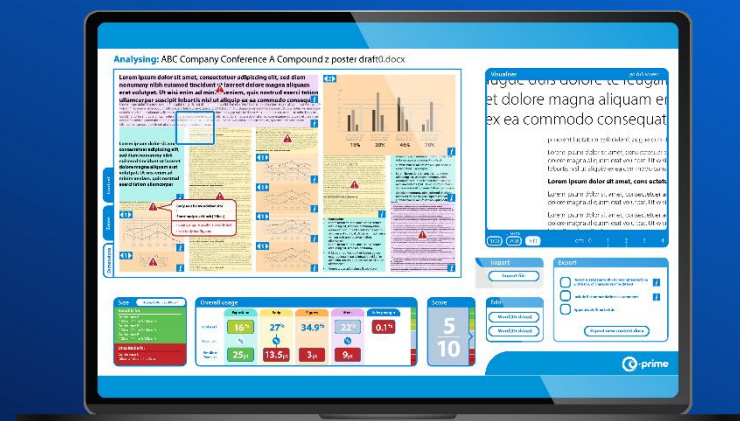
Choose Poster Layout

A0 Landscape 3 column

Generate Poster Pre-Visualization

Feedback or Questions

If you experience any issues or have any questions, please contact brian.norman@crmcjglobe.co.uk

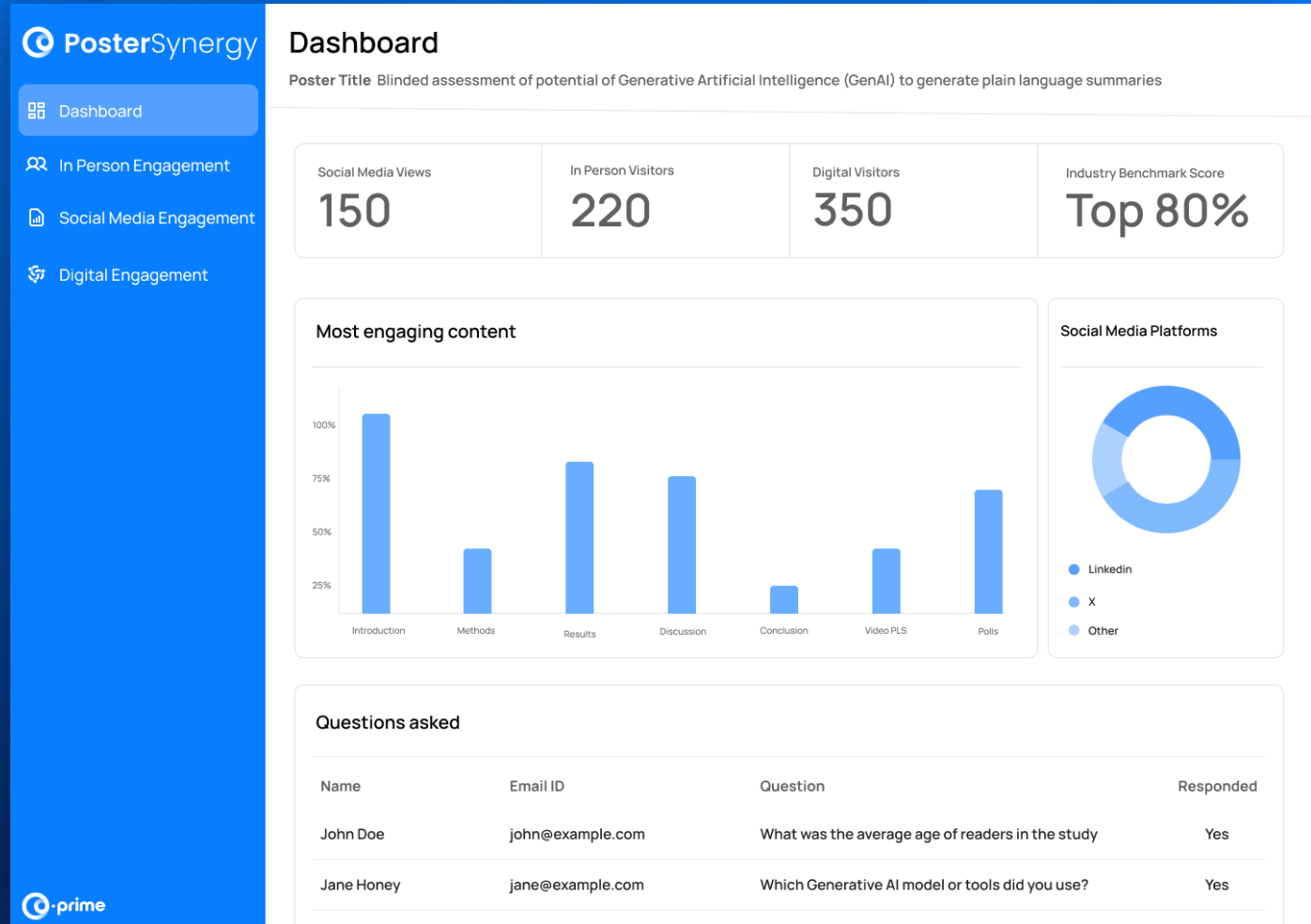


Prime PosterSynergy™ Metrics

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

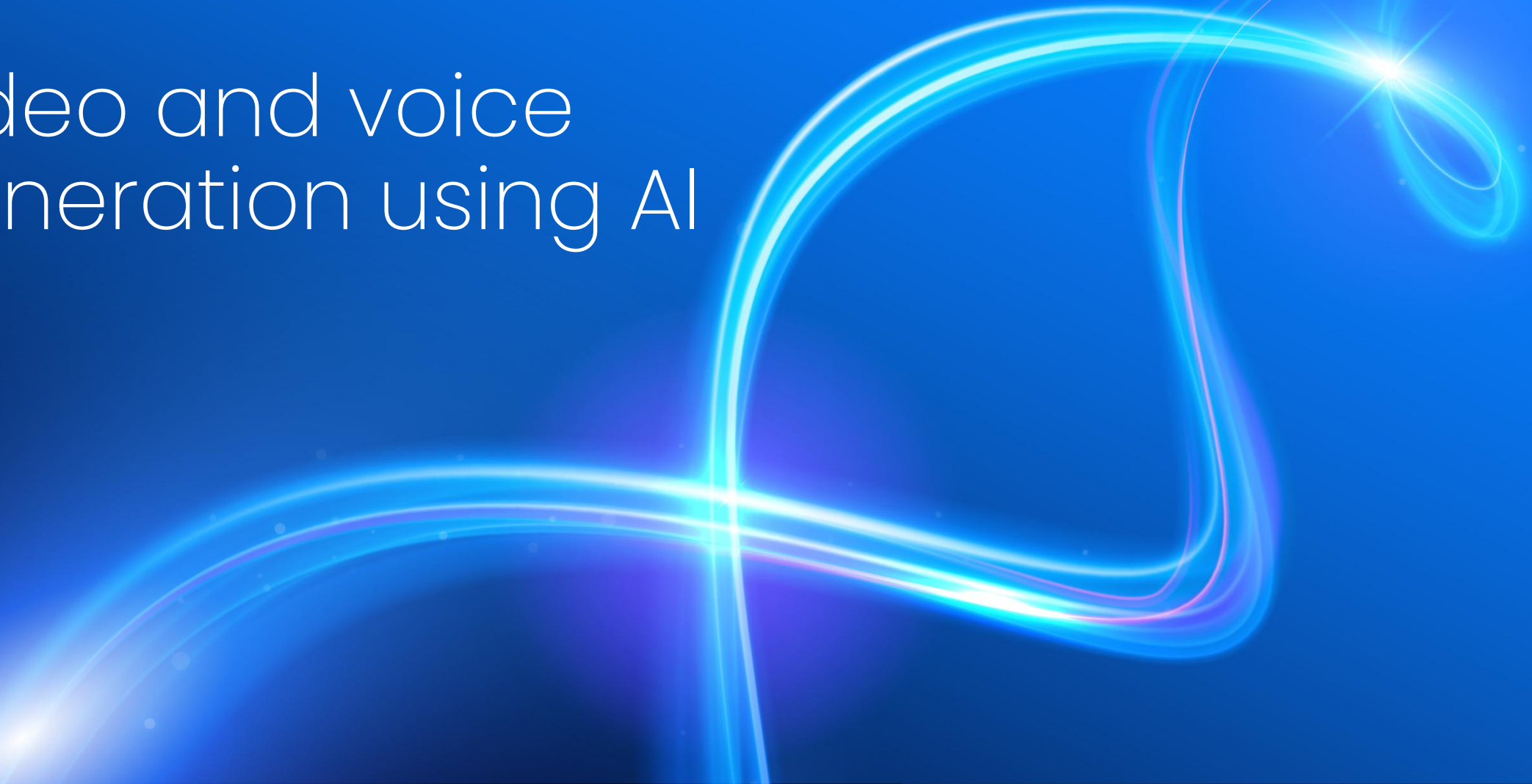
Obtain actionable insights into audience preferences, helping you tailor future content to meet their needs more effectively

First version currently supports PosterSynergy Digital with more to come





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

The image displays three overlapping screenshots of the Prime Detail web application interface, which features a dark blue background with abstract light trails.

Top Screenshot (Login Page): Shows the Prime Detail logo (a glowing yellow circle) and the tagline "AI supported dossier development". The heading "Welcome please log in" is followed by input fields for "Email" and "Password", and a "Proceed" button. A navigation bar at the top right includes links for "Home", "My documents", "My resources", "Example prompts", "Templates", and "Help".

Middle Screenshot (User Dashboard): Greeted the user with "Hello Valerie". It includes a disclaimer: "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". Below this, it asks "What would you like to do today?" and provides two buttons: "Start new document" and "Open existing document".

Bottom Screenshot (Document Creation Form): Titled "Start new document", it lists "All sections to be completed before generating your document". The form includes four dropdown menus: "Document Short Title:", "Choose output format", "Choose template", and "Select module to create". To the right, under "Select source materials", there is a "Browse Files" button.



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

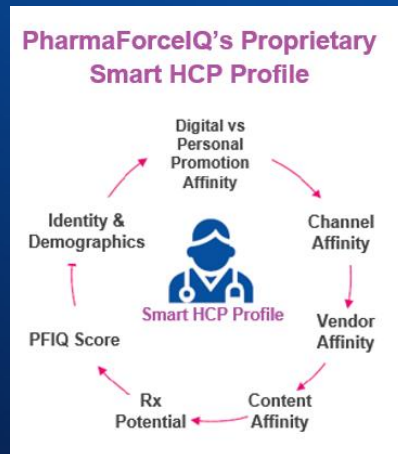
We partner with best-in-class intelligence & media deployment specialists to execute end-to-end omnichannel engagement projects



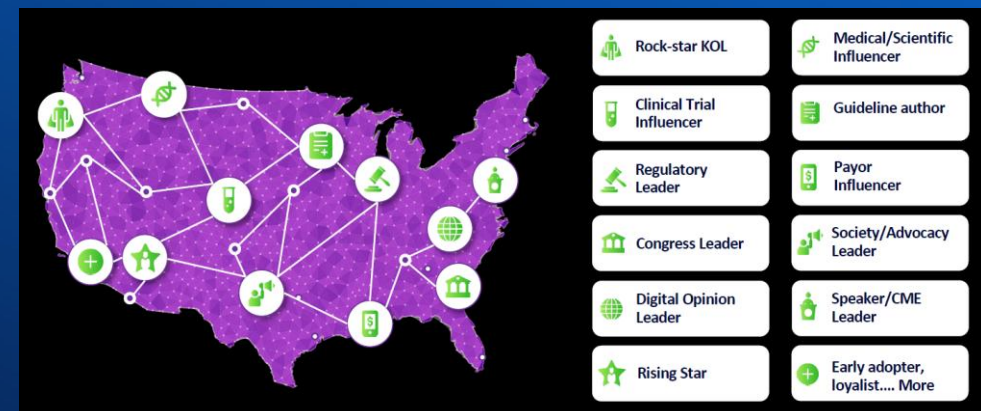
PharmaForceIQ (PFIQ) is a machine learning-powered omnichannel engagement platform offering real-time content deployment & measurement across **70+** endemic (HCP-only) platforms and **25K+** non-endemic platforms

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





For more information contact:

Valerie Moss, Chief Science Officer
valerie.moss@primeglobalpeople.com
