

WORLD
EPA
CONGRESS

Alira Health Services Overview & Introduction

March 2023





ALIRA HEALTH

Our **MISSION** shapes
our today and our
VISION prepares us for
tomorrow

At Alira Health **we humanize healthcare and life sciences, in partnership with patients, through innovative technologies and expert guidance** to have a **positive impact on the life of every patient.**

Alira Health Is an Integrated and Patient-Centric Tech-Enabled Service Provider Dedicated to Healthcare and Life Sciences

Introduction to Alira Health

Integrated And Patient-Centric Tech-Enabled Service Provider



Develop the **right product** from innovation to market



Product Development



Regulatory



Clinical



Biometrics



Deliver more than recommendations: we **co-create actionable strategies** for our clients



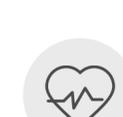
Management Consulting



Market Access



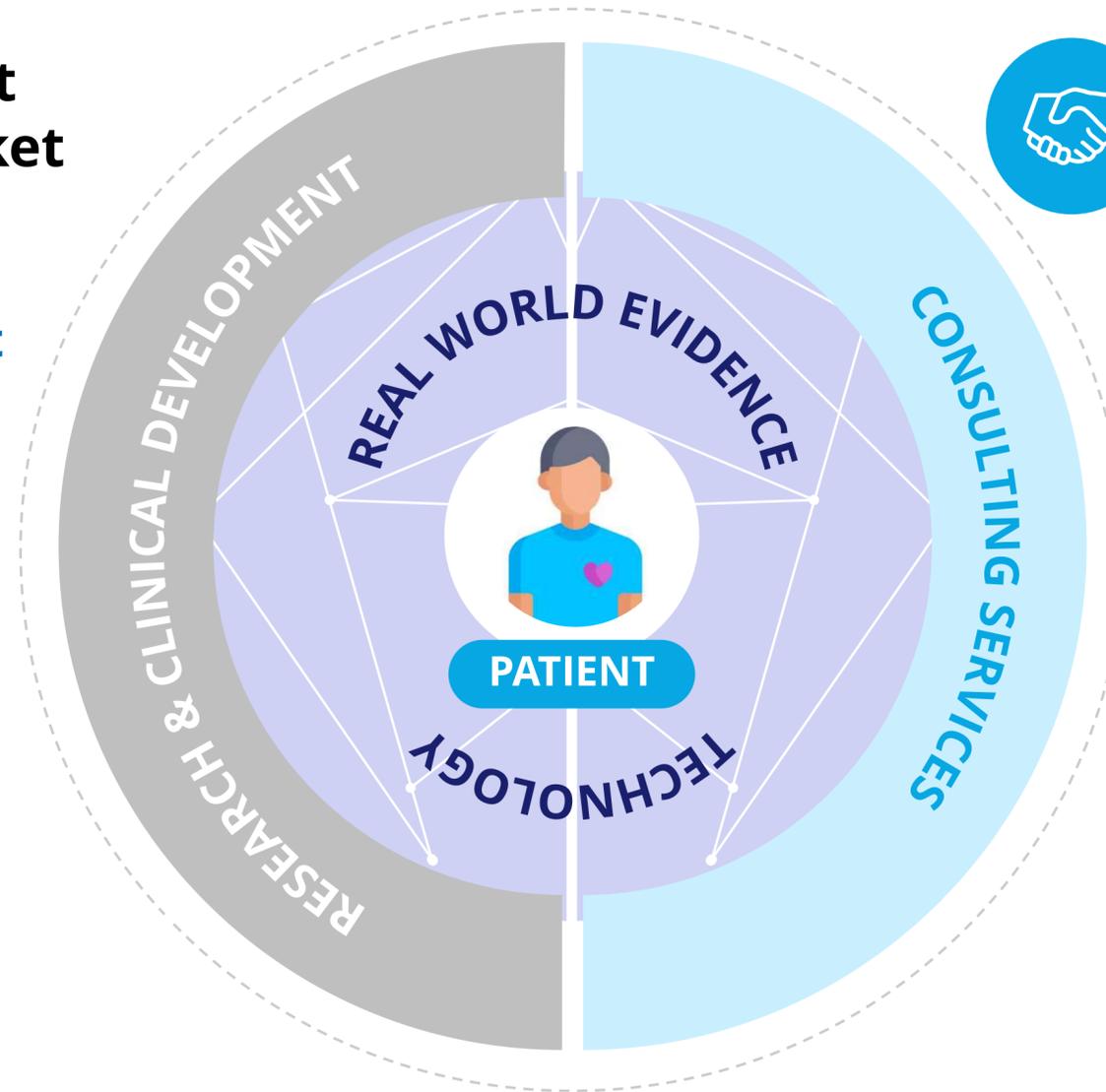
Patient Engagement



Patient Centered Technology



Lifecycle Optimization



- Client Service Line
- Functional Service Line

Local Insights, Global Reach

Introduction to Alira Health

Our clients are **global**, so are we.
Our **local** presence and global collaboration allow us to deliver actionable business insights.

We advise

80%

of the Top 50
MedTech Companies

75%

of the Top 50
Pharma Companies

Our Global Presence

Alira Health has offices spanning **North America** (Boston, San Francisco, and Toronto), **Europe** (UK, Spain, Italy, France, Germany, and Switzerland), and **Asia Pacific** (Singapore and Sydney)



Our Team

Our integrated team of **over 700 Scientists, Strategists, Economists, Clinicians, and Biostatisticians** collaborate to fully understand every aspect of your business and offer **an unmatched continuum of support across your full solutions lifecycle.**



+90%

have a PhD
and/or Masters



56%

are women



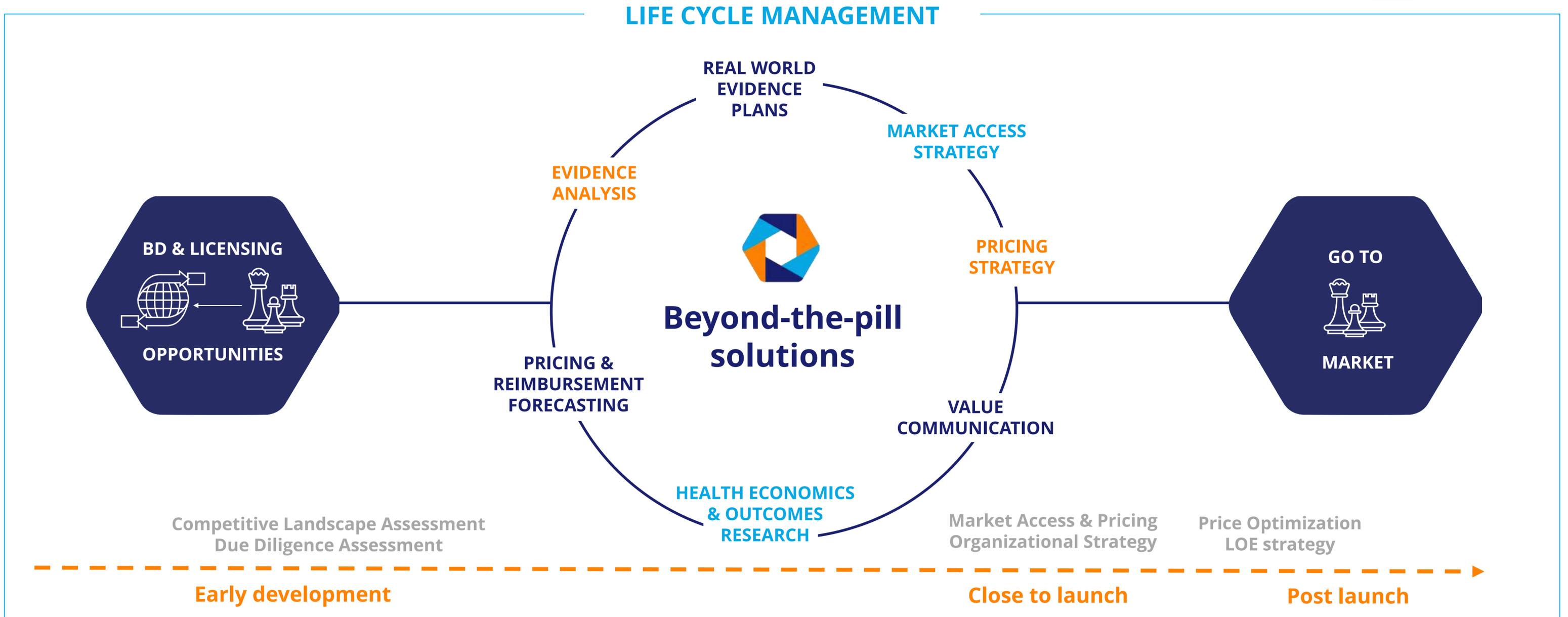
30

nationalities, 15
languages spoken

Our Capabilities for a Life Cycle Management

Our Capabilities

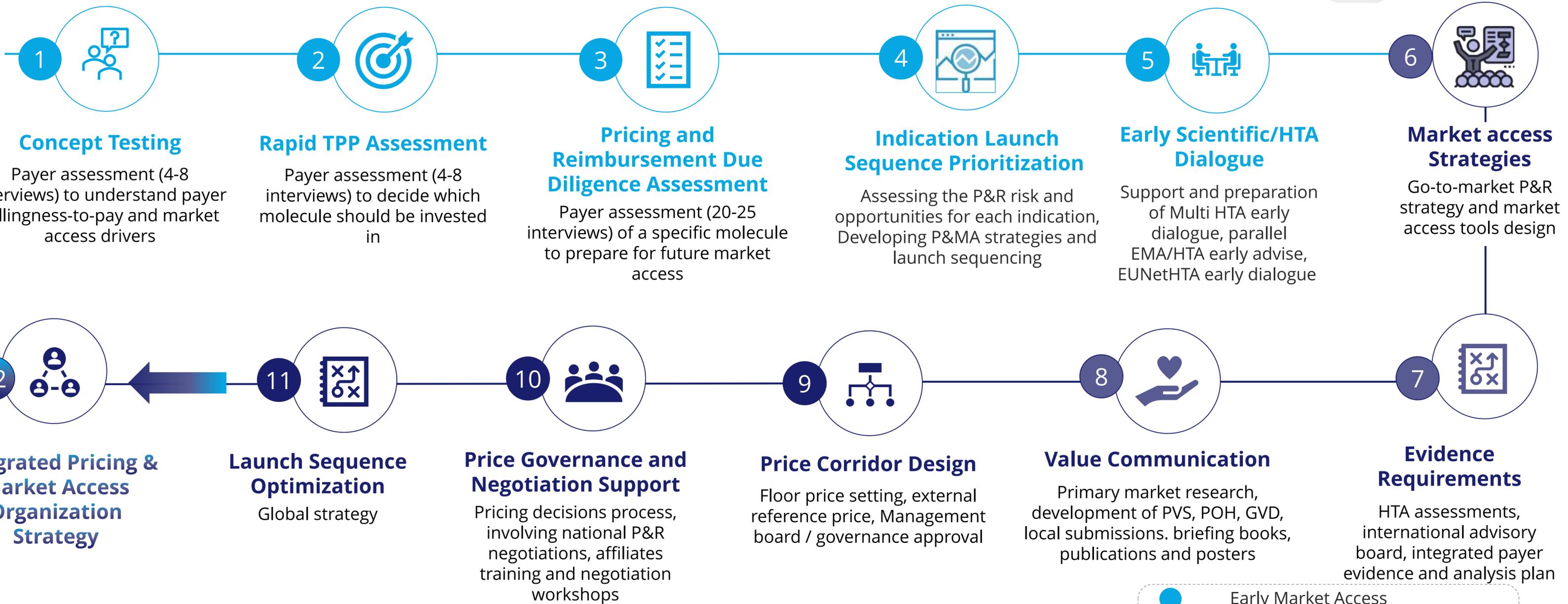
In a challenging payer environment, we provide a variety of solutions to maximize patient access and gross-to-net value of your product across the full life cycle



Our Integrated Pricing and Market Access Capabilities

Our Capabilities

Alira Health advises companies in access, evidence generation and pricing strategies and management to maximize the commercial opportunity. Different services are offered across the product lifecycle, from R&D to post-launch phases



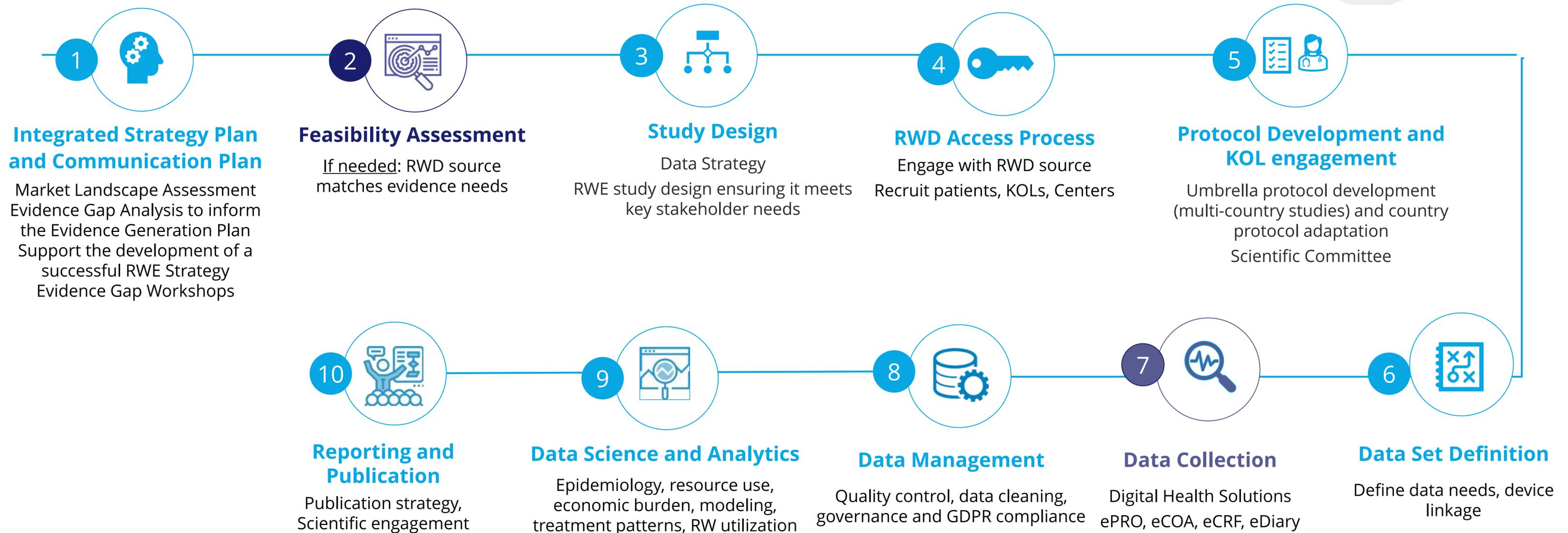
TPP: Target Product Profile; P&R: Pricing and Reimbursement; P&MA: Pricing and Market Access; HTA: Health Technology Assessment; PVS: Payer Value Story; POH: Payer Objection Handler; GVD: Global Value Dossier

- Early Market Access
- Strategic market access
- Strategic Pricing

Our Integrated RWE Capabilities

Our Capabilities

Alira Health can support every step of the RWE process from strategy, execution, to communication. We can also work in a modular format



Abbreviation(s): e-COA: electronic clinical outcome assessment; e-CRF: electronic case report form; e-PRO: electronic patient-reported outcome; GDPR: General Data Protection Regulation; KOL: key opinion leader; RW: real world; RWD: real-world data; RWE: real-world evidence;



HEOR Capabilities

Our Capabilities

Translate disease burden and a product's clinical value into economic arguments, developing customized solutions with a clear understanding of our clients' objectives, considering regional and country perspective audiences (HTA bodies, payers, or providers).



Cost-benefit

Develop global cost-benefit models to evaluate the short- and long-term impact of health interventions in infectious disease, transplantation, diabetes, etc.



Cost-minimization

Develop cost-minimization models to support the value of products at the national/regional level



Budget impact

launching a therapy or technology and adopt a portfolio approach within a therapy area



Cost-effectiveness

Develop a global cost-effectiveness model to assess the incremental cost of care per unit of benefit



Burden of illness

Estimate disease burden and economic consequences for several disease areas



Local adaptations

Adapt global models and Global Value Dossiers for regional/country submissions, e.g., in diabetes



Real World Evidence

Provide strategic support for the development of integrated competitive RWE plans



Patient-reported outcomes

Capture patient-reported outcomes and quality of life measures

Our Patient Engagement Capabilities

Our Capabilities

Alira Health's Patient Engagement practice offers five different types of activities to engage with patients, helping to capture and action insights to enhance the potential of a product.



PATIENT CENTRICITY STRATEGY

WHAT IS IT?

- A complete process to analyze the company needs and set its strategic vision and cross functional roadmap to help develop and implement a true patient-centric culture.

WHY?

- To create a patient-centric vision, marketing plan and a roadmap of key activities with patients, including mapping and assessing the most relevant PROs and PREMs.



PATIENT ADVISORY BOARD

WHAT IS IT?

- A panel of expert patients able to provide a set of invaluable first-hand insights to enrich existing strategies and plans at all stages of product development.

WHY?

- To ensure that patients' insights are addressed in the product planning process (e.g., during the definition of a clinical protocol, in conversations with health authorities and post launch).



PATIENT KNOWLEDGE CENTER

WHAT IS IT?

- The definition of the patient journey from the patients' perspective, to uncover unmet patient needs, stakeholders, expectations and emotional perspective, at global and country levels.

WHY?

- To provide clear sightlines into the patient journey to run strategic decision-making processes, such as clinical development, launch plan or support programs based on "real-life" patients' actual needs.



PATIENT MOBILIZATION PROGRAM

WHAT IS IT?

- Digital and traditional strategies to mobilize patients to accelerate a clinical trial recruitment or towards a specific step or the healthcare flow (e.g., visit to the specialist office).

WHY?

- To inform patients about opportunities in joining a clinical trial/study or to speed-up their journey.



PATIENT-CENTRIC CO-DESIGN

WHAT IS IT?

- A patient-centered methodology that unveils actionable insights aiming to develop physical and digital solutions with high feasibility, desirability and usability for patients and other patient-related users (e.g. physicians).

WHY?

- To ensure the development of healthcare solutions respond to real and impactful needs of patients by including them in the decision-making process and, consequently, increasing adherence and long-term engagement.



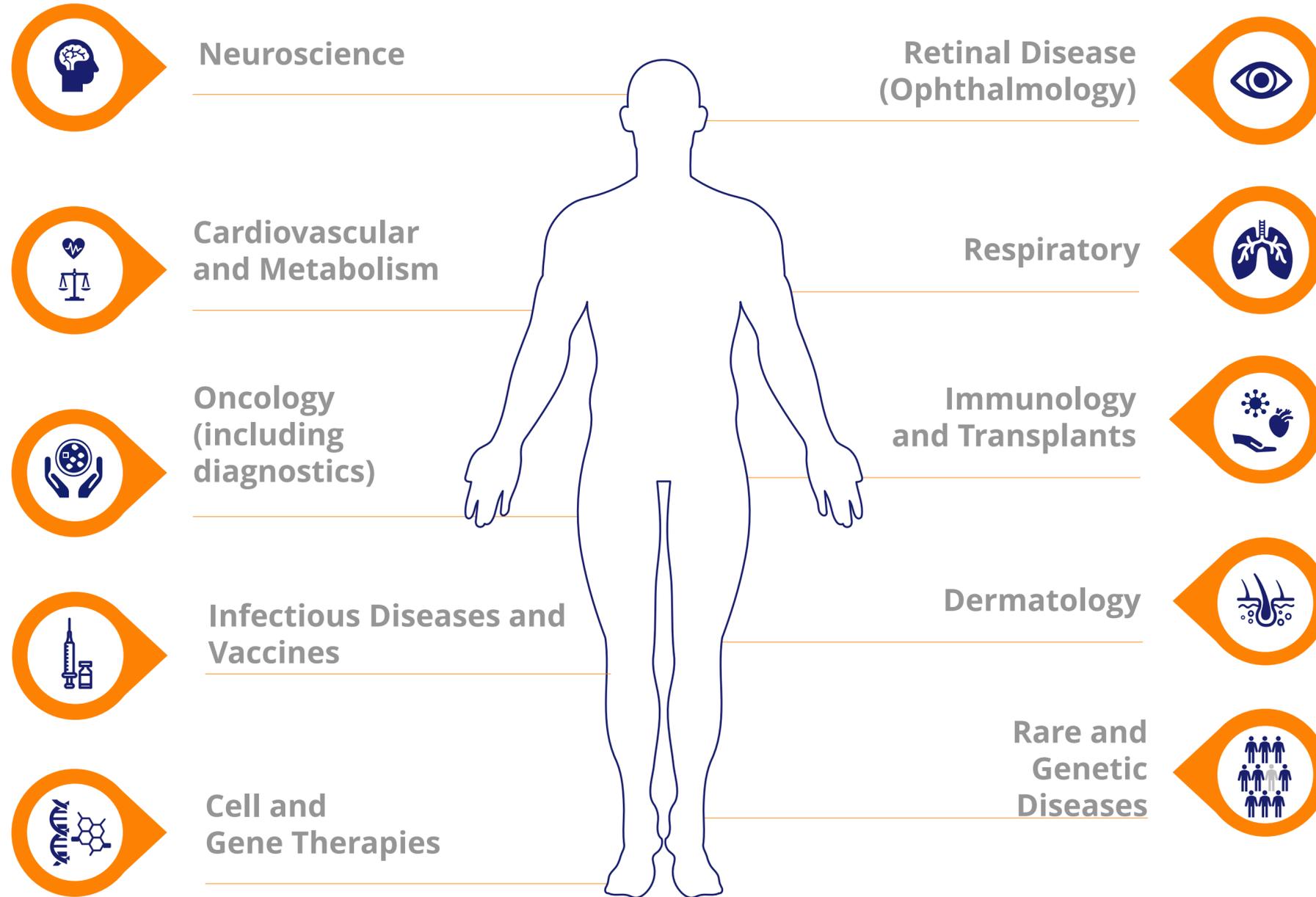
ADDITIONAL SERVICE: PLAIN LANGUAGE SUMMARY (PLS)

Summaries of scientific articles that are initially in technical language, written in plain language which enables anyone interested in medical research to understand it. The aim is to make scientific articles more accessible.

Therapeutic Areas and Field Experience

Our Capabilities

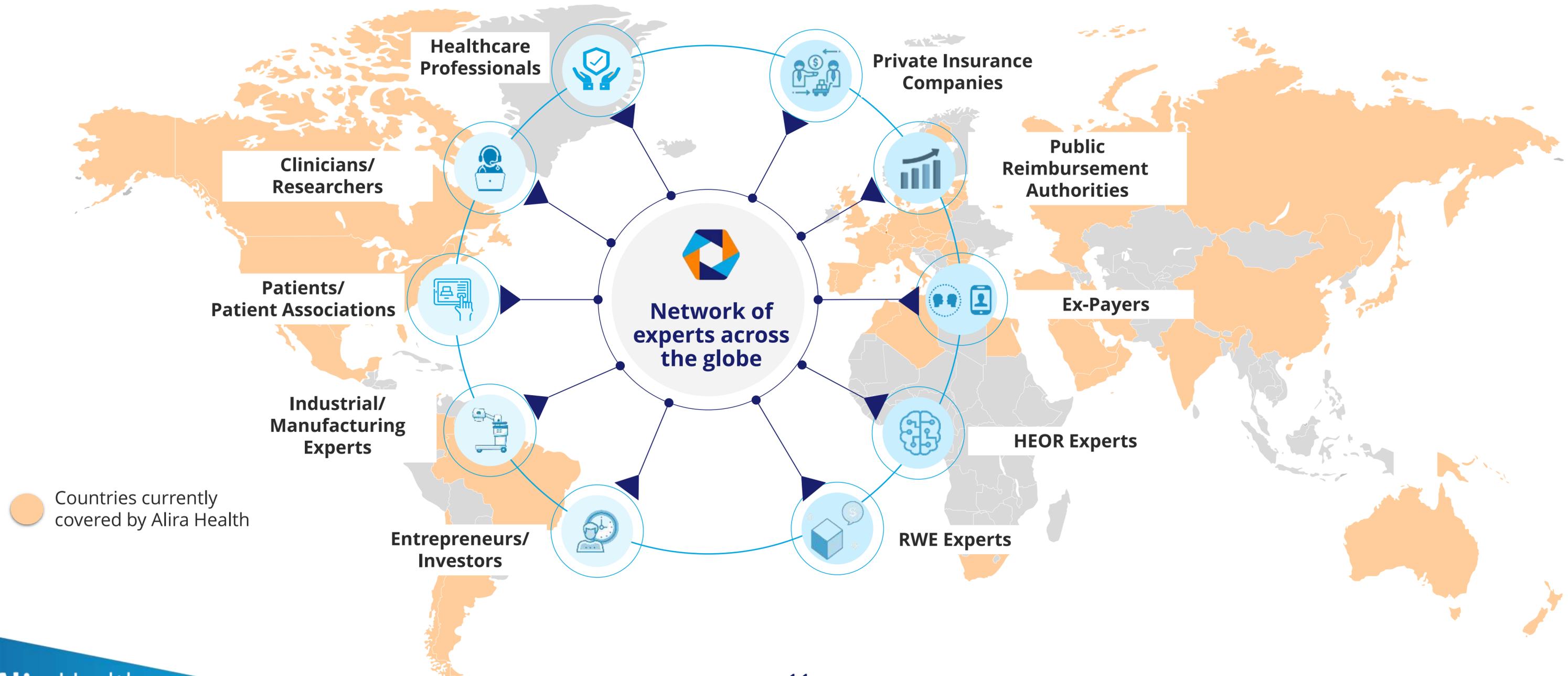
AH has experience across a wide range of therapeutic areas and other areas of expertise, including:



We Maintain a Network of Experts Spanning All Continents

Our Capabilities

Alira Health has worked with and maintains a relationship with experts from countries spanning all continents. We have dedicated staff covering all language needs. Multiple experts for each of these countries are available





Thank You



LET'S KEEP IN TOUCH



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NORTH AMERICAN OFFICES

Toronto | Canada
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San Francisco | US

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Barcelona | Spain
Basel | Switzerland
Cambridge | UK

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