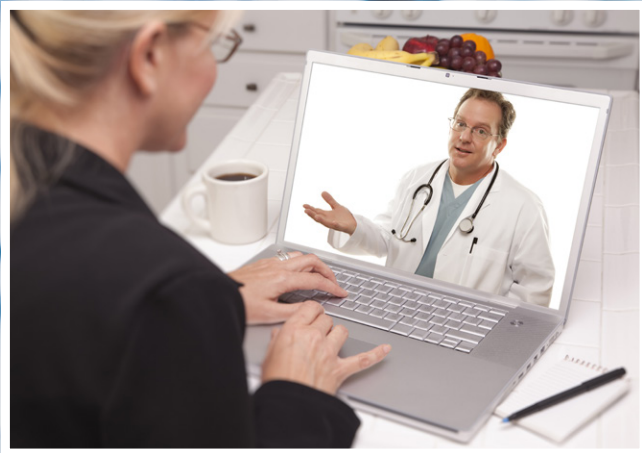


Providing
Transparency
Between
Pharmaceutical
Representatives
and
Health Care
Providers
Through
Digital
Interactions



sabioRx

Connecting the Pharmaceutical Industry and Health Care Providers Has Never Been Easier

SabioRx is the nation's first digital platform that manages the interaction between pharmaceutical representatives and health care providers (HCPs) with full transparency. Our recorded interactions allow all parties to monitor compliance of the laws governing sales and marketing practices between HCPs and pharmaceutical representatives.



The SabioRx Solution

- > **Representatives** have the opportunity to educate HCPs in a compliance-focused way.
- > **HCPs** choose a convenient time to attend the representative's virtual presentation.
- > **Healthcare systems** can monitor compliance and track ongoing HCP education.
- > **Pharmaceutical manufacturers** can mitigate spending that has led to costly anti-kickback lawsuits and protect themselves and their representatives from false accusations.



No Matter Your Role, SabioRx Puts You in Control

- **Health care providers can:**
 - ✓ Avoid in-office interruptions
 - ✓ Stay up-to-date on product education
 - ✓ Set their own availability for presentations
- **Healthcare systems can:**
 - ✓ Improve their quality measures
 - ✓ Track that their HCPs are participating in ongoing pharmaceutical product advancements
 - ✓ Monitor compliance of interactions through recordings
- **Pharmaceutical representatives can:**
 - ✓ Gain unprecedented access to HCPs in their territory
 - ✓ Have the peace of mind that recorded sessions eliminate the risk of anyone misrepresenting the information they've presented
 - ✓ Skip the hassles of driving, parking, meal delivery and waiting
- **Pharmaceutical manufacturers can:**
 - ✓ Increase productivity of their outside sales representatives
 - ✓ Save money by eliminating travel and meal expenses
 - ✓ Retain and listen to recordings of representatives' presentations to ensure compliance and protect the company from false accusations

On-Demand Technology

You can create or log into your account 24 hours a day, 7 days a week, 365 days a year — plus adjust your preferences, request or accept presentations, and attend presentations around the clock.



Health Care Providers (HCPs)

Situation: Your healthcare system instituted regulations around pharmaceutical representatives visiting with you and your patient load is too demanding to give product representatives your undivided attention during office hours.

Pitfall: It's essential that you dedicate time each month to learning about the newest therapies and pharmaceutical products on the market, to ensure the best patient outcomes.

SabioRx Solution: Obtain up-to-date drug education via a personalized one-on-one presentation with a pharmaceutical representative at a time convenient to you, from the comfort of your office or home.



Healthcare System Administrators

Situation: With intensifying scrutiny of the financial relationships between HCPs and pharmaceutical manufacturers, you've restricted on-site drug representative access to prevent their names from appearing on the Physician Payments Sunshine Act report.

Pitfall: Increased pressure to improve quality measures — including patient satisfaction scores, patient outcomes, and treatment costs — means it's vital that your health care providers dedicate time each month to learning about the newest therapies and pharmaceutical products on the market.

SabioRx Solution: Convert traditional in-person drug representative interactions to a virtual meeting with your health care providers. Presentation sessions are recorded as a means for all parties to monitor compliance of federal, state and company-level regulations regarding anti-kickback statutes and off-label promotion.

Pharmaceutical Representatives

Situation: You're driving all over town, then lingering in waiting rooms trying to catch a couple distracted minutes of a busy doctor's time in order to show them the features of your newest drug.

Pitfall: You're wasting time on travel and wasting money on meal expenses, all at the mercy of unpredictable HCP availability and attendance. And if you do snag a few minutes with the HCP, are they paying attention? You wonder how much they'll retain and with what accuracy.

SabioRx Solution: You gain unprecedented access to health care providers (HCPs) within your territory, set appointments, and deliver real-time, interactive 15-minute presentations. Plus you'll receive information based on mandatory surveys physicians complete after each session (required by their Healthcare Systems), which can help you assess and adjust your marketing impact.

Pharmaceutical Manufacturers

Situation: You employ an army of representatives who are becoming less effective at marketing your products simply because their direct access to doctors is being revoked. Furthermore, expensive lawsuits regarding allegations of kickbacks and false claims are threatening your business' finances and reputation. Finally, your advertising budget is not going as far as it used to, and your diminishing ROI is becoming a pain point to your bottom line.

Pitfall: You have no proof your representatives are adhering to federal, state, or company-level regulations regarding anti-kickback statutes and off-label promotion and you don't have any protection from false accusations.

SabioRx Solution: Your representatives will have longer and guaranteed presentations (up to 15 minutes) that result in increased retention of information and cost savings. Plus, presentation sessions are recorded as a tool to monitor compliance and keep on file to protect your company's integrity.



A Tool for Transparency

After decades of tradition, the standard health care provider/pharmaceutical representative interaction is becoming obsolete. Why? It's expensive, health care provider (HCP) access is being denied, and new laws have paved the way for compliance risks, just to name a few reasons. But it's this latter issue, compliance, that's the largest driver of this change. Here's a look at three of the more prominent concerns:

- **The Federal Anti-Kickback Statute:** This law prohibits pharmaceutical companies from giving physicians incentives for prescribing their products if reimbursable under a government health program.
- **Physician Payments Sunshine Act (Open Payments):** This law requires the establishment of a transparency program, which increases public awareness of financial relationships between drug and device manufacturers and certain health care providers, including food and beverage, travel and lodging, entertainment, gifts and consulting fees.
- **Federal False Claims Act:** This law makes it a crime for any person or organization to knowingly make a false record or file a false claim regarding any federal health care program.

SabioRx facilitates the elimination of unsupervised onsite interactions between HCPs and pharmaceutical representatives and replaces it with a highly optimized interaction decreasing costs, increasing knowledge transfer, and protecting all parties. This means:

- greater transparency,
- less opportunity for financially influencing decisions, and
- the protection of recorded presentations that are retained in perpetuity.



Our Mission

To assist pharmaceutical manufacturers and healthcare systems in achieving their financial, operational, strategic and patient-centric goals while maintaining compliance with all associated laws and regulations.

Our Company

We know, first-hand, that the role of a pharmaceutical representative is becoming more and more difficult to accomplish successfully. In fact, we've spent the last 15 years doing our best to excel at our jobs despite the increasing challenge of getting face time with doctors to educate them on our products. We tried different tactics, changed up our approach, and still, we could barely get our foot in the door. The industry had evolved, yet we (and all our competition) were still hanging onto an archaic system of unpredictable face-to-face interactions. And that's when it hit us: It was time to turn the antiquated model of the last century on its head. We enlisted the help of partners who offered business skills beyond our big pharma industry expertise, including a technology guru who holds multiple patents for his innovations and an award-winning entrepreneur and founder of a nationwide company that ranks top in its industry. The brainchild of this dream team — **SabioRx** — bridges the many gaps no amount of adjustments to the traditional approach could mend. Now, pharmaceutical manufacturers and representatives have unprecedented access to the HCPs they want to meet, and healthcare systems have a reliable way to monitor interactions to ensure compliance and continuing education for their HCPs.

SCHEDULE YOUR FREE DEMONSTRATION TODAY!

Call 844-SabioRX (722-4679) or visit saborx.com to learn more about how SabioRx can change the way you interact with physicians or representatives.



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