

Trinity EvidenceFirst™

Navigating through the complexities of RWE analysis

Life sciences companies strive to make real-world evidence (RWE) a routine part of their decision-making process, but face challenges optimizing their use of real-world data (RWD).

Trinity's EvidenceFirst offerings deliver meaningful RWE solutions by providing an experienced partner to work alongside life sciences leaders, so they can:

- » Drive high-impact RWE based on analytics and methodologies that manage the intricacies of brand and market context
- » Enjoy the flexibility to draw on the appropriate data assets for each question's specific needs
- » Make evidence-based decisions across an asset's lifecycle

Trinity's RWE solutions are informed by EvidenceFirst's technology platform and leverage a team of experts in applying RWE to business questions across therapeutic areas.

EvidenceFirst powers and integrates with Trinity's full portfolio of solutions and services across the range of commercialization business needs.



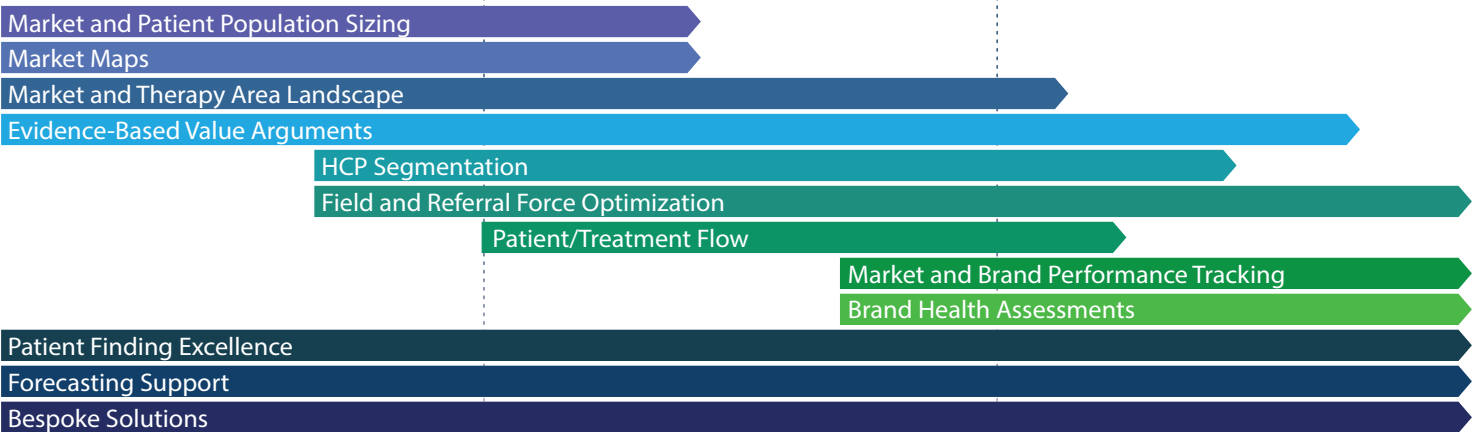
PRE-LAUNCH



PERI-LAUNCH



ON-MARKET SUPPORT





Leveraging the
**MOST APPROPRIATE
DATA**

For the context of each
**QUESTION, THERAPY AREA,
AND BRAND**



Considering
**THE CLIENT'S EXISTING
DATA RESOURCES**

And integrating
**OUR UNIQUE NETWORK
OF DIRECT DATA ACCESS**



- » EvidenceFirst integrates tech-driven capabilities, proven methodologies and 25+ years of industry expertise to reduce time to insight and deliver the depth and breadth of analytics necessary to support nuanced studies.
- » Trinity's dedicated RWE team has extensive experience with >15 leading industry and government datasets, informing the selection of the best tools and approach for each business question.
- » Each EvidenceFirst offering can be augmented with bespoke and advanced analytics (AI/ML) aligned to a client's unique business goals and data needs.

[Ask Us A Question](#) | [Schedule A Meeting](#) | info@trinitylifesciences.com

Explore Trinity EvidenceFirst | www.trinitylifesciences.com



Market and Therapy Area Landscape Assessment

PRE-LAUNCH • PERI-LAUNCH • ON-MARKET SUPPORT

New Product Planning leaders often need to make quick business development decisions—inputs into those decisions, like sizing patient populations and defining the disease and market landscape, need to be available in weeks to be useful.

Early commercial assessments often need to balance available resource with optimal analysis level, as teams may not own relevant data or have the budget for a custom analytical project.

With EvidenceFirst, life sciences companies can back commercial decision-making with real-world data (RWD) under circumstances and timeframes that weren't previously realistic.



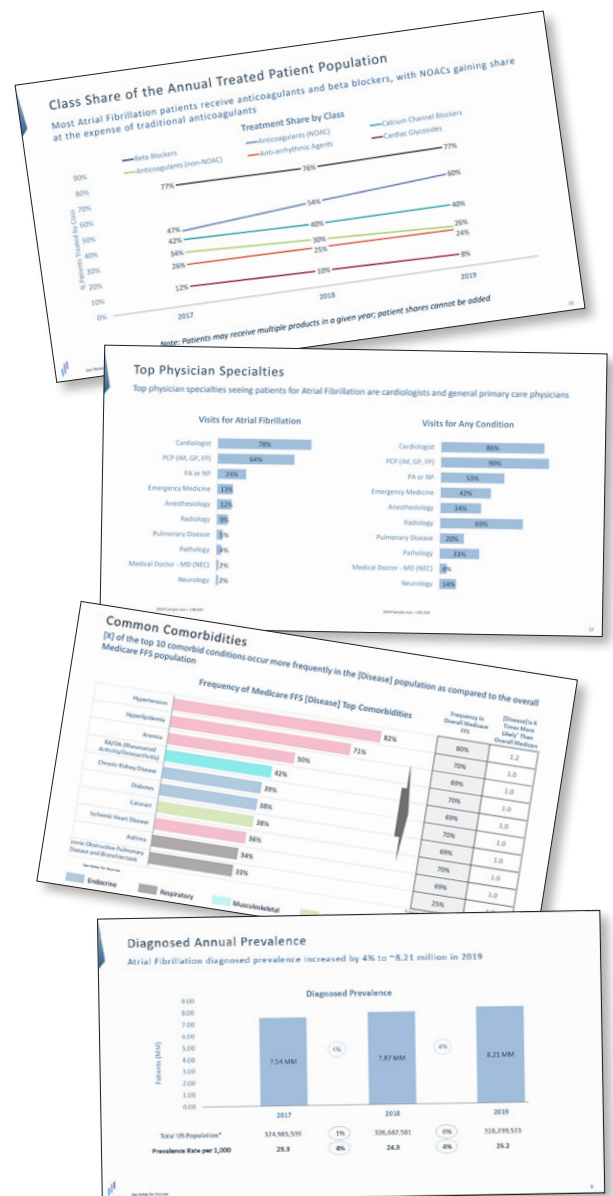
Data-driven insights across a range of key business needs are delivered within **2 weeks**.



EvidenceFirst's flexibility allows the use of the **most appropriate data assets** for the specific needs of each client, including Trinity's unique network of direct data access.

Trinity EvidenceFirst generates actionable real-world insights to assess market and therapy area landscapes, allowing clients to:

- » Inform market opportunity/prioritization assessments
- » Drive forecast assumptions
- » Profile patient demographics and common comorbidities
- » Characterize treatment and treater landscapes
- » Understand disease burden and cost of care



Market and Therapy Area Landscape Assessment

PRE-LAUNCH • PERI-LAUNCH • ON-MARKET SUPPORT

Sample Insights Available in 2 Weeks Include

MARKET SIZING

- » Claims diagnosed prevalence
- » Year-over-year growth rate
- » Incidence rate
- » Key patient demographics

TREATMENT LANDSCAPE

- » Overall treatment rate
- » Treatment rate - class | product
- » Mono vs. combo treatment
- » Treatment consumption metrics*

ENGAGED SPECIALISTS

- » Engaged specialties
- » Treating specialties
- » Setting of care utilization
- » Top facilities

DISEASE BURDEN

- » Common comorbidities
- » Top clinical outcomes
- » Total cost of care per patient
- » Distribution in cost of care
- » Average cost by care setting

* Average scripts per patient, days on therapy (DOT), and daily average consumption (DACON)

Ask Us A Question | Schedule A Meeting | info@trinitylifesciences.com

Explore Trinity EvidenceFirst | www.trinitylifesciences.com



Trinity EvidenceFirst™

Brand Health Assessment

PERI-LAUNCH • ON-MARKET SUPPORT

For in-market brands, assessing brand performance and key levers that impact that performance—with market context—is crucial.

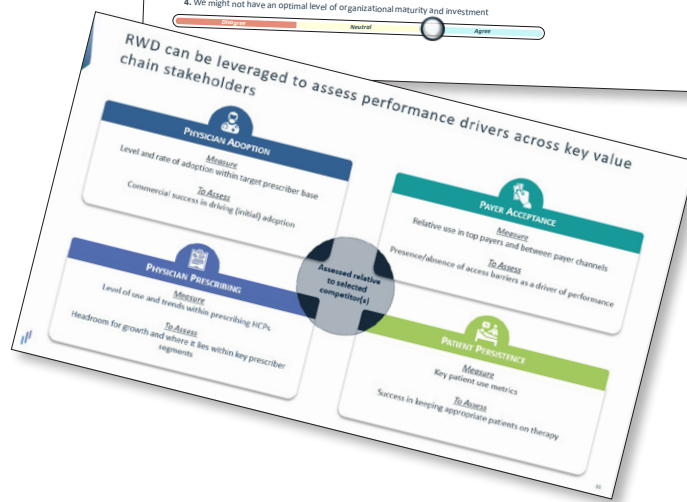
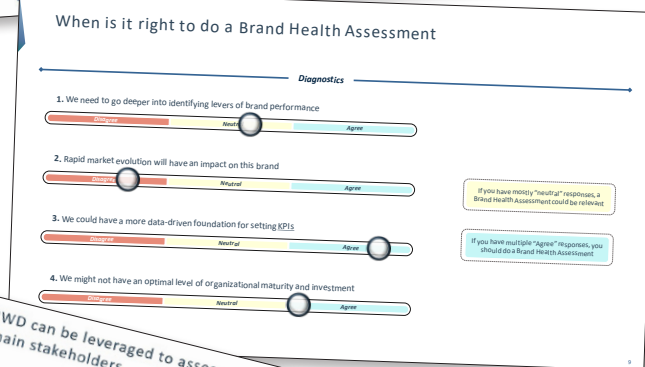
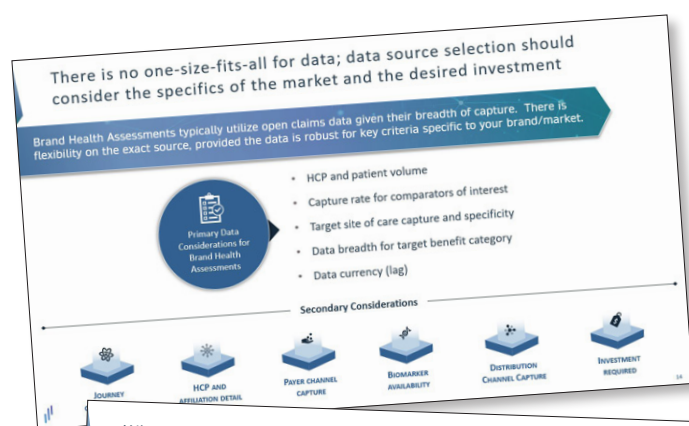
Brands that haven't yet entered a market need to compare themselves to competitors to inform strategy and planning.

Trinity's unique blend of assets and expertise allow clients to consider a range of brand health methodologies beyond standard analytics, including:

- » RWE "Data Assessments"—objective, data-driven views of a brand's key performance levers and trends
- » Benchmarking—of historical spend and resourcing vs. competitors/peers/analogues
- » EvidenceFirst's flexibility allows the use of the most appropriate data assets for the specific needs of each client, including Trinity's unique network of direct data access

Trinity EvidenceFirst generates actionable real-world insights to assess performance for brands or target markets relative to competitors, allowing clients to:

- » Identify levers for performance optimization
- » Define or update KPIs
- » Monitor market developments
- » Update and manage internal expectations



Ask Us A Question | Schedule A Meeting | info@trinitylifesciences.com

Explore Trinity EvidenceFirst | www.trinitylifesciences.com



Brand Health Assessment

PERI-LAUNCH • ON-MARKET SUPPORT

Insights Include

PHYSICIAN ADOPTION

- » Percent of target specialists prescribing
- » Adoption over time
- » New vs. continuing prescribers

PHYSICIAN PRESCRIBING

- » Brand- and target competitor-specific treatment rates
- » Differential prescribing rate by physician patient volume
- » Shared vs. owned prescribers
- » Use by indication

PAYER ACCEPTANCE

- » Relative adoption by payer channel
- » Performance with leading payers

PATIENT PERSISTENCE

- » Days on therapy
- » 30/60/90-day patient drop-off rate
- » OOP sensitivity

