

The Silver Lining

Built strong prescriber and patient relationships

Provided an unmet need

Responded quickly to market shifts

Captured market attention

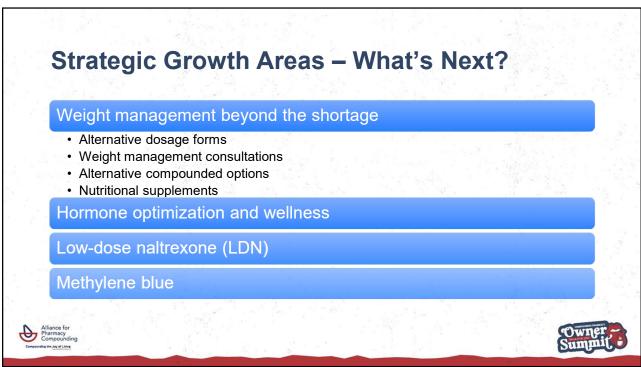
Achieved growth in other segments





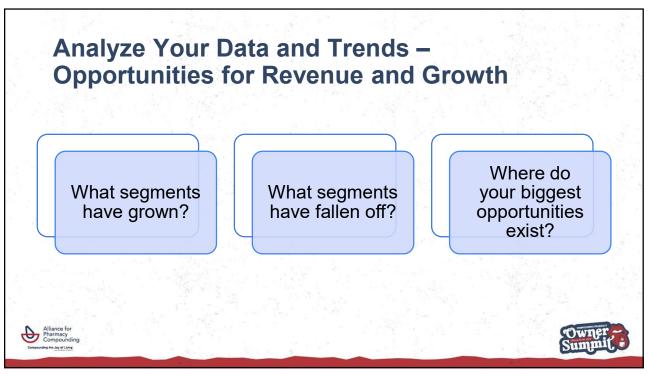
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How to Pivot?

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Leverage Your Network – Focus on Relationships





Social media

and digital

marketing





Customer base

Prescribers and office staff

Patients

Community

Associations and professional groups

Industry peers





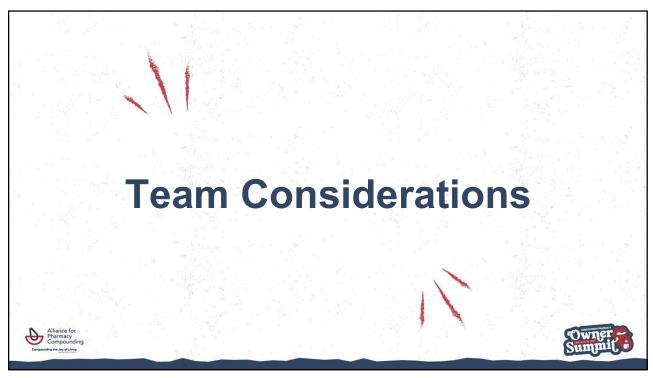
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Leverage Your Expertise – Educate to Build Trust and Drive Demand

- Build strong connections with in-person visits and virtual meetings
- Host in-house seminars, webinars, prescriber roundtable discussions
- · Provide frequent, value-driven communication
 - Blogs, newsletters, updates on popular therapeutic options and/or patient success stories
 - Email campaigns for targeted communications
- Focus on patient outcomes







Leverage Your Team – Every Employee Is a Brand Ambassador

- Educated employees confidently communicate services to friends, family and customers
- A knowledgeable team builds trust with prescribers and patients
- Best practices
 - ✓ Initial and ongoing training
 - Regular team meetings to discuss new services, products, industry trends and success stories
 - ✓ Role playing to assess knowledge and focus on continued growth and development.
 - ✓ Provide resources such as quick reference guides
 - ✓ Encourage personal investment







Leverage Efficiency and Innovation

Turnkey process for implementing new products and services

Faster turnaround times and optimized systems to improve patient and prescriber experience

Leverage Efficiency and Innovation



