

## SOLUTIONS OVERVIEW

# Decision-Grade Drug Evidence

For researchers who need the complete treatment story – not a fragment of it.

PicnicHealth's evidence platform rapidly delivers decision-grade evidence to help researchers answer critical questions about long-term safety and effectiveness, treatment patterns, patient experience, and discontinuation drivers. Our platform's patient-mediated approach to data retrieval captures complete longitudinal treatment journeys across care settings, while our enrollment solution accelerates that approach by engaging patients at or near therapy initiation.

## Answer the Questions That Matter Most

Our platform answers today's complex evidence needs about:

- ✓ Long-term real-world safety and effectiveness
- ✓ Treatment patterns, drug utilization, and adherence
- ✓ Discontinuation drivers and reasons for switching
- ✓ Treatment burden and tolerability
- ✓ Patient experience and quality of life
- ✓ Post-marketing commitments and label expansion

## Accelerated Enrollment Embedded Along the Patient Journey

Faster enrollment starts with reaching the right patients at the right time. In addition to multichannel digital outreach and patient community partnerships, PicnicHealth enrolls patients through specialty pharmacies (SP) and manufacturer-sponsored patient support programs (PSP).

**72%**

of drug evidence studies enroll on time or faster than enrollment forecast

**98%**

patient retention year-over-year

**30–50%**

more cost-effective than site-based models

**75+**

publications supported

**15 of the top 20**

Trusted by 15 of the top 20 pharmaceutical companies

These channels enable us to capture patients at or near therapy initiation for accelerated enrollment, precise exposure capture, and complete longitudinal follow-up.

- Patients who learn about a study from a trusted source are 2–3x more likely to consider participation
- SP and PSP partnerships accelerate site setup and streamline onboarding for new sponsors
- SP channel is low cost; PSP channel adds no incremental cost to enrollment

## Designed Around Your Objectives

PicnicHealth expands what can be learned about how a drug performs in the real world, capturing multi-modal data that passive claims or EHR datasets can't provide.



**Precision by Design** – Protocol and CRFs tailored to your specific scientific, regulatory, and commercial objectives



**Built to Adapt** – Flexible data model that accommodates emerging research questions without protocol amendments or re-abstraction



**Strategic Asset** – Reusable longitudinal data asset that can support multiple phases of the product lifecycle, from natural history characterization through post-approval commitments



**Enhanced Visibility** – Select study variables are visible in real-time in our sponsor portal, with additional visualizations available at data delivery

## Patient-Mediated, Multi-Modal Data Collection

Our approach starts with a direct relationship to study participants, removing the reliance on sites and enabling patients to participate from anywhere and data to be retrieved from everywhere. The result is more accurate research and decision-making, informed by a comprehensive, longitudinal capture of your patient's complete medical history.

### Record Retrieval

Complete retrospective records across all care sites are retrieved, averaging 5–7+ years of history per patient

### Continuous Record Collection

As patients see providers, data is continuously collected

### Patient-Generated Data

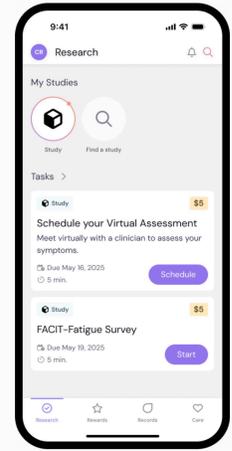
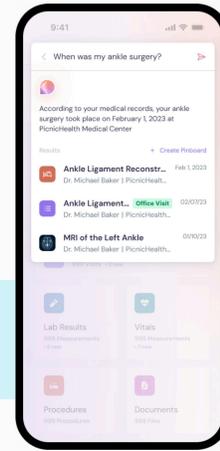
Depending on your research needs, patient-reported outcomes, surveys, telehealth visits, and connected devices can be added for deeper analysis of the patient experience

## PicnicHealth's Patient App

As a study participant, patients can complete study activities, access their medical histories, and use tools that help them navigate their care from anywhere.

98%

patient retention year-over-year



## PicnicHealth vs. Traditional Approaches

	PicnicHealth	EHR/Claims Databases	Site-Based Registries
Fit-for-purpose study design	✓	✗	⦶
Longitudinal, cross-provider records	✓	⦶	⦶
Prospective follow-up	✓	✗	⦶
Patient-reported outcomes	✓	✗	⦶
Accelerated enrollment	✓	✗	✗
Community patient access	✓	⦶	⦶
Adaptable to new research questions	✓	⦶	✗
Long-term outcomes	✓	⦶	⦶

✓ Yes   ✗ No   ⦶ Incomplete/partial

**Meeting your specific research objectives starts with the right partner. Contact us to discuss how PicnicHealth can support your evidence needs.**

**Contact Us** ↗