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, PharmaForceIQ, PharmaAcuity,
eWizard, Pulsar, IQVIA

Further platforms being explored:

- Raising the Bar in Evidence and Access
- Augmenting Publications and Scientific Communications
- Content generation solutions
- Elevating content experience
- Insights and data solutions

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

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

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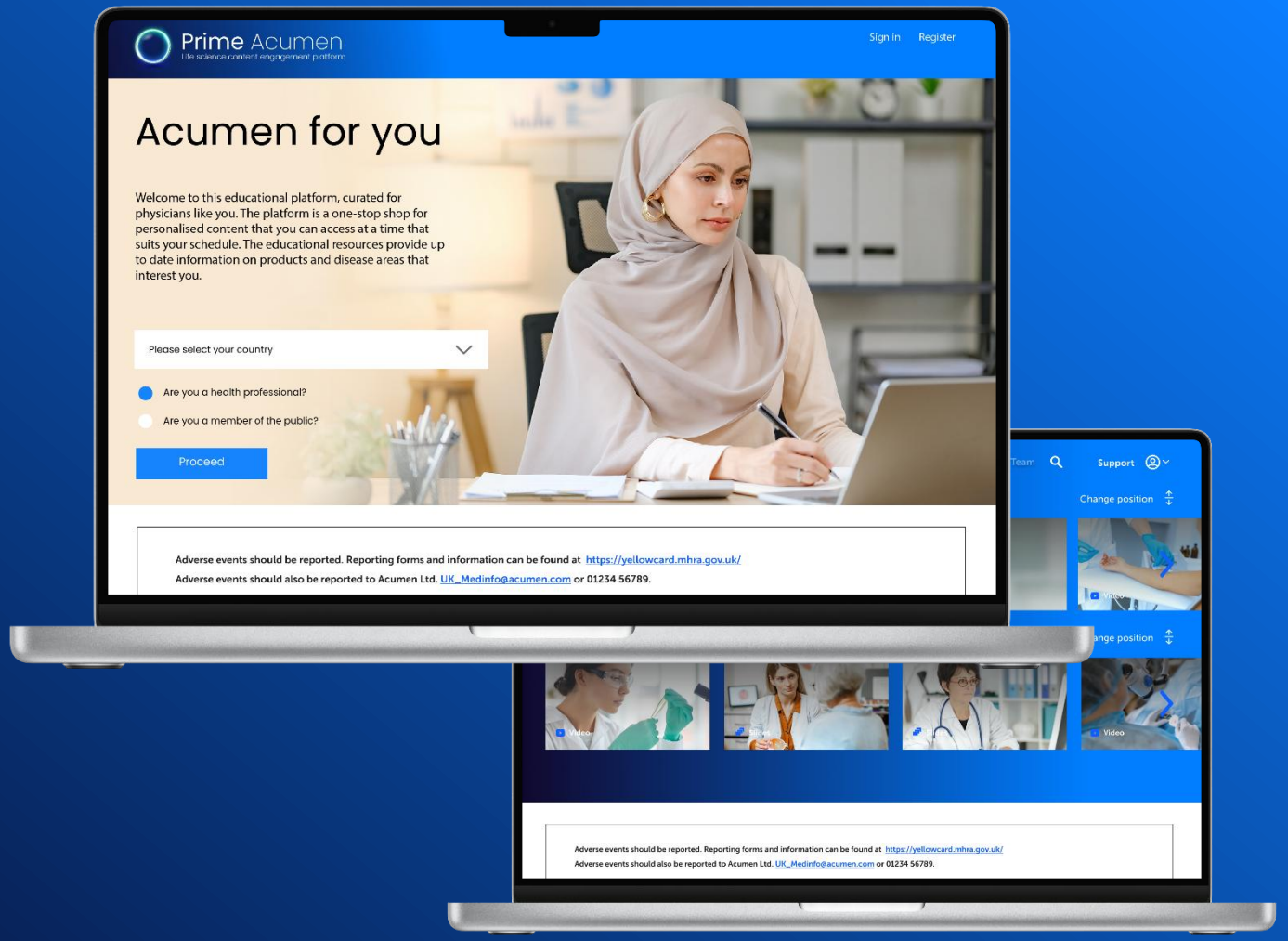
Elevating the content experience

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



Prime Acumen
Life science content engagement platform

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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.

SCORM, Sharable Content Object Reference Model

Prime Acumen

Life science content engagement platform

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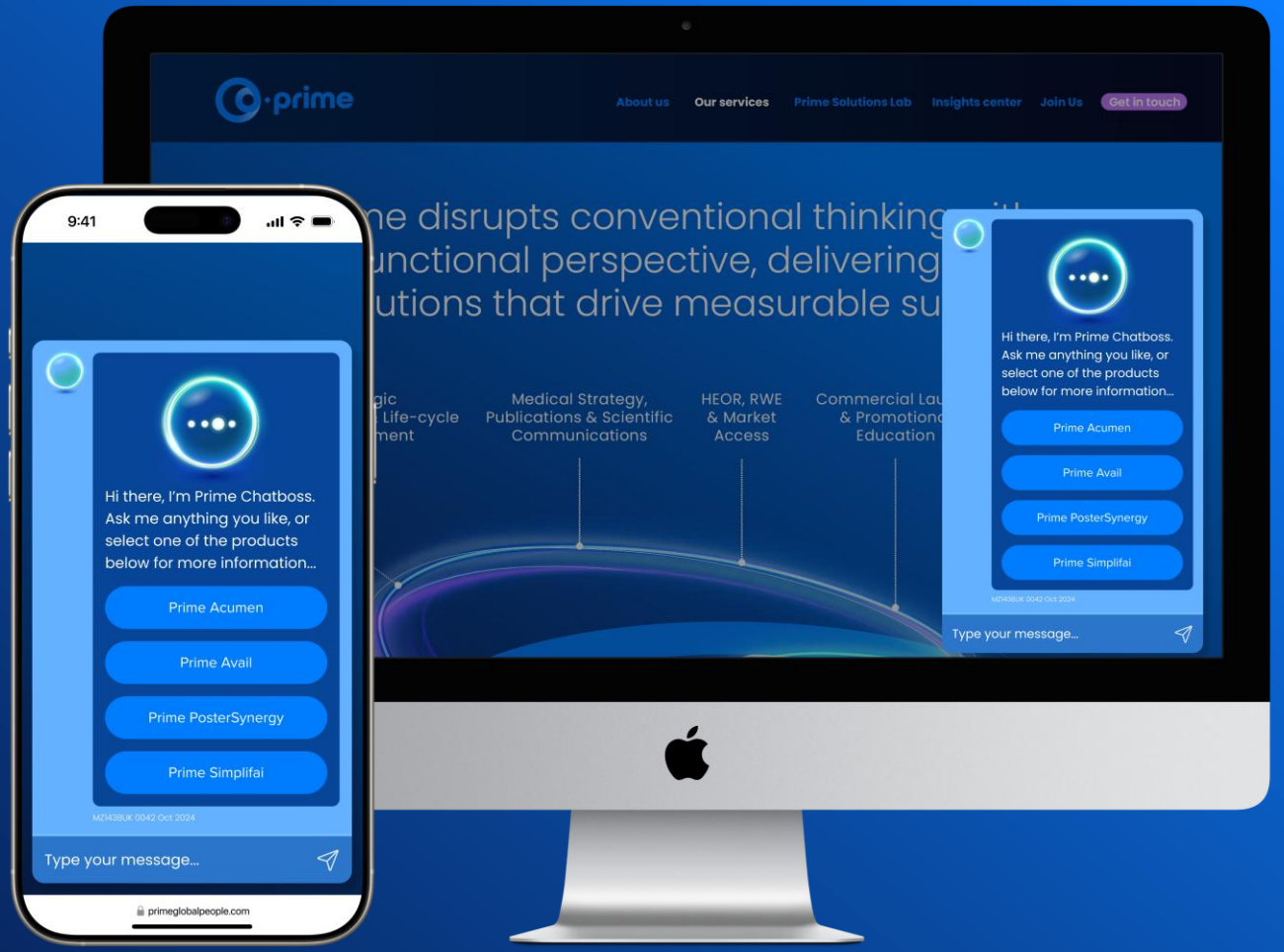
Click to view demo video

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.



Prime Chatboss
Healthcare Chatbot Manager

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Chatboss Full-service Model

Research

- FAQs
- Keyword research
- Social Listening
- Audit current materials

Development

- Design
- Copywriting
- Setup
- Initial training

Approval

- Veeva review
- User acceptance testing
- Launch

Maintenance

- Reporting
- Analysis
- Add Q&A
- Edit Q&A

Prime Chatboss
Healthcare Chatbot Manager

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Click to view
demo video

Augmenting publication strategy and solutions

Prime Avail

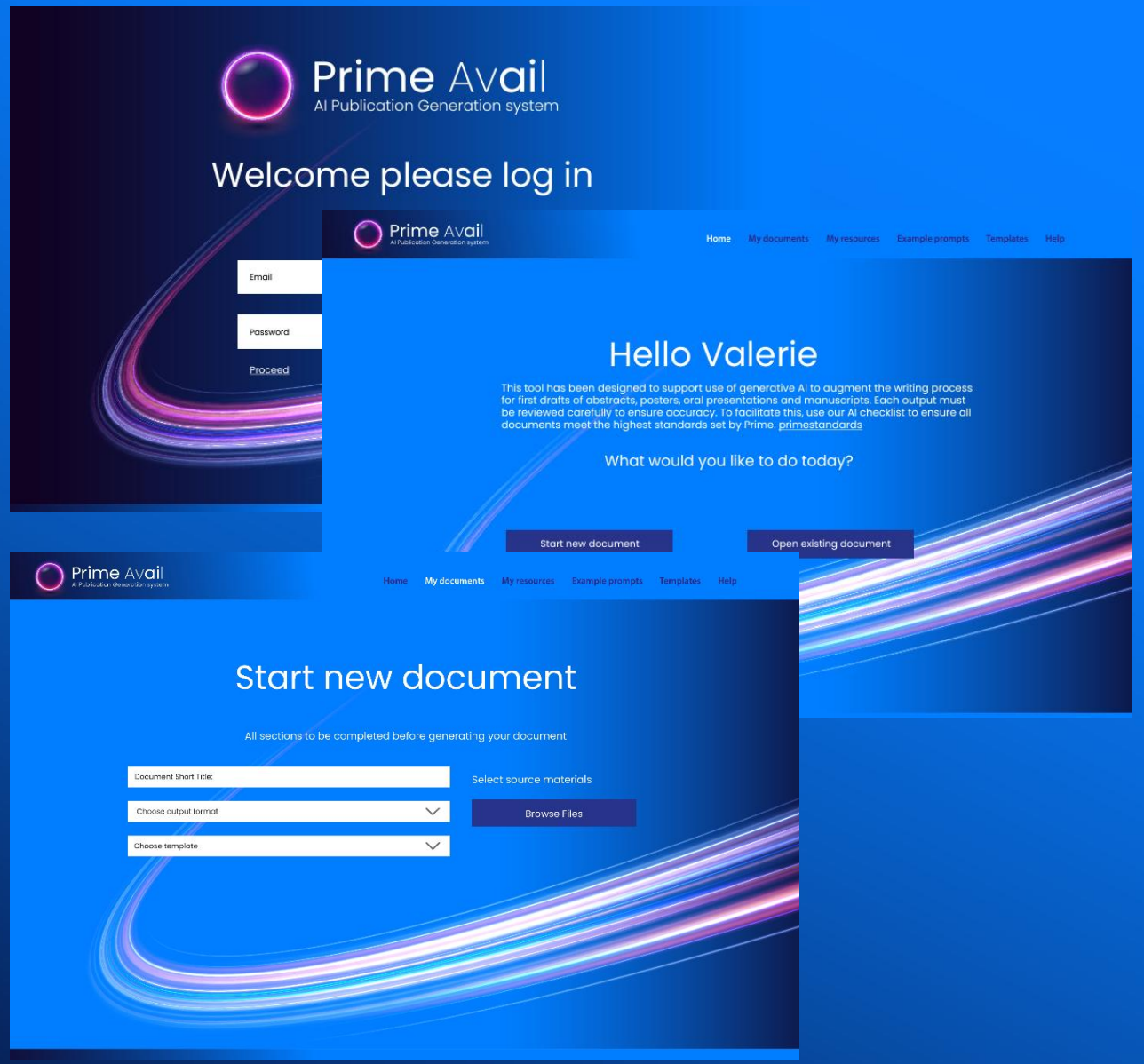
To harness AI to develop publications in a timely, efficient way, without compromising quality

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

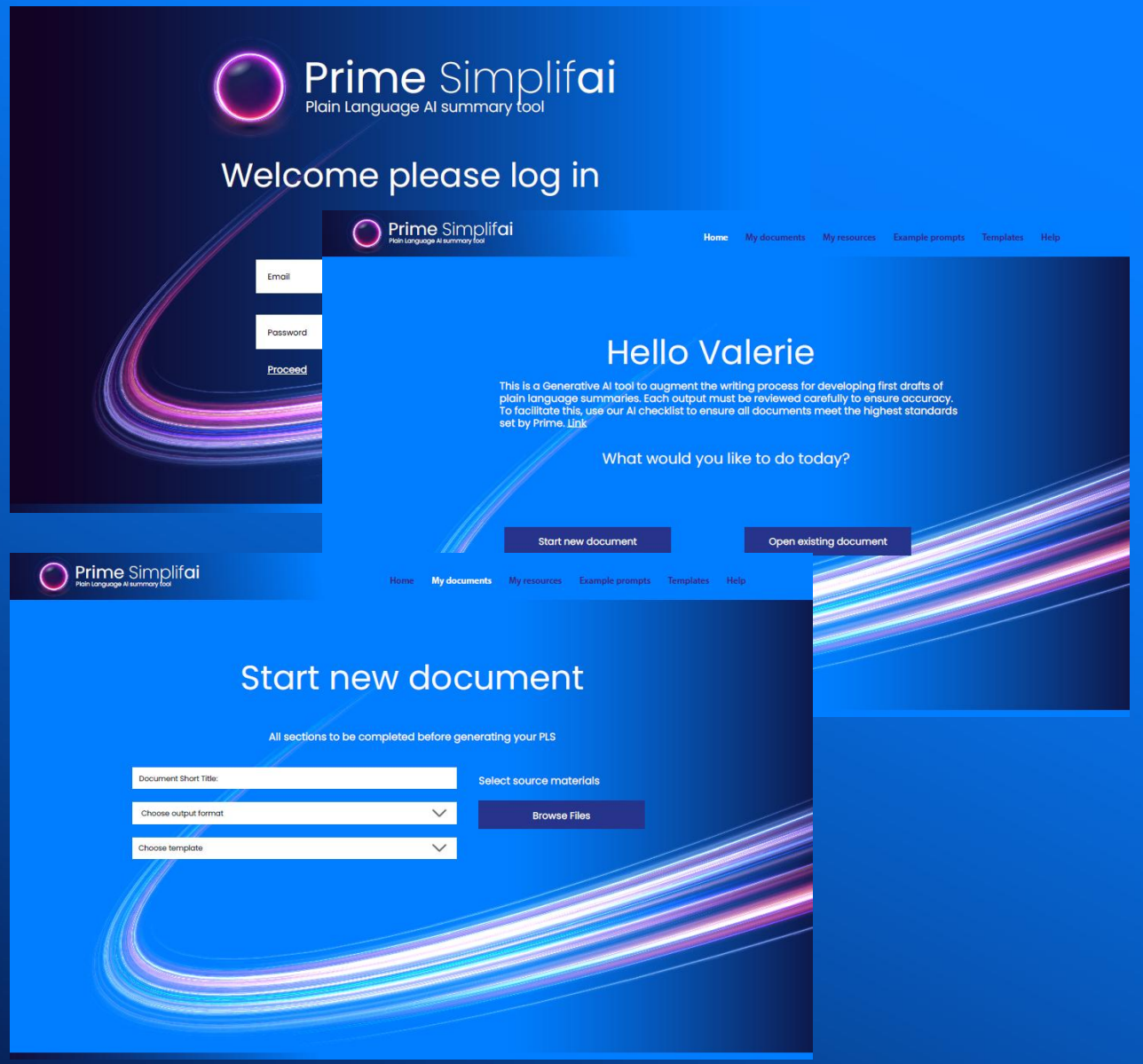
Prime Simplifai is our Plain Language Summary (PLS) generator, for abstracts, posters and manuscripts, including standalone manuscript submissions

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



PLS Bot (open-ai-assistant-api-chat-ashen-five.vercel.app)

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

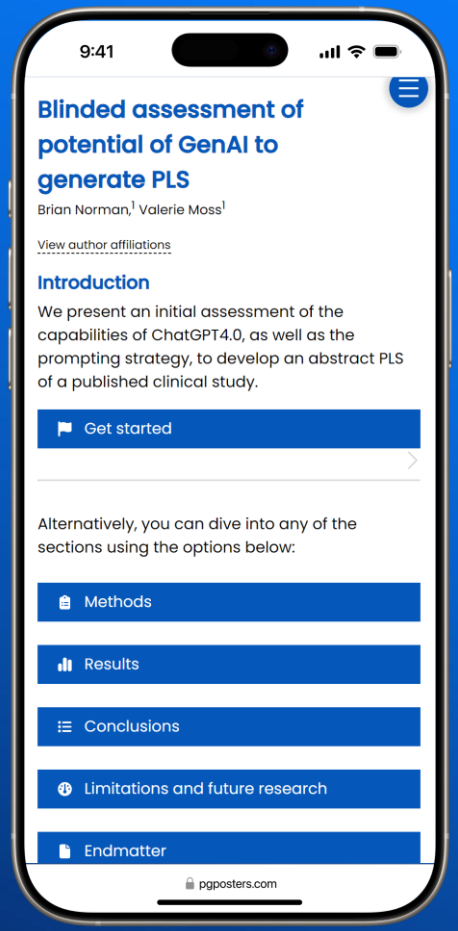
Prime PosterSynergy™ digital

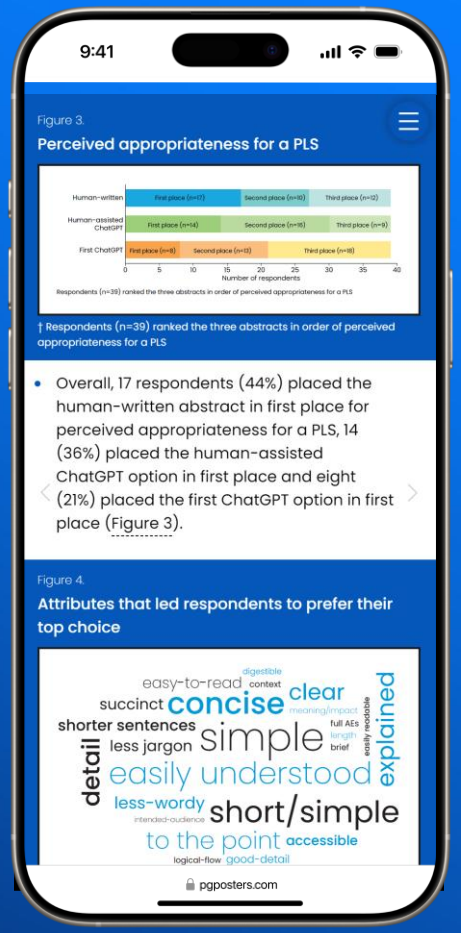
Industry-leading digital poster

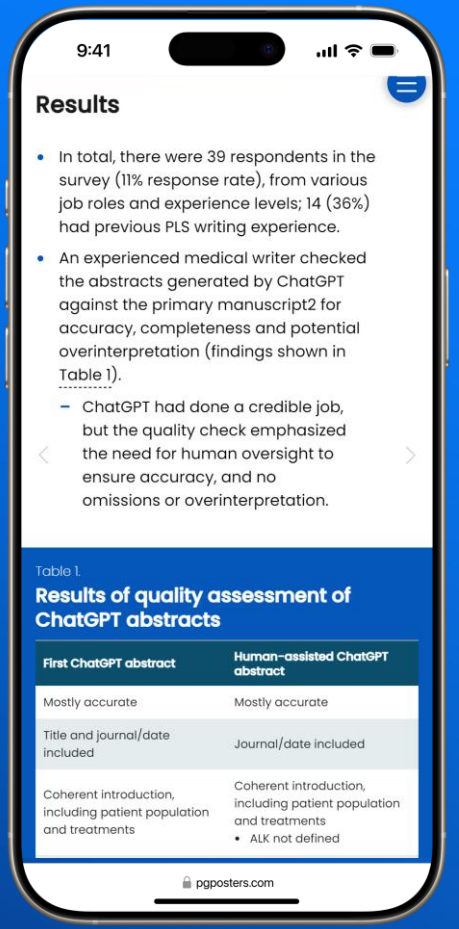
Provides readers with a mobile-optimized extension to printed posters

- 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

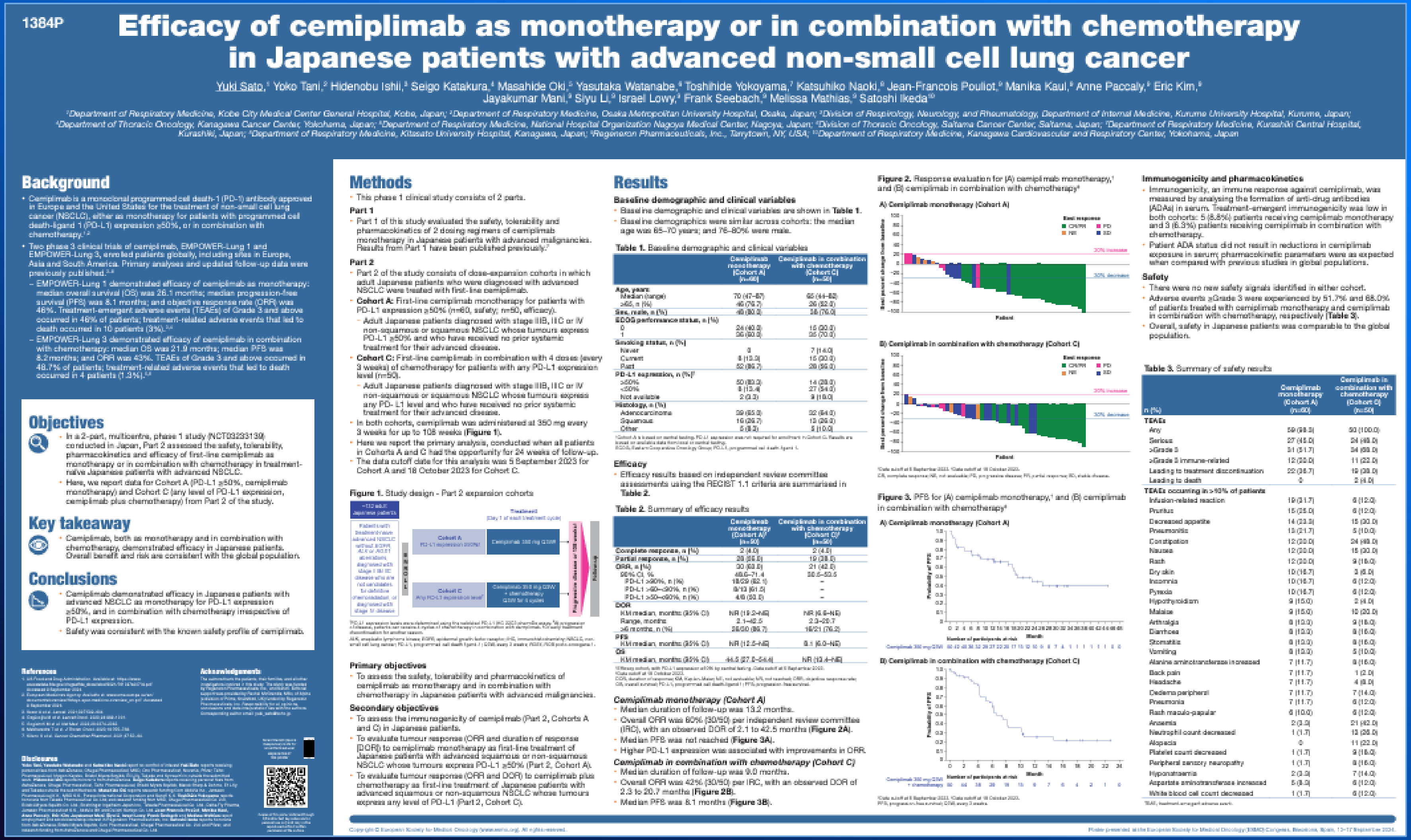
Ready to sell to clients now







How does it work – live demo



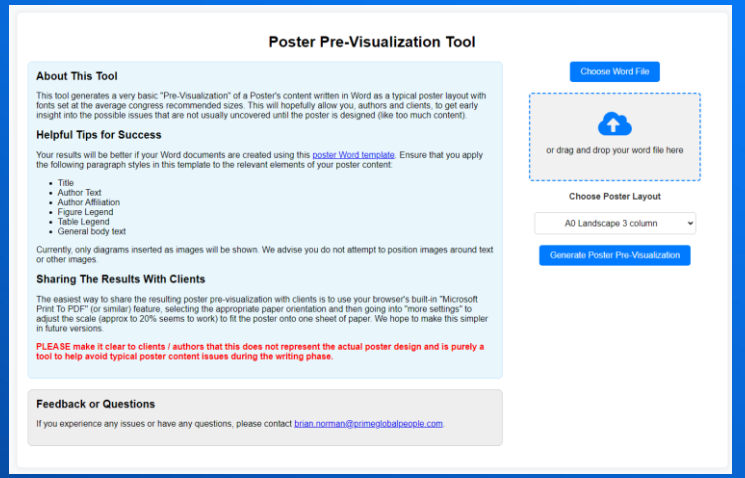
This is a live demo of a poster delivered at ESMO. Please do not share. Shareable Prime version coming soon

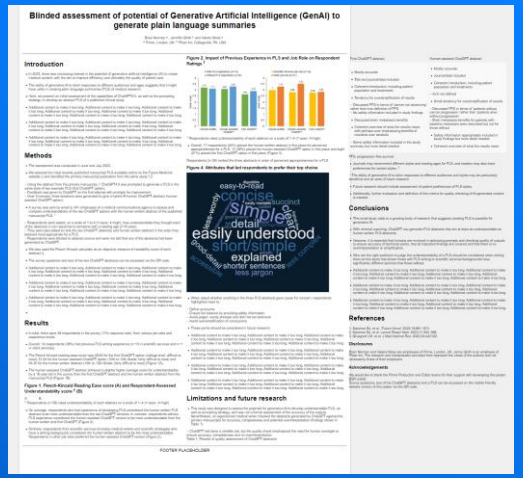
Prime PosterSynergy™ Print

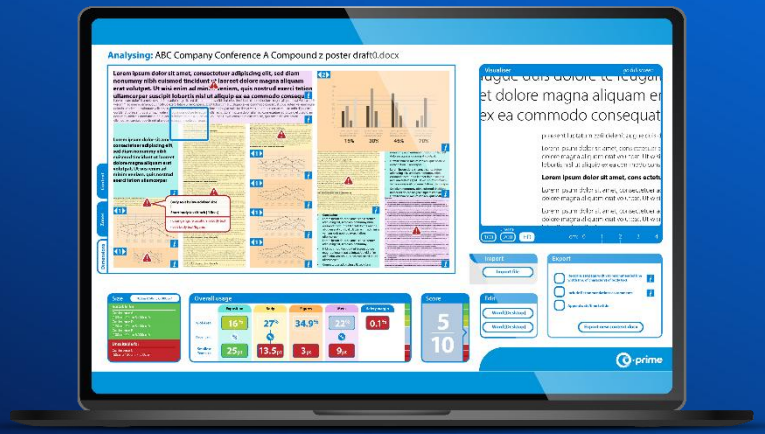
Our team have identified lots of opportunities to improve the poster design process, reducing wasted effort, improving understandability and readability and more.

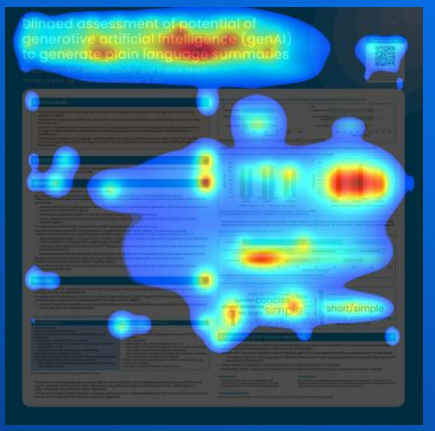
Our first tool to help writers and authors gain an understanding of content volume early in the process is now testing internally.

https://posterpreviewpoc.azurewebsites.net/







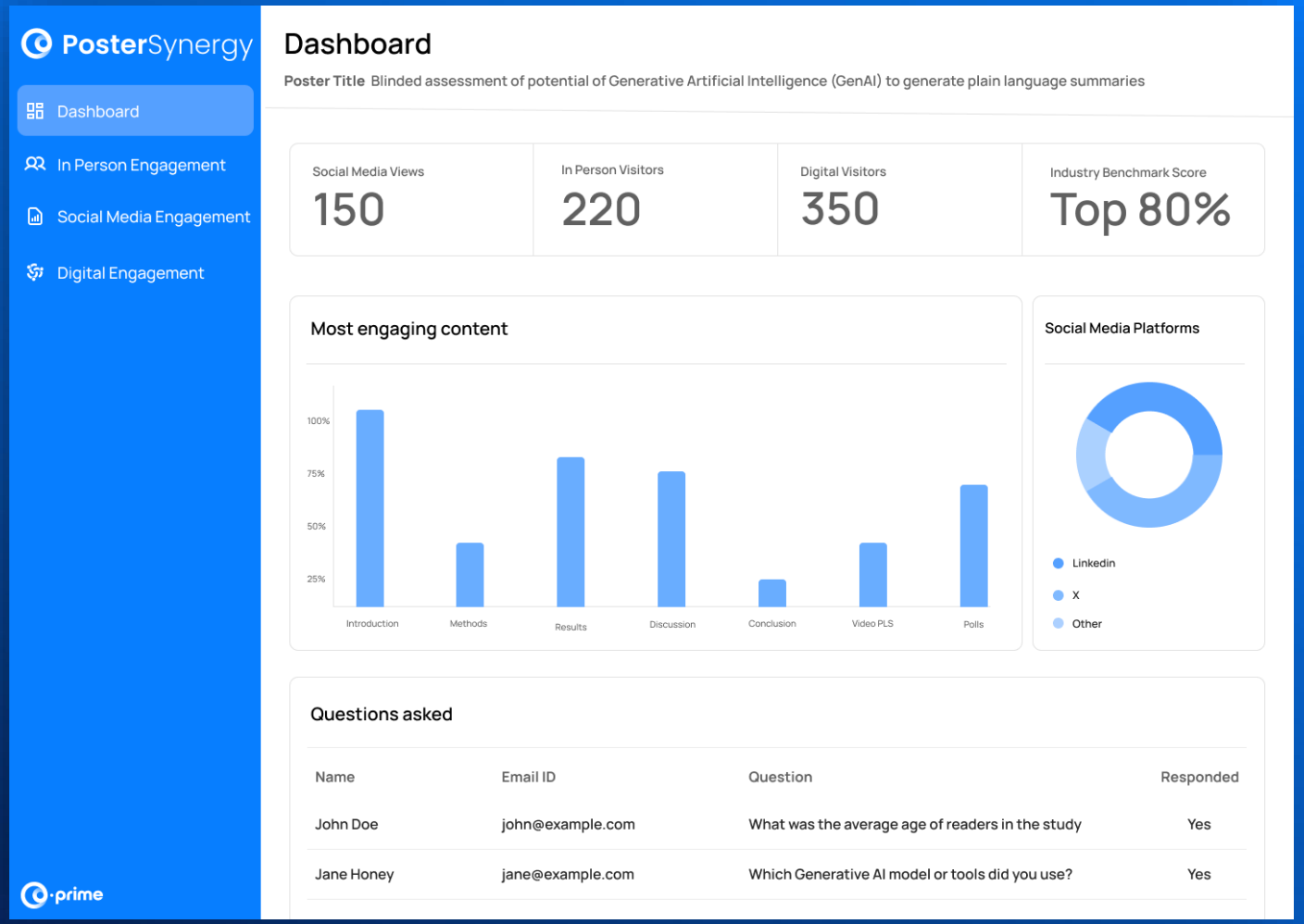


Prime PosterSynergy™ Metrics

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

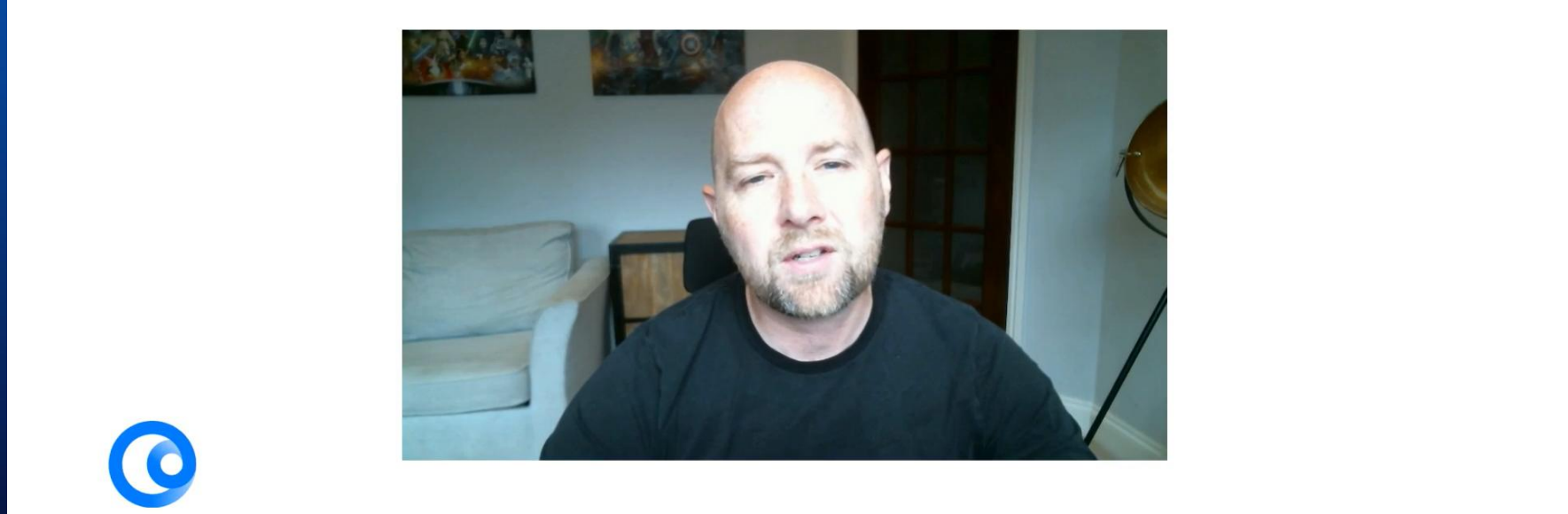
First version currently supports PosterSynergy Digital with more to come



Video and voice generation using AI

AI Video and voice generation

Click to view demo video



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 Explain
AI -augmented Systematic Literature reviews

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?

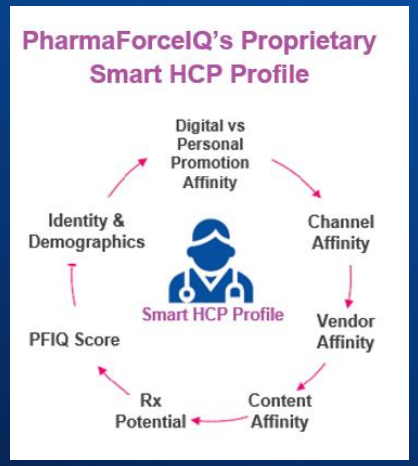
Our carefully selected network of expert partners gives us access to powerful engagement and insights capabilities

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

PharmaForceIQ

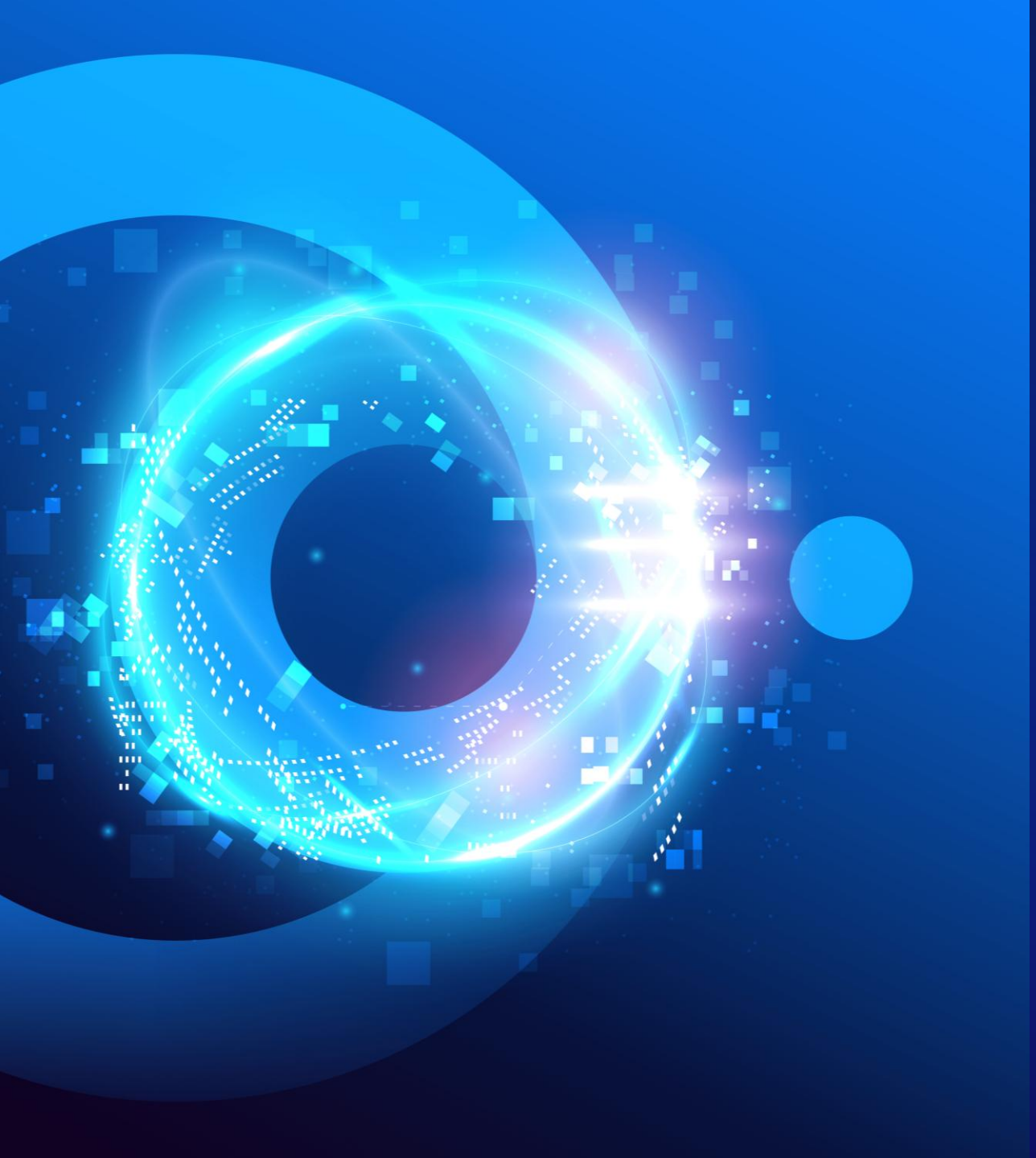
PharmaForceIQ (PFIQ) is a machine learning-powered omnichannel engagement platform offering real-time content deployment & measurement across **70+** endemic (HCP-only) platforms and **25K+** non-endemic platforms

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



Pharma Acuity

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:

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