



TherapeuticsMD<sup>®</sup>

*For Her. For Life.*

# Corporate Presentation

September 14, 2020

FOR INVESTOR PRESENTATION PURPOSES ONLY.

# Forward-Looking Statements

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This presentation by TherapeuticsMD, Inc. (referred to as “we,” “our,” or “the Company”) may contain forward-looking statements. Forward-looking statements may include, but are not limited to, statements relating to our objectives, plans and strategies, as well as statements, other than historical facts, that address activities, events or developments that we intend, expect, project, believe or anticipate will or may occur in the future. These statements are often characterized by terminology such as “believe,” “hope,” “may,” “anticipate,” “should,” “intend,” “plan,” “will,” “expect,” “estimate,” “project,” “positioned,” “strategy” and similar expressions and are based on assumptions and assessments made in light of our managerial experience and perception of historical trends, current conditions, expected future developments and other factors we believe to be appropriate.

Forward-looking statements in this presentation are made as of the date of this presentation, and we undertake no duty to update or revise any such statements, whether as a result of new information, future events or otherwise. Forward-looking statements are not guarantees of future performance and are subject to risks and uncertainties, many of which may be outside of our control. Important factors that could cause actual results, developments and business decisions to differ materially from forward-looking statements are described in the sections titled “Risk Factors” in our filings with the Securities and Exchange Commission (SEC), including our most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, as well as our current reports on Form 8-K, and include the following: the company’s ability to protect the intellectual property related to its products; the effects of the COVID-19 pandemic; the company’s ability to maintain or increase sales of its products; the company’s ability to develop and commercialize IMVEXXY®, ANNOVERA®, and BIJUVA® and obtain additional financing necessary therefor; whether the company will be able to comply with the covenants and conditions under its term loan facility; the potential of adverse side effects or other safety risks that could adversely affect the commercialization of the company’s current or future approved products or preclude the approval of the company’s future drug candidates; whether the FDA will approve the efficacy supplement for the lower dose of BIJUVA; the company’s ability to protect its intellectual property, including with respect to the Paragraph IV notice letters the company received regarding IMVEXXY and BIJUVA; the length, cost and uncertain results of future clinical trials; the company’s reliance on third parties to conduct its manufacturing, research and development and clinical trials; the ability of the company’s licensees to commercialize and distribute the company’s products; the ability of the company’s marketing contractors to market ANNOVERA; the availability of reimbursement from government authorities and health insurance companies for the company’s products; the ability to grow the company’s vitaCare patient model; the ability to grow the company’s vitaCare patient model; the impact of product liability lawsuits; the influence of extensive and costly government regulation; the volatility of the trading price of the company’s common stock and the concentration of power in its stock ownership. This non-promotional presentation is intended for investor audiences only.

# Recent Updates

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- Expanded patent protection for ANNOVERA with two Orange Book eligible patents
  - U.S. Patent No. 10,765,628 issued on September 8, 2020 and U.S. Patent No. 10,780,047 is scheduled to be issued on September 22, 2020
- Our flagship product, ANNOVERA, reached record high in July with ~1,500 total prescriptions; momentum continuing in August with projected TRx of ~1,900
- Previously delayed launch into Public Health, Department of Defense and Puerto Rico now underway
- 6<sup>th</sup> telehealth provider now live with ANNOVERA
- Menopause portfolio copay card and distribution optimization now underway with goal of improving gross to net (GTN)
- Company attending the following Investor Conferences
  - H.C. Wainwright on September 14<sup>th</sup> and Cantor Fitzgerald on September 17<sup>th</sup>

# TherapeuticsMD<sup>®</sup>

*For Her. For Life.*



**Annovera<sup>®</sup>**  
(segesterone acetate and  
ethinyl estradiol vaginal system)  
Delivers 0.15 mg/0.013 mg per day

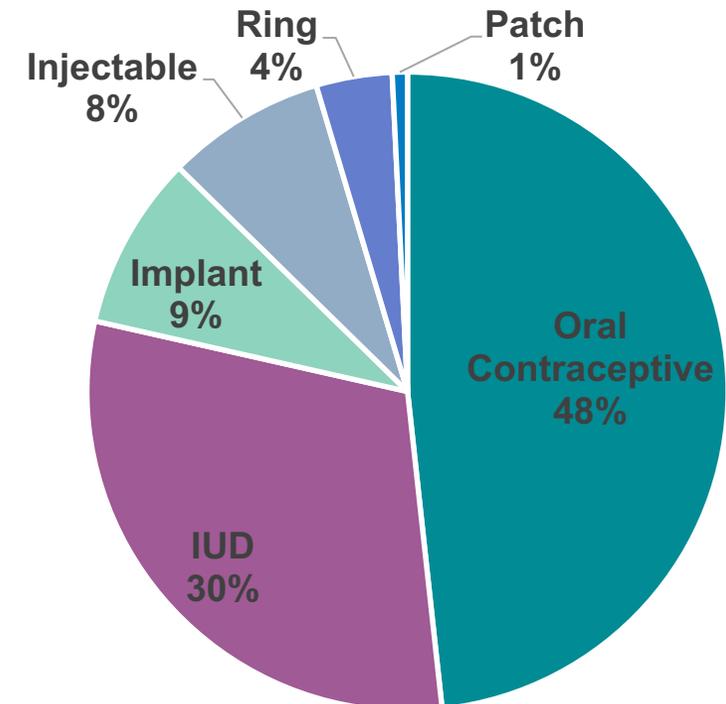
**Annovera<sup>®</sup>**  
(segesterone acetate and  
ethinyl estradiol vaginal system)  
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# ANNOVERA Market Opportunity

ANNOVERA is differentiated as it is patient-controlled, procedure-free and long-lasting

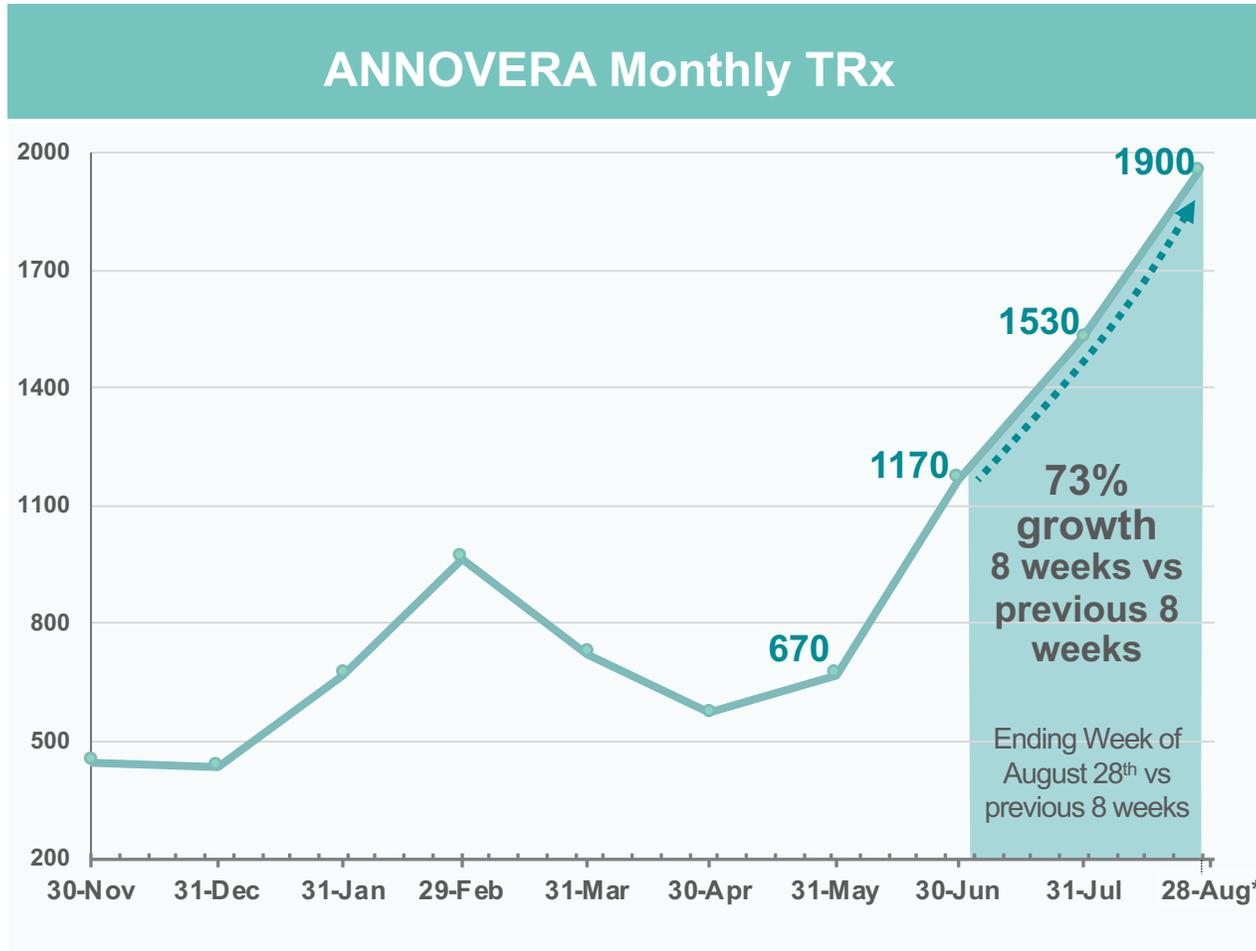
		 IUDs	 IMPLANTS	 OTHER COMBINATION HORMONAL CONTRACEPTIVES
Patient-controlled	✓			✓
Procedure-free	✓			✓
Long-lasting	✓	✓	✓	

% of Women using prescription contraception by method  
18.8 Million women\*



\*QuintilesIMS MIDAS, QuintilesIMS Analysis, Company filings. Long acting reversible contraceptive market includes: Nexplanon/Implanon, Mirena family, Paragard and Liletta. Net sales as reported in company filings

# Key Performance Metrics: ANNOVERA



	2Q 2020
TRx to patients	~2,400
# Prescribers w/ TRx	~1,100
Adjudication rate	~99%

- Projected August TRx ~1,900
- 2Q20 TRx of ~2,400
- Vast majority of patients paying \$0 copay
- In May, contraceptive visits were down 31% from the Jan/Feb visits\*\*

Data Source: Prescription data per Symphony Health PHAST Data through 8/28/2020

\* August projected TRx

\*\*IQVIA COVID Market Tracking Reports

# 2020 Commercial Priorities

## Prescriber

Drive depth and breadth of prescribing for ANNOVERA and IMVEXXY in “Hybrid” Reality

- Salesforce retrained, new tools enabling effective detailing face to face and virtually due to COVID-19
- Multichannel Marketing to complement sales efforts and expand to white space
- Healthcare provider access improved in August vs July and expected to continue

## Consumer

Accelerate performance trajectory through consumer campaign Launches for ANNOVERA and IMVEXXY

- ANNOVERA Consumer Campaign launched on July 1<sup>st</sup> and we are beginning to see pull through that is expected to accelerate through 1Q21
- IMVEXXY Consumer Campaign “Sex Care is Self Care” launched on August 1<sup>st</sup>; impact expected to begin 4Q20

## Channel

ANNOVERA acceleration across multiple channels

- Public Health, Department of Defense and Puerto Rico launch of ANNOVERA reinitiated
- Telemedicine platforms beginning to contribute

# Top Partners in Key Channels

**TXMD Sales Force ~135 Reps and Managers  
 Delivering our Current ANNOVERA Volume**

**18.8M**  
 women on  
 birth control  
 annually



**Medicaid market**  
 ~15% of all  
 contraceptive sales



**US Military market**  
 ~3% of all  
 contraceptive sales



**Telemedicine Platforms**  
 Large/Growing Segment



**MBG- Puerto Rico**  
 ~\$200M in total  
 contraceptive sales

<sup>1</sup>Data Source: Symphony Health PHAST Data and Government Reporting for Medicaid and TriCare  
 All trademarks are the property of their respective owners.



**afaxys**<sup>®</sup>  
affordable access<sup>®</sup>

**Focused on delivering  
resources and access to the  
public health sector**

# Afaxys Overview – Significant Public Health and Contraceptive Experience



- **#1** Provider of oral & emergency contraceptives to U.S. Public Health and University clinics
- **10+ Years** of providing reliable and affordable access to contraception
- **8,000 Clinics** and other public healthcare providers serviced nationwide
- **16M Total** Oral Contraceptive months of therapy sold (2013-2018)



## Medicaid

**Afaxys will be launching ANNOVERA into the Medicaid market:  
~15% of the overall birth control market**

- Medicaid market represents a significant revenue opportunity with ~15% of the overall birth control market
- 36 States cover ANNOVERA with Unrestricted Medicaid Fee for Service Access
- Working to get on Medi-Cal 4Q 2020 (~16% of national Medicaid population)

### Focus slowed due to covid-19

#### Planned Parenthood Title X, STD Clinics

- Focus on all 55 Planned Parenthood Affiliates, 6,000 sites
- Approximately half of the clinics have registered to order ANNOVERA

#### Universities and College Clinics

- Cover university and college clinics nationwide
- Key demographic for ANNOVERA offering significant opportunity
- Launch beginning in September 2020



**Department of Defense:  
WSI, a pharmaceutical company  
focused on serving women in the  
public health system**

# WSI: A Leader in Contraceptive Sales in the Military



WSI has significant experience working in the Federal Government Healthcare Systems  
**WSI Previously launched NuvaRing into the military**

## 92 Military bases

- Our goal is to have ANNOVERA in all major military treatment facilities that provide contraception services through WSI
- 24 bases have placed ANNOVERA on formulary
- 13 bases have ordered ANNOVERA

## Placed on Joint Deployment Formulary September 2020

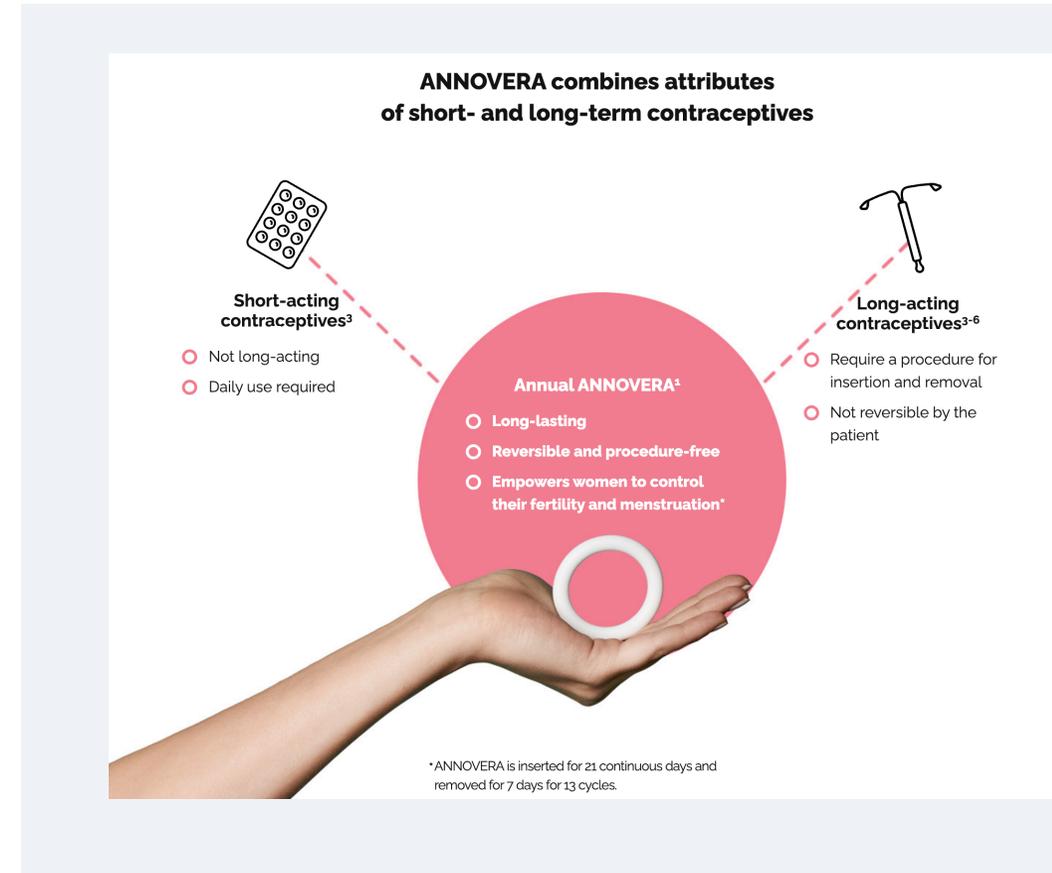
- Only long-lasting contraceptive that is on the Joint Deployment formulary for women being deployed overseas

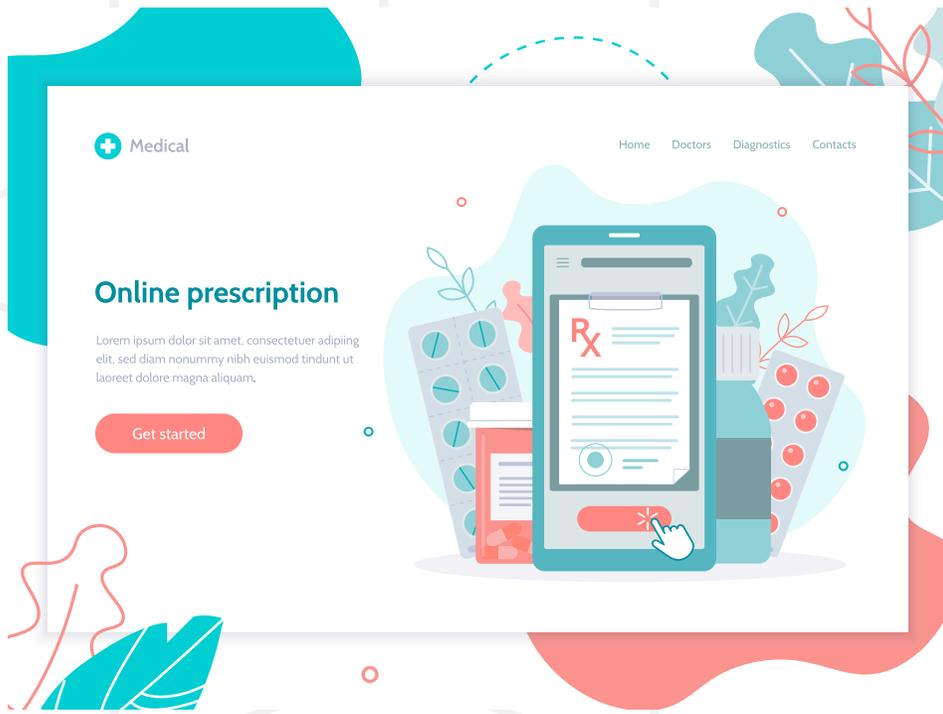
## In process – VA National Formulary

- ~432,000 women of contraception age in the VA

# Why is ANNOVERA a Unique Solution for the Military?

- Women in the Military are actively on missions in the United States and across the world
- Taking a daily pill while out in the field is not easy to do or remember
- ANNOVERA, with one ring in a small case, is easy to utilize wherever these women go
  - Provides a full year of protection
  - Eliminates the hassle of remembering to take a daily pill and refill your prescription
  - Procedure-free
  - Patient-controlled fertility and menses
- We believe this offers significant value to women that are deployed





## Telehealth Channel



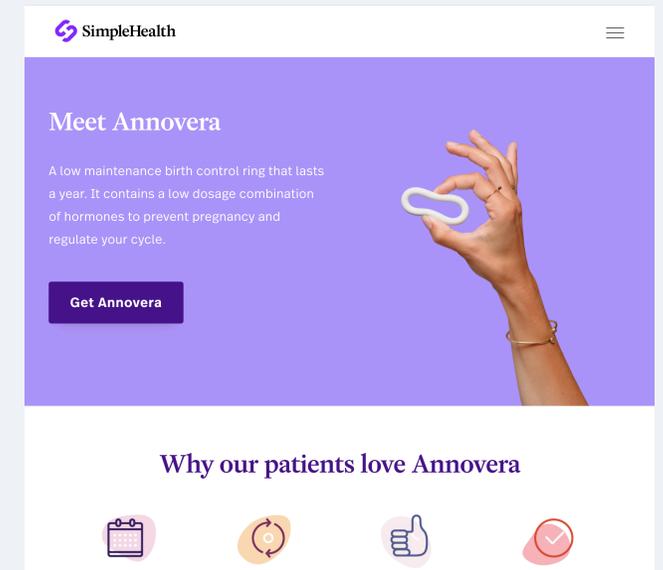
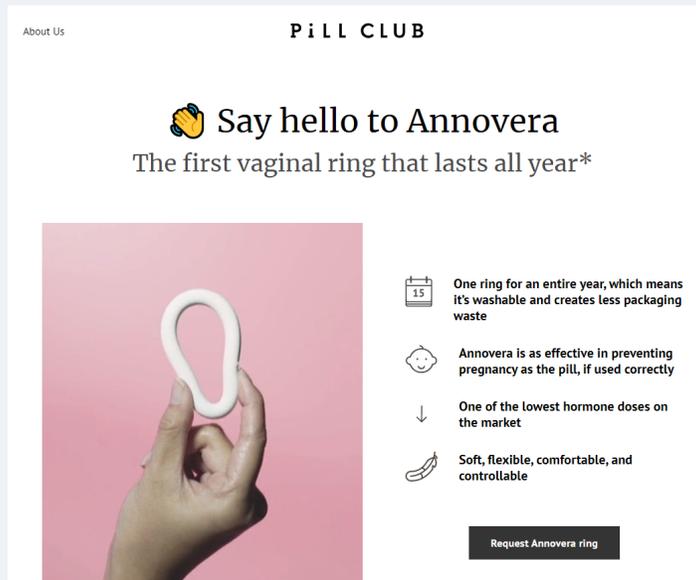
NURX.



# Six Birth Control Telehealth Providers Live



- Emerging digital marketing and e-commerce platforms reaching millions of women each year
- Over 75,000 units of NuvaRing dispensed in 2019



ANNOVERA is included on 6 telehealth platforms:



# ANNOVERA: a Unique Solution for the Online Birth Control Market

Meet the birth control that lasts a year

Try Annovera



## Birth control, simplified.

All women deserve access to birth control. We make it simple – with online prescriptions, automatic refills and free home delivery.

- Long-lasting contraceptive market net revenue has been growing at ~15% 7-year CAGR%\*
- The telemedicine channel for birth control has been accelerating quickly, but until now had no opportunity to enter the long-lasting market.
- ANNOVERA offers telehealth platforms the opportunity to compete in the long-lasting contraceptive market because it is the only long-lasting product where no procedure is needed
  - Long-lasting contraceptive products, like an IUD or implant, require an in-office procedure

\*Based on annual company filings

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# Prescriber Interest in ANNOVERA Coupled with a Positive Patient Experience will Drive Continued Growth

## HCPs

Early feedback from Healthcare Practitioners on ANNOVERA's value proposition has been positive\*\*

- HCPs aware of ANNOVERA are interested in learning more (67% aided awareness)

83%

of HCPs who are aware of new contraceptive entrants are aware of ANNOVERA (half of those by name)

100%

of those HCPs are aware of ANNOVERA are excited to prescribe the product!

\*\*C Space Research

## PATIENTS

1,036 women: Phase 3 acceptability study

- After 1 year of use:

75%

of the women indicated that they would consider using ANNOVERA, even if they had to pay for it

85%

of the women indicated that they would consider using ANNOVERA if it were free

- Today vast majority of patients have a \$0 copay

\*Questionnaires were administered and completed at cycle 3 by 1036 of the 1135 subjects enrolled in the Phase 3 trial (91%) and 811 subjects at cycle 13. Merkatz et al. *Contraception*. 2014;90(5):514-521.

# Importance of Consumer Awareness and Education



- Majority of women know the birth control method they want before seeing their Healthcare Professional
- Market is moving to long-lasting contraceptives at a ~15% 7-year CAGR<sup>1</sup>
  - ~47% patients rejected IUDs/Implants due to not wanting a procedure<sup>2</sup>
- ANNOVERA was developed to meet the needs of women wanting a long-lasting option without the commitment of a procedure



<sup>1</sup>Based on company filings

<sup>2</sup>Internal research findings

# Planned Investment in ANNOVERA Consumer Marketing Remainder of Year

## Consumer Launch



JULY

## POPSUGAR Media Campaign



SEPTEMBER

## Influencers



OCTOBER

## PR Campaign & Celebrity Spokesperson

**~~SORRY~~  
NOT  
SORRY**

Q4

# POPSUGAR Overview – Highly Relevant Content on a Massive Platform

## Our Objective

This program is designed to increase reach and awareness for ANNOVERA

## POPSUGAR reaches & engages our audience

- **#1** female lifestyle brand
- **300M** readers every month
- **1 in 2** Millennials (22-38 years old)
- **33M** social followers
- **500+** posts a day, supporting site engagement
- Reaches more women than all competitor sites
- Leader in the healthy living category

Source: Popsugar.com

## POPSUGAR.

Welcome to

# FULL DISCLOSURE

*Women have been fed a lot of misinformation when it comes to our health and our bodies. That is why we created Full Disclosure, a place where you can learn about all things women's health. No judgment, no shame, no euphemisms, just advice and information to help you live a happy and healthy life.*

[FIND OUT MORE](#)

Presented by

# POPSUGAR Supporting Media Snapshot (currently live)

## POPSUGAR Homepage Takeover

The screenshot shows a homepage takeover for Annovera on POPSUGAR. At the top, a large green banner reads "ANNUAL, COMFORTABLE, CONTROLLABLE BIRTH CONTROL. FINALLY." with a "LEARN MORE" button. Below this, the POPSUGAR logo is centered. The page is divided into several sections:

- Left Column:** A "CELEBRITY" section featuring a "Praise the Shoe Gods! These 16 Cute Nike Sneakers Are on Big-Time Sale" article.
- Center Section:** A pink banner with a woman in a red dress and the word "ANNUAL". Below it, the POPSUGAR logo and navigation menu (CELEBRITY, FASHION, FITNESS, BEAUTY, FAMILY, LIVING, CULTURE, LATINA, VIDEO, SHOP).
- Right Column:** An "ELECTION 2020" section with a "7 Tips to Succeed in Your Online Classes This Fall" article.
- Bottom Row:** Four article thumbnails:
  - "You Can Stay Overnight at One of the US's Most Notorious Murder Houses, and the Photos Will Give You Chills" (by Emily Weaver)
  - "The 51 Best Deals You Can Score From Wayfair's Big Labor Day Weekend Sale" (by Krista Jones)
  - "The Impact of Greening Your Daily Routine, by the Numbers" (by Annalise Mantz)
  - "7 Tips to Succeed in Your Online Classes This Fall" (by Sydni Ellis)

Important Risk Information banners are visible on the right side of the takeover.

## POPSUGAR Display Banners

This screenshot shows a different view of the POPSUGAR website with several banners and articles:

- Top Banner:** "INTRODUCING A NEW" with a small image of a person.
- Main Article:** "35 Remote Cabins Across the US You Can Rent For a Truly Distanced Getaway" by Jen Hill.
- Right Sidebar:** A "Woot! Move!" banner for Annovera: "GET YOUR DAILY LIFE HACK RIGHT IN YOUR INECK" with an email sign-up form and social media follow buttons.
- Bottom Right:** A "BIRTH CONTROL" banner and another Annovera banner: "ANNOVERA IS A FIRST-OF-ITS-KIND".
- Bottom Article:** "A Story of a Cat Jumping Into His Owner's Arms to 'My Heart Will Go On' Is Just Poetic" by original word.
- Bottom Left:** A "PEOPLE ARE USING CATS AS PHOENIX IN MILLION-DOLLAR CLUBS TO SILENCE CEO'S PRIVATE DIETARY CHARACTER" article.

# Influencer Program to Reach Target Audience

## Objective

Work with influencers who have a strong presence with our target audiences to build content that increases awareness of ANNOVERA, showcases its benefits and convinces women to trade up to a better birth-control

## ANNOVERA Receives

- 22 influencers
- 45 pieces of content/post

EXAMPLE

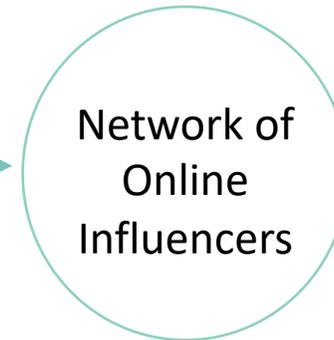


# Influencer Program Structure— Launching in October

Type of influencer	# of influencers	Reach (~# of Followers per Influencer)
<b>Web Celeb</b>	1	2.5MM+
<b>Macro Creator</b>	4	200K+
<b>Mid-Tier</b>	5	80K+
<b>Micro Creator</b>	5	20K+
<b>Nano Creator</b>	7	3K+



- Product Overview
- Key Messages
- Target Demos



## Content Types per influencer

- Insta Photos
- Social Posts (across channels)
- Stories (# of total frames)
- Videos

# Expectations for a Successful Brand

## Contraception Market Size



\$5 billion market size



28 million new prescriptions annually



18 million women

## Time to Achieve 4-5% Market Share

*Lo Loestrin<sup>Fe</sup>* (norethindrone acetate and ethinyl estradiol tablets, ethinyl estradiol tablets and ferrous fumarate tablets)  
1 mg/10 mcg and 10 mcg

**Lo-Loestrin ~4 years**

*NUVARING<sup>®</sup>*  
(etonogestrel/ethinyl estradiol vaginal ring)  
delivers 0.120 mg/0.015 mg per day

**NuvaRing ~5 years**

## ANNOVERA Revenue at Different Example Market Shares

1%: 180K Rx, ~\$360M

2%: 360K Rx, ~\$720M

3%: 540K Rx, ~\$1.1B

4%: 720K Rx, ~\$1.4B

5%: 900K Rx, ~\$1.8B

Data Source: Symphony Health PHAST Data

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TherapeuticsMD<sup>®</sup>

*For Her. For Life.*



 **Imvexxy<sup>®</sup>**  
(estradiol vaginal inserts)

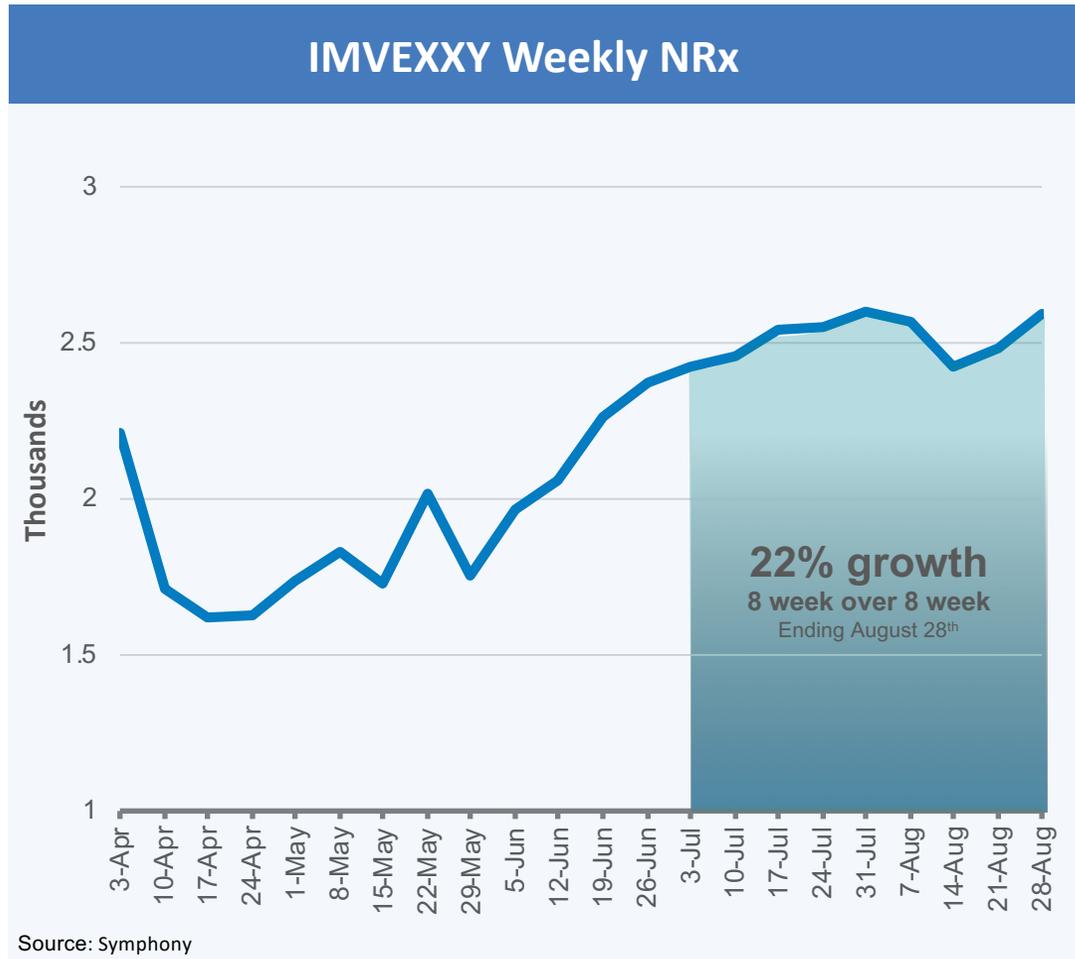
# IMVEXXY is “Redefining Relief”

- Indicated for moderate to severe dyspareunia, a symptom of VVA, due to menopause
- Small, digitally inserted, softgel vaginal insert that dissolves completely
- **Easy to use without the need for an applicator**
- **Mess-free** administration
- Use **any-time of day**
- **Lowest approved doses** of estradiol 4 mcg and 10 mcg
- **Efficacy demonstrated as early as 2 weeks** (secondary endpoint) and maintained through week 12 in clinical studies
- PK data - **No increase in systemic hormone levels** beyond the normal postmenopausal range\*
- **Dose packaging to optimize compliance and convenience**



\*The clinical relevance of systemic absorption rates for vaginal estrogen therapies is not known.

# Key Performance Metrics: IMVEXXY



Source: Symphony

Data Source: Prescription data per Symphony Health PHAST Data through 8/28/2020

	2Q 2020
TRx to patients	~118,000
# Prescribers w/ TRx	~12,000
Overall adjudication rate	~44%

- Focus on fills allows for continued revenue growth
  - Average of 5 fills per patient since launch
- Market decline 3% year over year May-July, while IMVEXXY grew 8%, according to Symphony Health
- IMVEXXY New RX increased 22% for 8 weeks ended 8/28/20 over previous 8 weeks setting us up for TRX growth in future months

# COVID-19 Impact on the Menopause Market

**The VVA market has decreased in volume we believe due to COVID-19<sup>1,2,3</sup>**

- GYN visits for less serious events like VVA are down due to COVID-19, negatively impacting IMVEXXY and the volume for the VVA class of drugs
- Commercial insurance receding due to job loss impacting IMVEXXY and BIJUVA volume and net revenue per unit
- Lack of elective medical and surgical procedures being done during COVID-19 restrictions has delayed patients hitting their high deductible insurance threshold
  - This negatively impacts net revenue per unit for IMVEXXY and BIJUVA
- IMVEXXY has been able to keep or grow market share when compared to other VVA products
- Menopause portfolio copay card and distribution optimization programs now underway with the goal of improving net revenue per unit
  - Results expected to begin in 4Q20

<sup>1</sup>VVA Market Data Trend by NDC; <sup>2</sup>IQVIA Reports, Monitoring the Impact of COVID-19 on the Pharmaceutical Market; <sup>3</sup>World Economic Forum, May 2020

# Continue to Optimize Net Revenue for IMVEXXY and BIJUVA

Having achieved broad payor coverage,  
TXMD to begin normalize patient assistance programs with the goal of increasing net revenue per script

## Gross Revenue to Net Revenue

### Gross Revenue

(-) Patient Copay Assistance

(-) Wholesale Costs

(-) Pharmacy Discounts

(-) Payor Rebates

(-) Returns, Allowances & Other Accruals

= Net Revenue

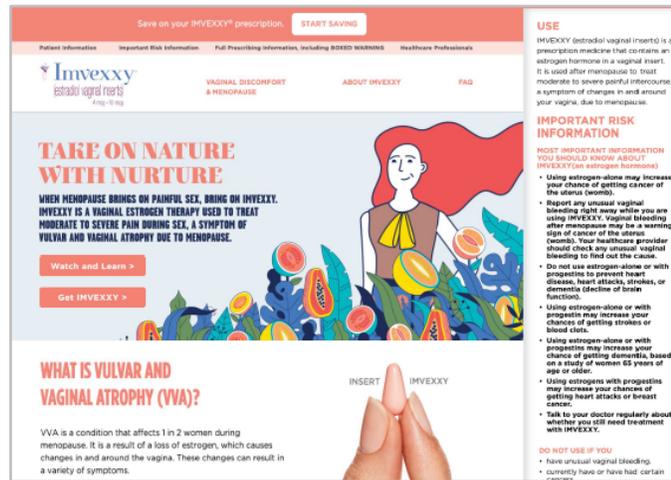
## Levers to Increase Net Revenue per Unit

- 1 Increase average net selling price
  - a) Improve mix of starter and maintenance packs for IMVEXXY
- 2 Increase patient copay
  - a) Example: \$35 with insurance and \$75 without insurance
- 3 Set limits on patients with high deductibles
- 4 Reduce overall cost of co-pay card (primarily at retail)
- 5 Negotiated rates with wholesalers, improve as volume increases across TXMD product portfolio
- 6 Direct sales opportunities that allow TXMD to bypass wholesaler

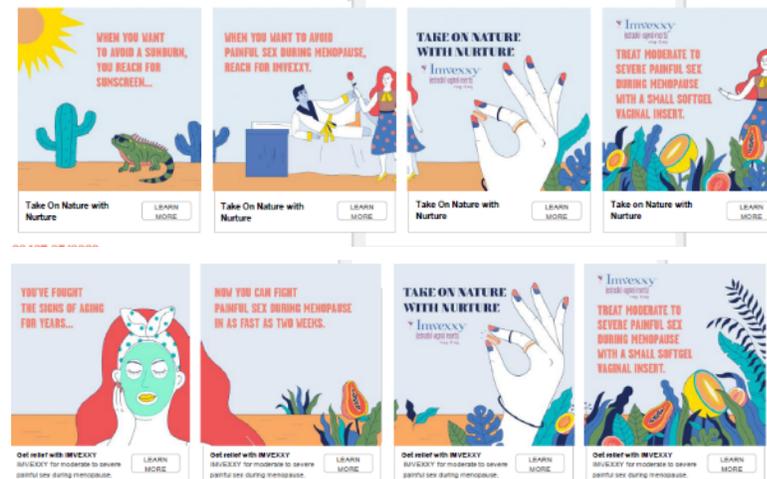
Co-Pay Card and Distribution optimization has recently started, and we expect positive impact to net revenue to begin in 4Q20

# Women Drive the Discussion and Initiations. IMVEXXY DTC Campaign Motivates Women to Take Action Across Multiple Channels

## Website



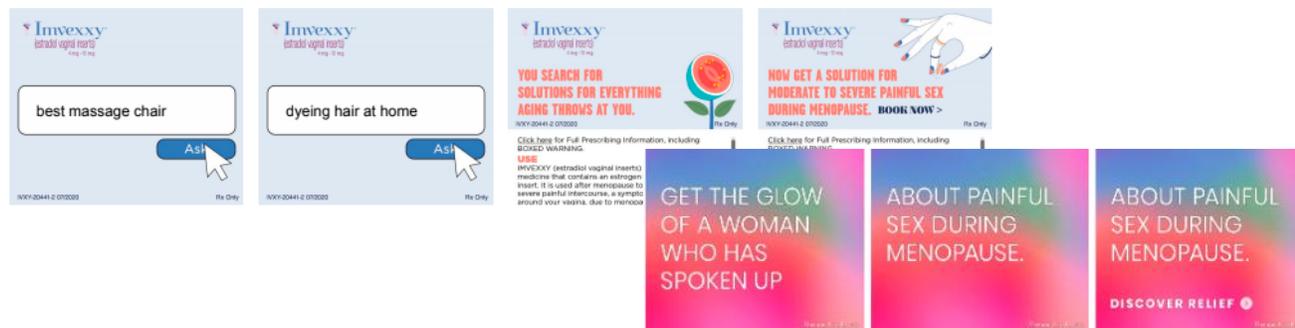
## Social Ads



## Online Video Player



## Display Ads



Social



Display



Rx Edge – In Aisle



Search

TherapeuticsMD®

*For Her. For Life.*



  
Bijuva® 1mg/100mg  
(estradiol and progesterone) capsules

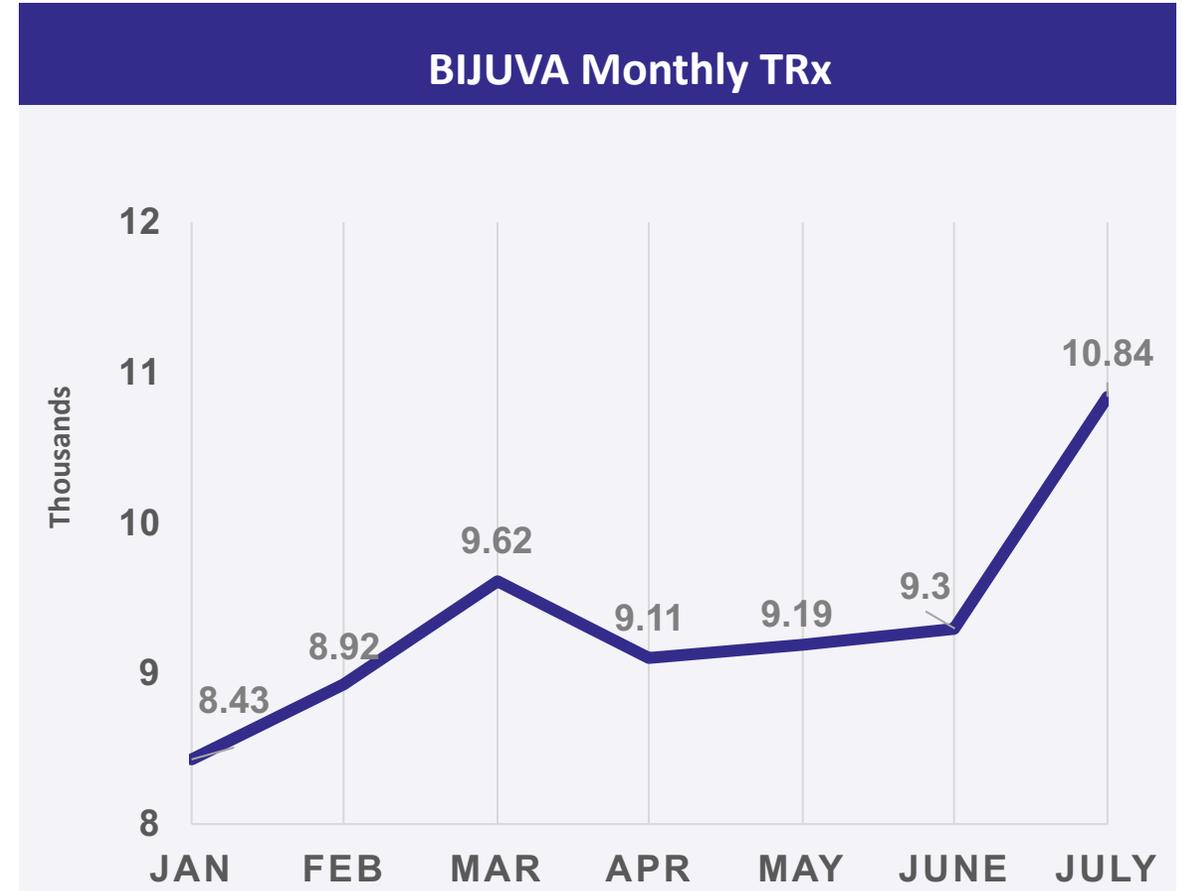
# Key Performance Metrics: BIJUVA



## Maintain Brand Loyalists

- Targeted approach with team also supporting Bio-Ignite

	2Q 2020
TRx to patients	~27,600
# Prescribers w/ TRx	~4,200
Overall adjudication rate	~56%



Source: Symphony

Data Source: Prescription data per Symphony Health PHAST Data through 7/31/2020

# Regulation of the Compounding Industry



## National Academies of Science, Engineering and Medicine (NASEM)

- Report commissioned by FDA and published on July 1, 2020 looking at bio-identical compounding industry
- NASEM recommendations for stronger regulation and discipline around promotion and dispensing of compounded bio-identical hormones
- NASEM recommendations have been both praised and rebutted by various stakeholders

### **NASEM Report and Recommendations:**

<https://www.nap.edu/resource/25791/cBHT%20Consensus%20Study%20Report%20Highlights.pdf>

<https://www.nap.edu/resource/25791/cBHT%20Recommendations%20Insert.pdf>

### **Link to compounding industry response:**

<https://anh-usa.org/fda-bioidenticals-are-public-health-concern-ban-likely/>



## Appendix

# 2Q20 Key Metrics



	Annovera® (segestrone acetate and ethinyl estradiol vaginal system) Delivers 0.15 mg/0.013 mg per day	Imvexxy® (estradiol vaginal inserts)	Bijuva® 1mg/100mg (estradiol and progesterone) capsules
Net Revenue	~\$1.8M	~\$5.1M	~\$1.4M
Average Net Revenue / Unit:	~\$1,332 <sup>1</sup>	~\$41 <sup>2</sup>	~\$45 <sup>2</sup>
Overall adjudication rate:	~99%	~44%	~56%

<sup>1</sup> Average net revenue per unit calculated based on units sold to wholesalers and pharmacies divided into net revenue for the quarter

<sup>2</sup> Average net revenue per unit calculated based on units sold to wholesalers and pharmacies divided into net revenue for the quarter. This reflects a change in methodology from previous “calculated net revenue per unit” which used units sold to patients in the quarter.



 A pharmacy that provides a modernized consumer experience for prescription fulfillment

# vitaCare - History



- vitaCare Prescription Services, Inc. is a wholly-owned subsidiary of TherapeuticsMD, Inc.
- TXMD leverages vitaCare to help meet the needs of its patients and prescribers, and ensure continued availability of products to patients
- The vitaCare patient model assists patients in obtaining easy and convenient access to their prescriptions for products at a retail pharmacy of their choice, including via home delivery retail pharmacy options
- As the vitaCare patient model matures following the commercial launches of TXMD's prescription pharmaceutical products, TXMD is considering making the vitaCare patient model available to third party manufacturers and partnering with others to grow vitaCare



# A Pharmacy that Provides a Modernized Consumer Experience for Prescription Fulfillment

**The traditional pharmacy experience is broken.**

Patients wait in line without knowing if the product is available or what price they will pay



Price transparency and affordability



Solves payor hurdles and product stocking issues



Product delivery to door or available at any local pharmacy



# Traditional Prescription Fill Experience

Prescription drugs – the only industry in the US where you have no idea how much your prescription will cost, if it's in stock, or what other documentation might be needed to get it.



- 1 Doctor writes script and sends to pharmacy via EMR



- 2 Patient goes to pharmacy



- 3
  - Patient waits in line at pharmacy, has no idea what her medicine will cost or if it is in stock
  - Patient often suffers from sticker shock and blames the doctor or drug maker

# vitaCare: A New Simple Process



**1** Doctor writes script and sends to vitaCare via EMR

**2** vitaCare Pharmacy Tech contacts patient, explains cost and fill options based on patient's insurance

- Patient chooses where to fill prescription and can choose from all major retail pharmacy chains, PBM mail order or PillPak
- vitaCare transfers the patient's prescription with all necessary paperwork to the pharmacy of patient's choice to be filled knowing the cost of co-pay and where the product is in stock

**3** Patient goes to pharmacy and picks up prescription or receives via mail order



# Empowers manufacturers to manage their product with precision that reaches each script received

**Manufacturers can now manage their business at the pharmacy transaction level.**

Real-time pharmacy transaction and business intelligence data is now available to the manufacturer.



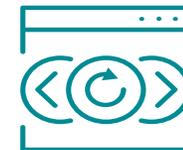
Manufacturers now have access to real-time inventory data throughout the retail supply chain



API integrated with key pharmacy partners allowing access to information manufacturers have never had before



Manufacturers can manage relationships and contracts with payors in real-time





# vitaCare – Key Concepts

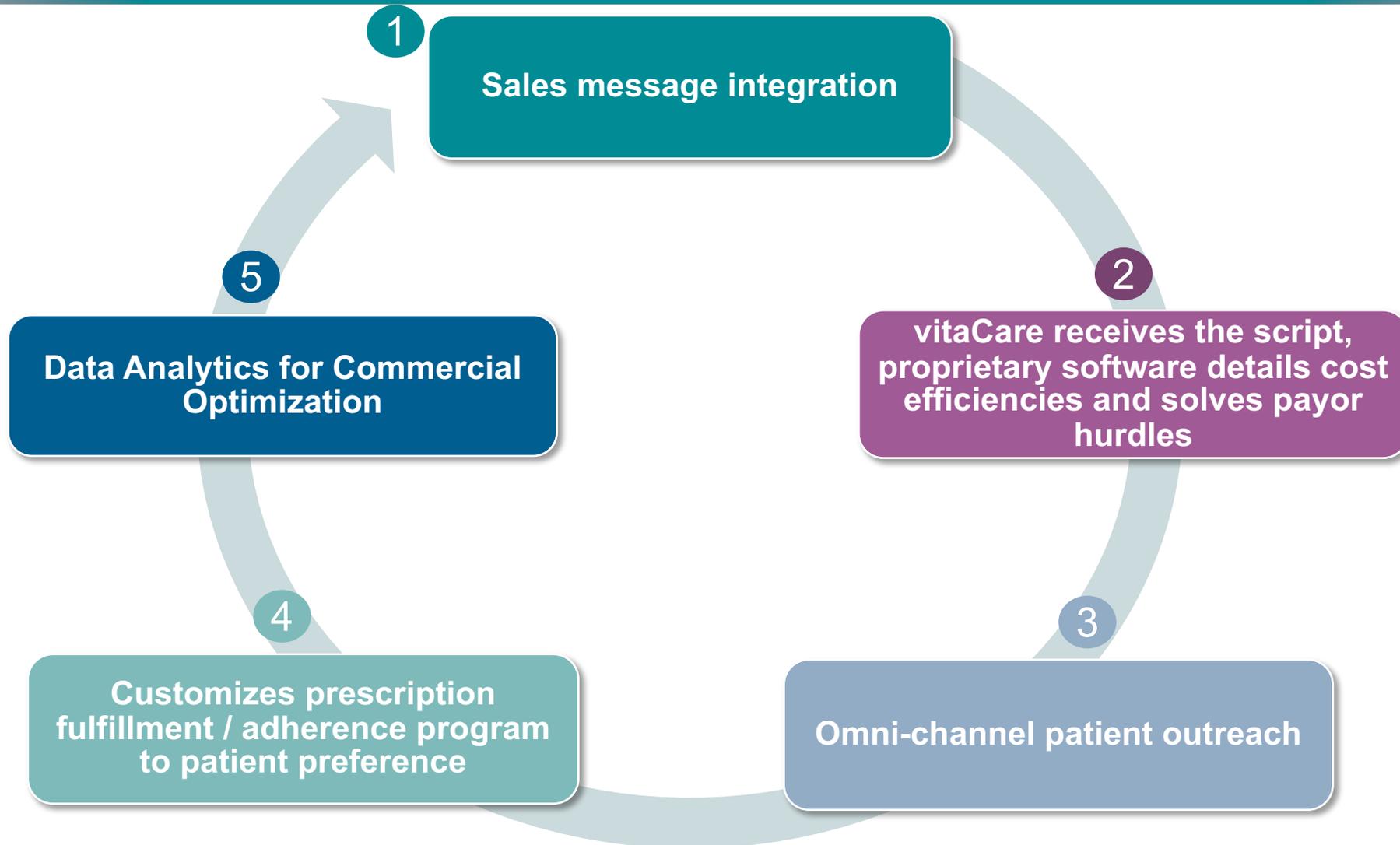


- **vitaCare is a licensed pharmacy that acts as a datahub (does not adjudicate and fill prescription) enabling a patient to make an educated cost-based decision on where to fill a prescription\***

**★ No additional steps needed for the prescriber, fully integrated into current prescription process. Available to physicians through EMR, phone or fax**

*\*vitaCare does not hold inventory or offer fulfillment services. vitaCare may provide certain services for cash-pay patients.*

# vitaCare Prescription Services End to End Process



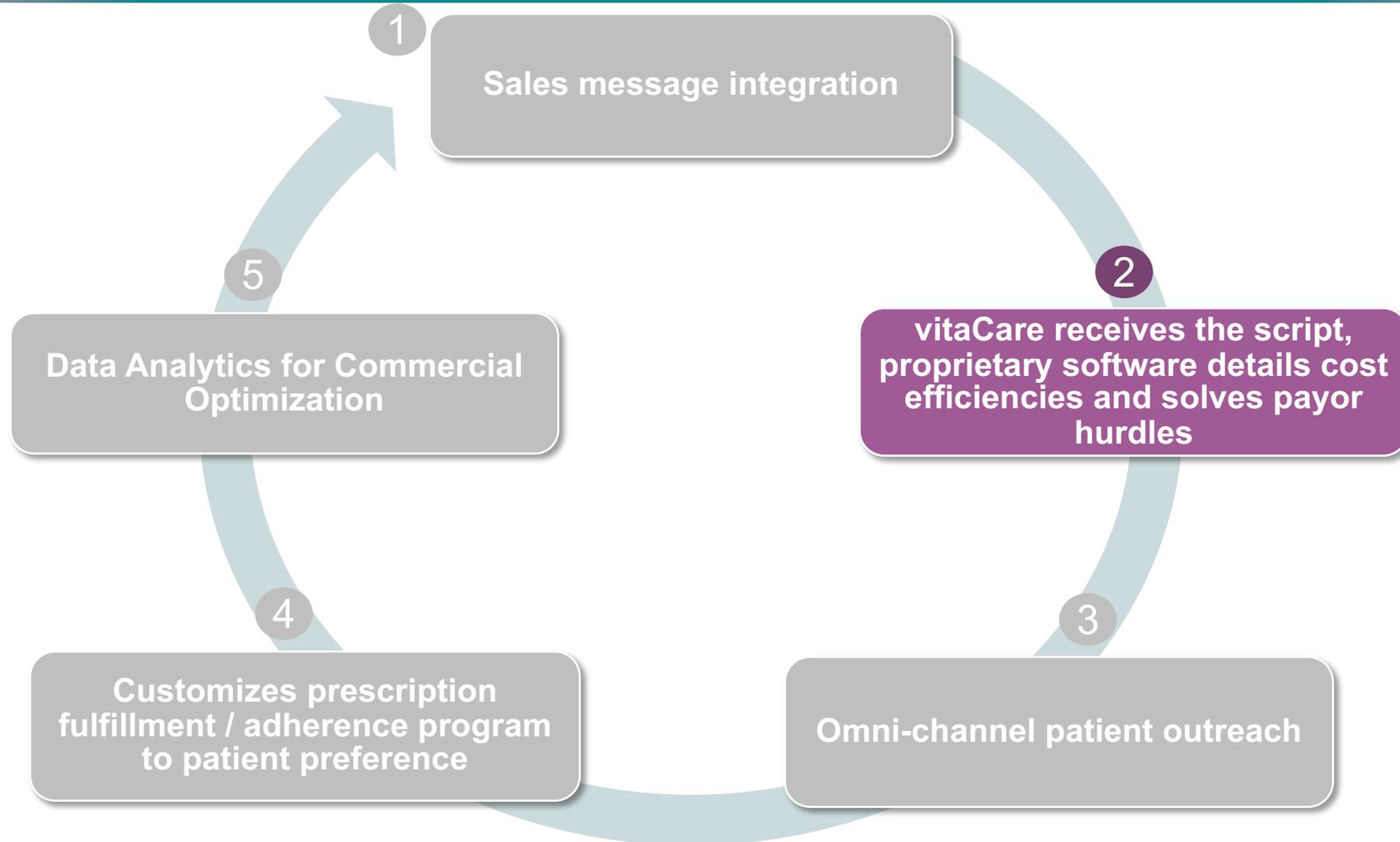
# 1 Simple Sales Messaging Integration

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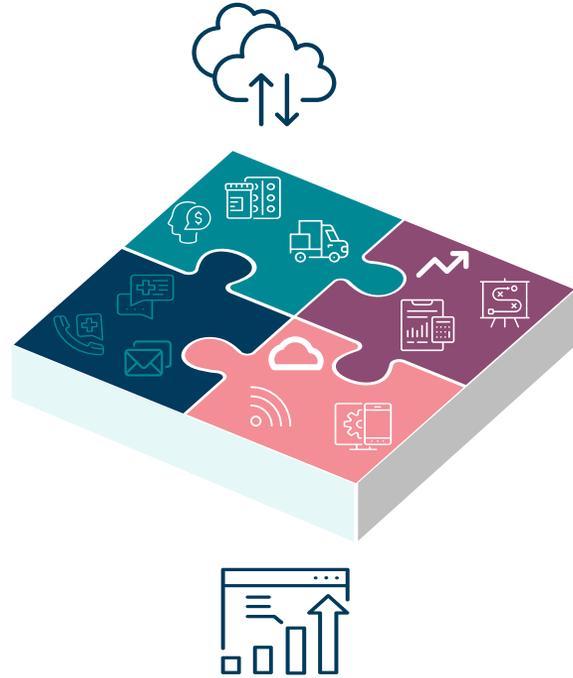


- **vitaCare ensures a seamless product and pharmacy experience for the patient and doctor**
- **Sales training is focused not only on the product, but also how patient access and experience is improved through vitaCare**
- **No additional cost and no additional paperwork for the doctor**
- **Physician simply chooses vitaCare as pharmacy in the EMR**

# vitaCare Prescription Services End to End Process

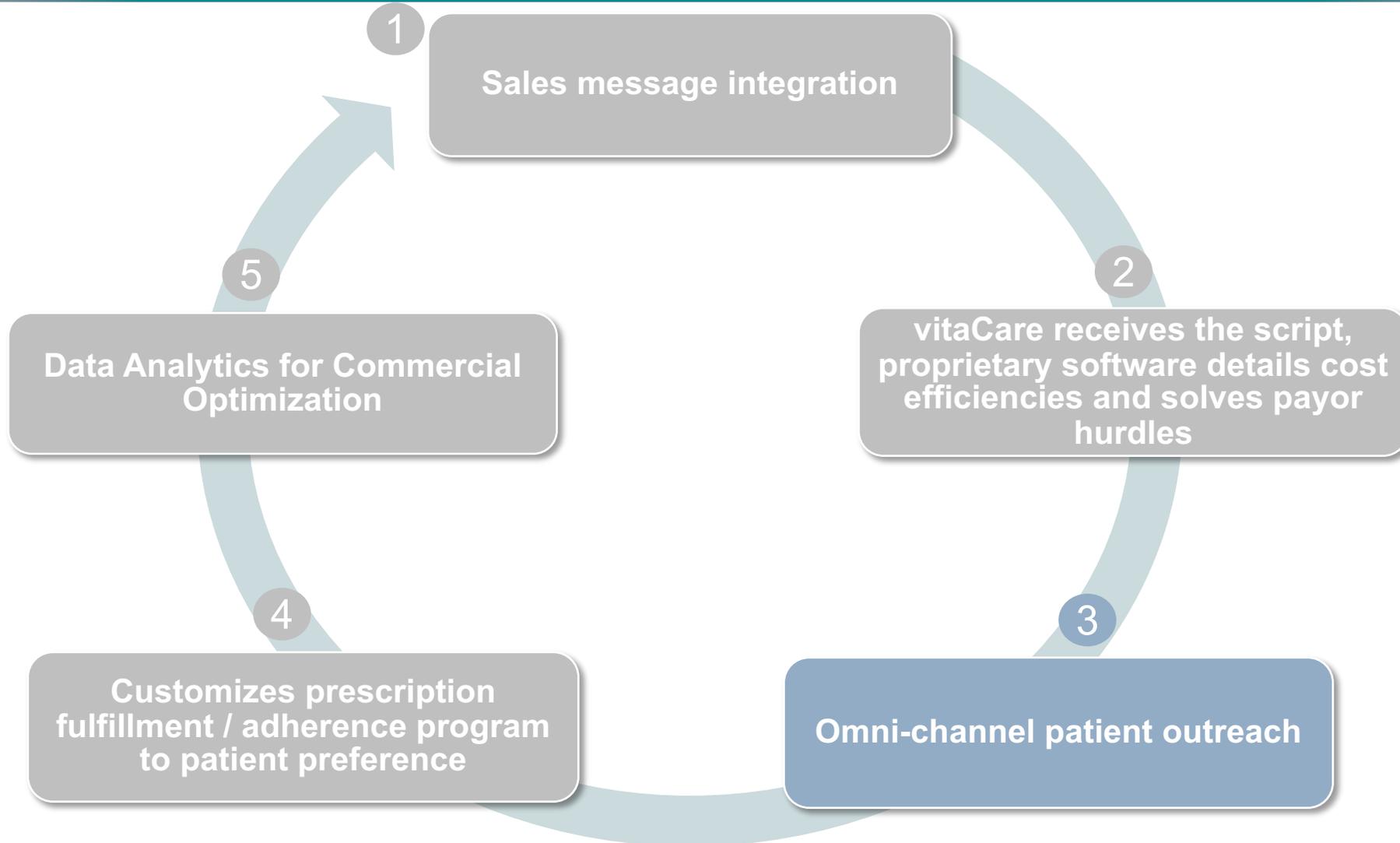


## 2 vitaCare Receives Script from Doctor



- **vitaCare test adjudicates prescription to check insurance coverage and gather all usable information**
- **Algorithm triages script through various endpoints and provides output detailing the most cost-efficient retail option for the patient to obtain the prescription**
- **CRM automatically manages ongoing patient contact including refill reminders, auto-refill, home delivery, script expirations, product or condition awareness, etc.**

# vitaCare Prescription Services End to End Process

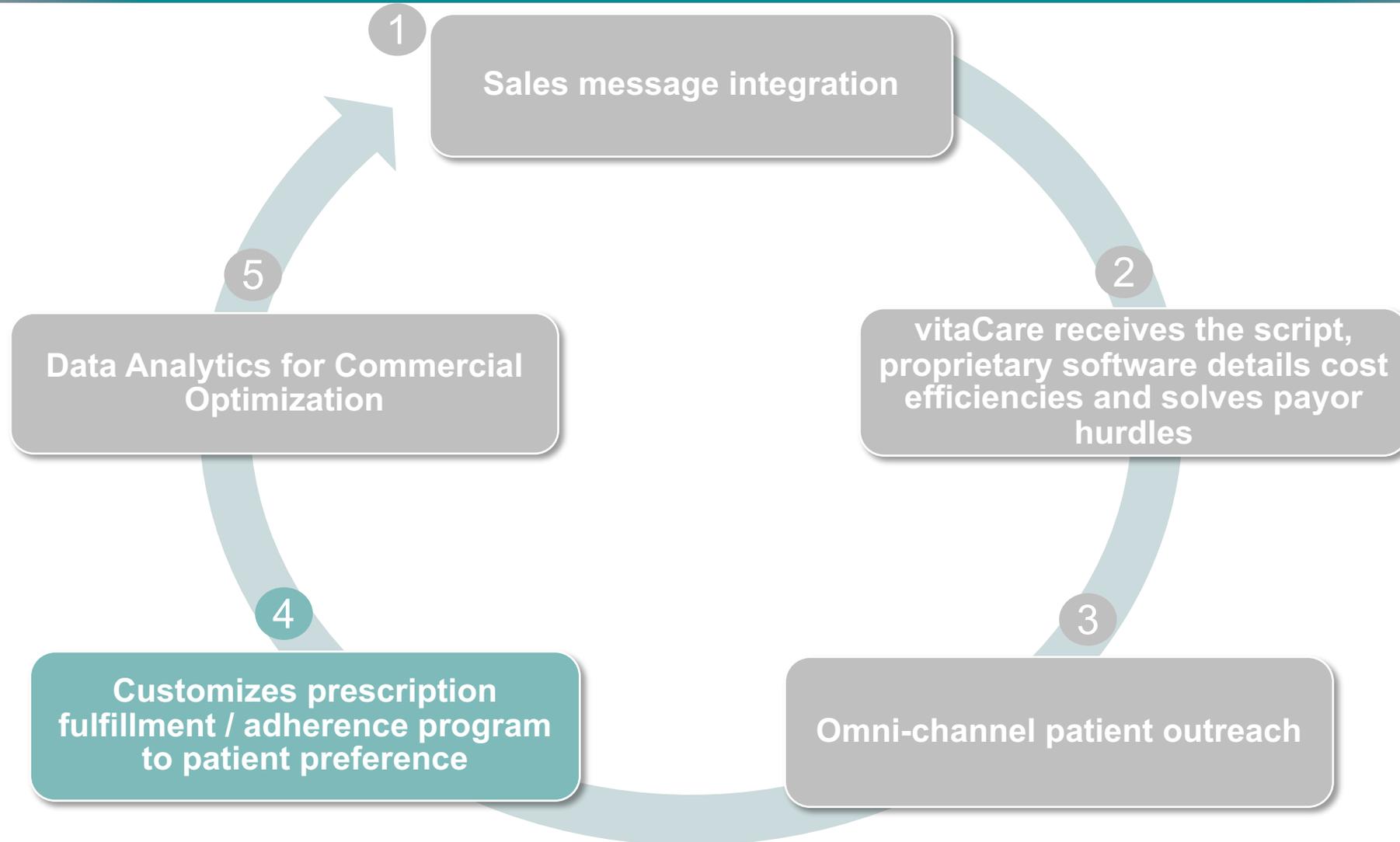


### 3 Omni-Channel Patient Outreach



- **vitaCare connects with patient via phone text or email**
- **Reviews cost and coverage details with patient, including retail and mail order pharmacy fulfillment options**
- **Enrolls patient in manufacturer's affordability program if applicable**
- **Ensures patient visibility to out of pocket cost based on her insurance coverage**
- **Explains importance of adherence – disease state awareness**

# vitaCare Prescription Services End to End Process

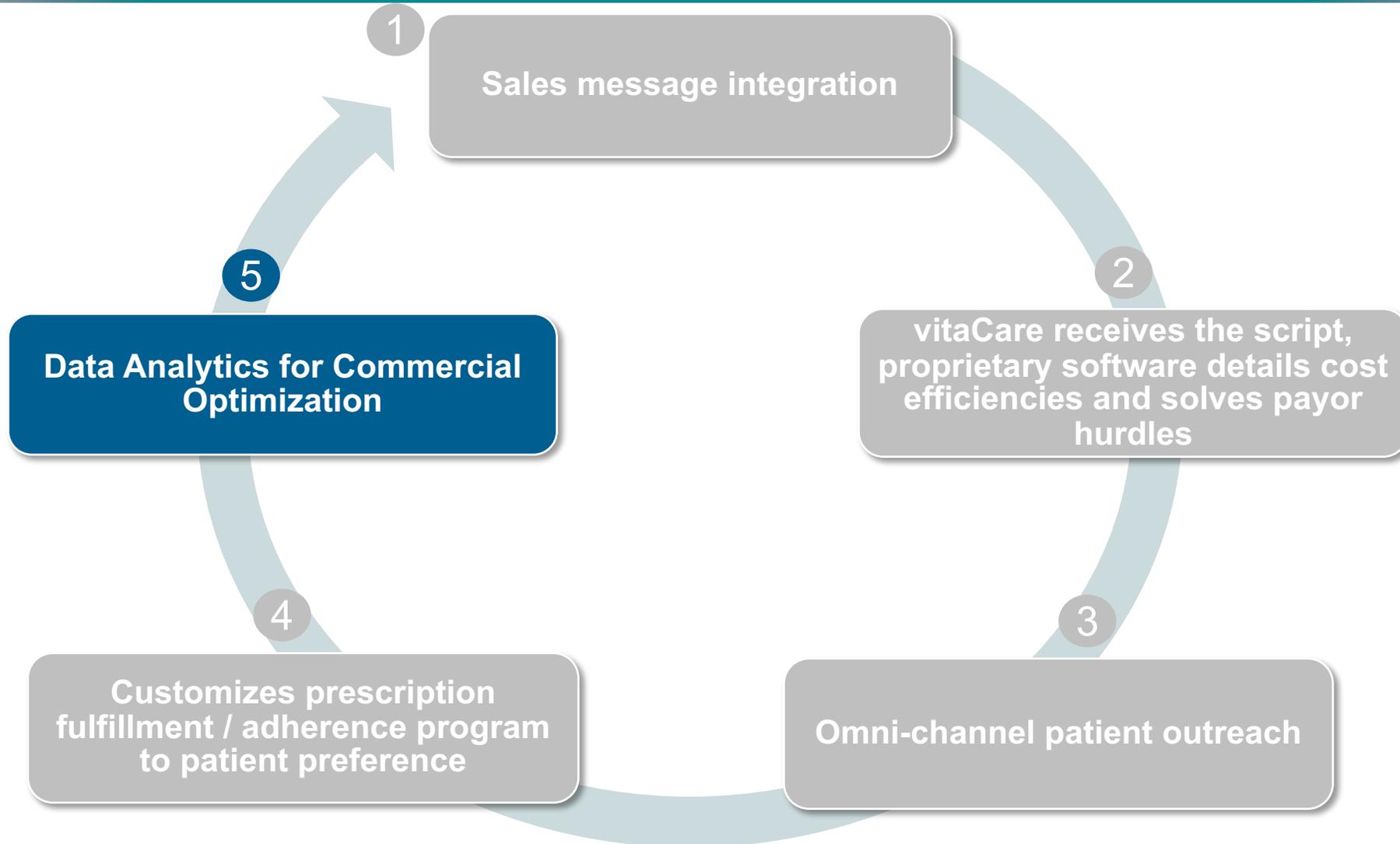


## 4 Transfer to pharmacy of patient choice for fulfillment



- **Transfer clean, pharmacist verified prescription to the patient's pharmacy of choice**
  - Any retail pharmacy
  - Home delivery
- **Proprietary CRM software customizes script renewal reminders and future communication set up per patient's preference**
  - Omni-channel communication available to patient via text, email or phone call

# vitaCare Prescription Services End to End Process



# 5 Real-Time Data and Analytics Inform Sales Platform



- De-identified patient data collected by software populates the sales platform in real-time with customized dashboards
- Maximizes the effectiveness of Sales Reps
  - Deliver the right message to the right HCP at the right time
- Proprietary CRM software provides customized, actionable insights on all aspects of sales process
  - Patient
  - Prescriber
  - Payor
  - Trade
  - Market access





# vitaCare Benefits All Healthcare Constituents

## Patient Benefits

- **Price transparency and affordability**
- **Pharmacy services delivered omni-channel**
- **Modernized consumer experience for prescription fulfillment via retail or mail order pharmacy**
- **Additional access to product and disease awareness information**
- **Improved and ongoing care model**

## Manufacturer Benefits

- **Ability to manage business at the transaction level**
- **Improve visibility on prescription fill rates**
- **Improve patient compliance to therapy**
- **Enables patient to opt-into direct communication with manufacturer**
- **Real-time inventory data insights**