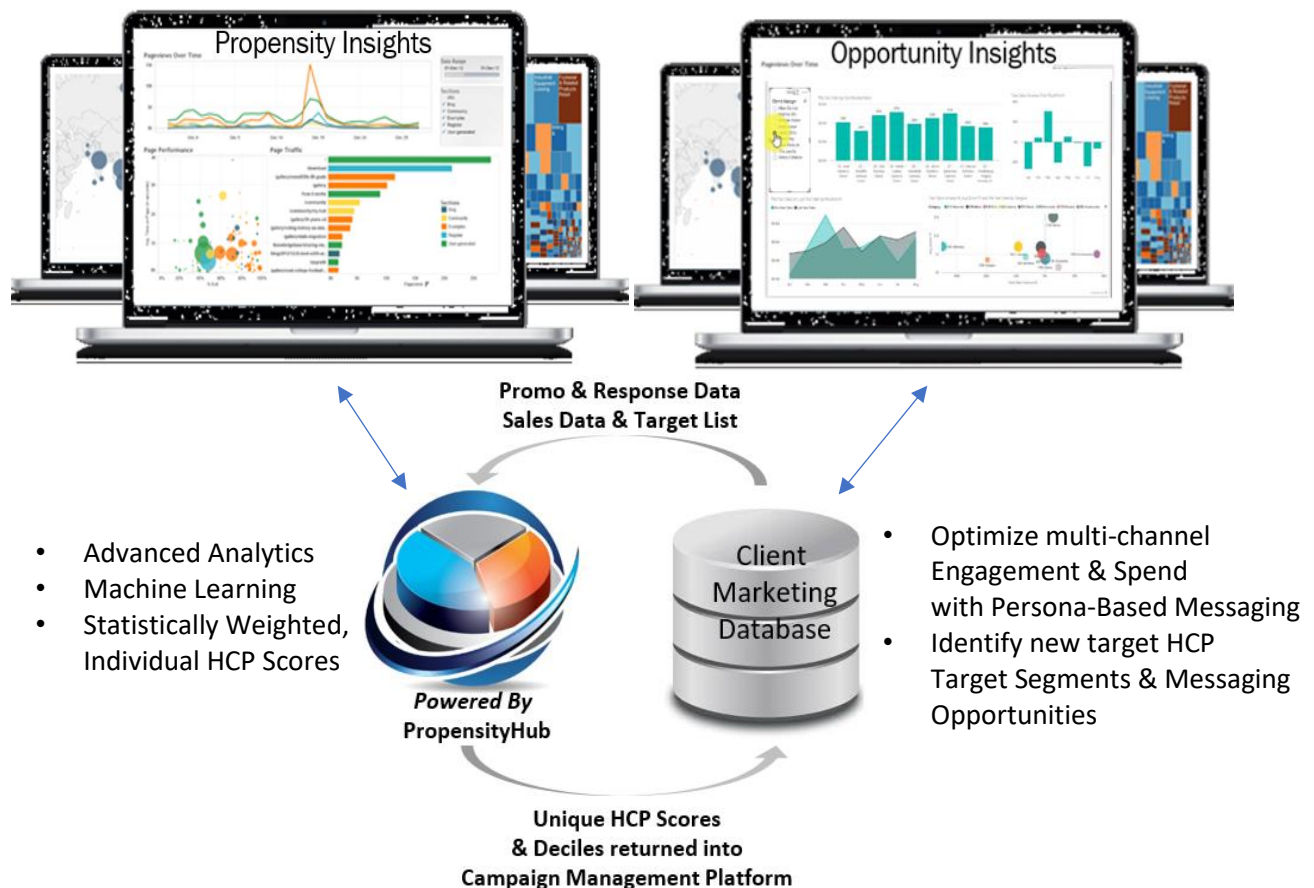


Allturna's *HCP Insights* Powered by PropensityHub™ Advanced Analytics

“In order to get where you want to go, you need to be certain of where you are.”

Allturna's HCP Insights offers brands the ability to unlock intelligence around the attitudes and behaviors of target HCPs relative to different marketing messages and different marketing channels; providing an understanding of how to best inform HCPs in a manner that will help change recommendation or prescribing behavior. This one-time analysis is **complementary** and helps to highlight the opportunities for targeting and tailoring sales and marketing tactics and messages.

The HCP Behavioral Insight Journey...



Turn Insights Into Action

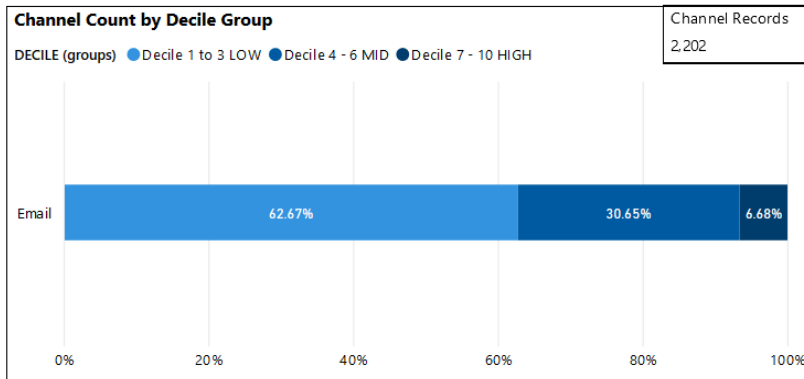
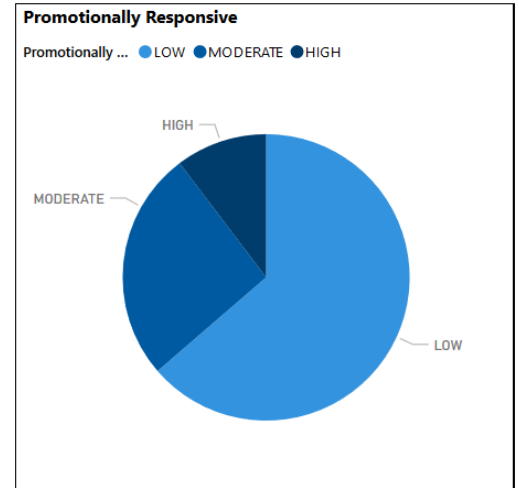
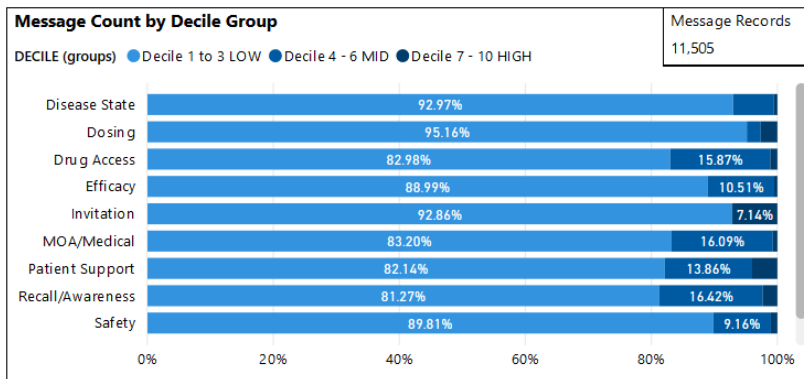
Using a client supplied HCP target list, the *HCP Insights* suite of reports provides the foundation for marketers to understand the current makeup of their targets relative to Allturna's Propensity Scores and identifies key messaging opportunities within the target list and across the entire HCP landscape.

Start your journey with Allturna towards analytically driven sales and marketing

Let Allturna help you visualize your target HCPs in a whole new light. Our complimentary insights regarding your target HCPs include online reporting so you can interact with the data and socialize the opportunities with others in your organization.

Contact Us Today to Discuss HCP Insights
Call: 1-267-870-8000 x108 for Sales
Email: insights@allturna.com
Learn More: allturna.com

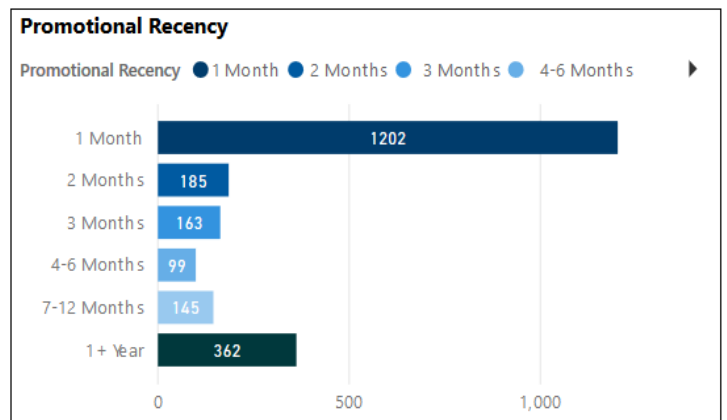
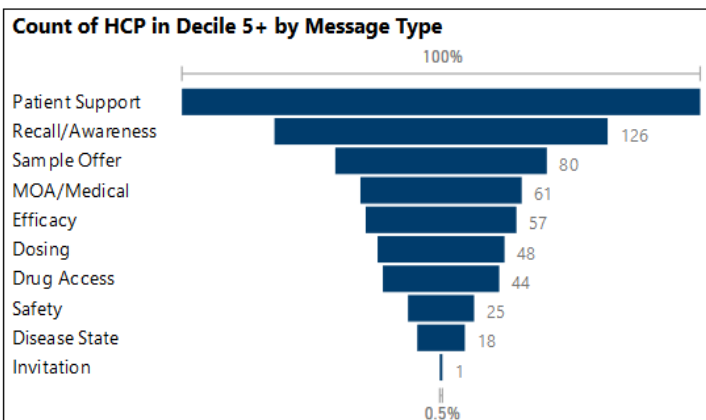
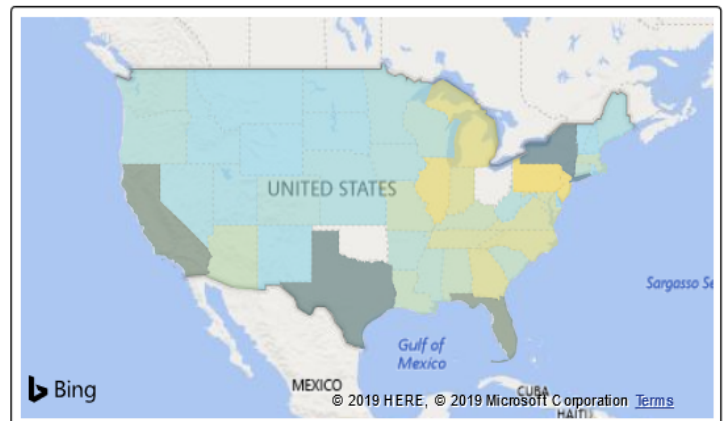
Propensity Insight Dashboard



Opportunity Insight Dashboard

Matched Promotionally Responsive Targets

| Specialty | HIGH | MODERATE |
|------------------------------|------|----------|
| Allergy & Immunology | | 2 |
| Anesthesiology | | 1 |
| Emergency Medicine | | 3 |
| General Practice | 20 | 63 |
| General Surgery | 1 | 8 |
| Gynecology & Obstetrics | 2 | 6 |
| Internal Medicine | 24 | 59 |
| Internal Medicine/Pediatrics | 42 | 93 |
| Orthopedic Surgery | 5 | 5 |



Proven Value Proposition
Back Test Past Campaign for Gap Analysis

Formulary Email Campaign Wave 1

| Decile | Delivered | Opened | Clicked | Unsubscribed | Open Rate | CTO Ra |
|--------------|-----------|--------|---------|--------------|--------------|--------------|
| 1 | 501 | 53 | 2 | 17 | 00.15 | 03.8% |
| 10 | 13 | 5 | | | 00.45 | |
| 2 | 2130 | 132 | 2 | 40 | 00.15 | 01.5% |
| 3 | 13824 | 524 | 27 | 91 | 00.05 | 05.2% |
| 4 | 7547 | 494 | 23 | 67 | 00.15 | 04.7% |
| 5 | 2930 | 281 | 2 | 35 | 00.15 | 00.7% |
| 6 | 3663 | 416 | 2 | 44 | 00.15 | 00.5% |
| 7 | 4006 | 671 | 18 | 44 | 00.25 | 02.7% |
| 8 | 507 | 184 | 8 | 9 | 00.45 | 04.3% |
| 9 | 81 | 44 | 1 | | 00.55 | 02.3% |
| Total | | | | | 00.15 | 03.3% |