



Clarify Health Recognized for

2021

New Product Innovation

North American Real-world Evidence

IT Solutions in Life Sciences Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Clarify Health excels in many of the criteria in real-world evidence IT solutions in the life sciences space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Early-stage R&D and Commercial Applications Transform RWE IT Solutions

The United States (US) healthcare industry’s transition to a patient-centric model is accelerating, focusing on outcomes and value; however, drug prices have increased declining returns from research and

“Healthcare companies apply new strategies and adopt innovative business models to leverage RWD to achieve significant time and cost savings and improve the decision-making process. As the industry gradually moves toward real-time analytics, developing capabilities to manage and analyze unstructured patient data and integrate it with the larger patient dataset is crucial for unlocking R&D productivity and commercial success.”

- Unmesh Lal, Director of Healthcare & Life Sciences

development (R&D) investments. Healthcare industry and information technology (IT) providers find real-world evidence (RWE) as a potential solution to face these challenges. The expansive data pools created by public-private efforts combined with emerging technologies such as artificial intelligence (AI) and cloud capabilities drive growth within the evidence-based medicine space.¹

The demand for evidence- and value-based outcomes has encouraged rapid RWE IT solution adoption in applications ranging from pharmaceutical and biotechnology (pharma and biotech) R&D to commercial engagement with a patient-centric approach. Frost & Sullivan estimates

¹ *Shifting Spotlight from Product- to Value-based Outcomes Intensifies Growth in the US Real-world Evidence IT Solutions Market*, (Frost & Sullivan, February 2021)

the US RWE IT solutions market at \$636.1 million in 2019, growing at a compound annual growth rate of 15.5% between 2019 and 2025.²

Today, healthcare data analytics solutions collect information from the underlying sources and normalize evidence at the patient, provider, and payer levels.³ However, the massive and fragmented data generated across the healthcare space preclude a complete view of the patient's journey across the care continuum, leading to suboptimal outcomes. On the other hand, the pharma industry witnesses the challenges of time and resource inefficiencies when accessing RWE. Thus, there is a growing need to transform real-world data (RWD) into insights that can directly impact care through an integrated, flexible, and comprehensive platform to serve various use cases, with quality and reliability in RWE.

Frost & Sullivan admits healthcare companies apply new strategies and adopt innovative business models to leverage RWD to achieve significant time and cost savings and improve the decision-making process. As the industry gradually moves toward real-time analytics, developing capabilities to manage and analyze unstructured patient data and integrate it with the larger patient dataset is crucial for unlocking R&D productivity and commercial success.

A Single Platform Delivers Precise RWE On-demand

Founded in 2015 and headquartered in San Francisco, California, US, Clarify Health (Clarify) is an innovative company providing ground-breaking technology and analytics platforms to provide precise insights into patient care journeys. Clarify brings actionable insights enabling physicians, health systems, payers, and life sciences organizations to deliver better care and outcomes.

Remarkably, the Clarify platform delivers precise RWE on-demand through cutting-edge cloud software applications for health plans, health systems, physician groups, accountable care organizations, and life sciences companies. The platform leverages machine learning (ML) to drive high-performance analytics and prediction capabilities. The process starts with a massive load of the healthcare data pipeline, using a proprietary grouping mechanism that effectively organizes data into episodes for analysis as the next step. The ML engine then trains 1,000s of predictive models to perform real-time analytics. Users can easily leverage cohort analysis to get the most impactful actionable insights for different use cases across the pharma industry. Specifically, users can test hypotheses instantly, change them on the fly, create useful visualizations with the click of a button, and identify the highest-value opportunities. Frost & Sullivan admits that Clarify distinctly differentiates in the space with the value proposition from its comprehensive platform that allows customers to conduct flexible analyses.

The Clarify platform delivers insights generated from the most trusted patient journeys. It brings together more than 15 billion government and commercial claim records and Rx data covering over 300 million lives with 400 plus factors on social determinants of health in secure, Health Insurance Portability and Accountability Act-compliant data lakes. Notably, Clarify's tokenized data records ensure an unrivaled accuracy level for analytics. Also, the company has ten patents covering how it automates the ingesting, cleaning, and enriching of patient-level data, allowing it to turn traditionally unusable healthcare data into insights.

² Ibid.

³ *Radar in the US Healthcare Data Analytics Market*, (Frost & Sullivan, October 2019).

Clarify has experienced significant growth since its founding in 2015. The year 2019 was a particularly significant developmental milestone, as it started bringing services to the life sciences space. The company uncovered many opportunities with RWE across the life sciences value chain, leveraging its dataset and capabilities to provide value for early-stage planning and R&D and commercial use cases.

Clarify reached 300 million unique lives in its data sets and launched four new products to the market (Clarify Networks, Clarify Care, Clarify Growth, and Clarify Populations) in 2019.

The company's innovation primarily focuses on building platform capabilities (e.g., precise case mix adjustment and dynamic benchmarking) and software-as-a-service (SaaS) applications to support specific use cases on the top of the platform. It invests in the sales and marketing teams in parallel to all the product innovation and new hiring activities to penetrate further the three markets it serves: payers, providers, and life sciences. Notably, Clarify's life sciences business has grown 10 times in customers since its inception in 2019.

Another significant point of value Clarify brings to the market comes from the socio-behavioral determinants of health (SDoH) dataset. The company recently launched new applications of its anonymized patient-level SDoH insights to help life sciences companies on their patient-first missions. Clarify's longitudinal, multi-year data details include patient-level and social and clinical needs. It brings the patient's complete story, including various aspects of patients' lives and how they interact with healthcare systems. Linkage of socio-behavioral attributes at the patient level versus the aggregate level creates far greater actionability than currently available solutions in the industry. Notably, the U.S. Food and Drug Administration pushed several life sciences firms to implement social-economics factors and demographics into their protocols: they drive SDoH factors in different design studies, e.g., equal balance of patients. Clarify helps these clients overcome SDoH-related concerns, such as adding complexity to existing protocols, data point standardization, and privacy and data security.

The company successfully supports several of the top 10 global pharma companies. One drug sponsor selected the Clarify Growth RWE software to optimize therapy commercialization by leveraging its cohort analysis capabilities across disease states and patient and provider characteristics exhaustively. Additionally, the software explores social factors such as income, education, and access to centers of excellence to understand better treatment and outcomes drivers. As a result of the effective collaboration, the pharma company included approximately 80,000 patients in the analysis, drawing upon over two years of data to deliver a comprehensive population characterization.⁴ Also, Clarify helped one pharma customer evaluate discrepancies between patients diagnosed and those treated based on race and socioeconomic status, ensuring eligible patients get equal treatment access.

The company delivers value for the users, as its RWE software quickly answers next-level questions: users can interrogate over 300 million unique patient journeys in seconds. With self-serve cloud software, they get immediate time to value, answer screens by user type, and the ability to iterate on demand. Clarify

⁴ Utilizing SBDOH data to optimize the go-to-market strategy for a hematology therapy, https://clarifyhealth.com/wp-content/uploads/2020/10/Case-Study_Clarify-Growth_SBDOH.pdf?utm_source=Outbound&utm_content=Case+Study+Clarify+Growth+SBDOH&utm_campaign=21Q1_LS_SOC_Case+Study+-SBDOH, accessed June 2021

differentiates against other analytics vendors with three distinct pockets in offering best-in-class product quality and reliability:

- Understand a patient's journey even as they switch payers and with SDoH-decorated insights
- Augment healthcare professional (HCP) segmentation based on switching behaviors and a library of configurable HCP performance metrics, to prioritize each physician more precisely than traditional deciling allows
- Track market trends in very niche patient populations and understand how competitive product performs at the patient-cohort level

Frost & Sullivan lauds Clarify for its analytics differentiation from today's status quo.

RWE Solutions Drive Customer Success

With its innovation philosophy, Clarify introduces SaaS products providing an unsurpassed, on-demand characterization of therapeutic markets using live real-world data. Notably, its Clarify Portfolio solution ensures precise quantification of market, partnership, and licensing opportunities for strategic users in life sciences. It is a self-service application improving precision to generate high fidelity market insights, enable rapid iteration with instant analyses, and reduce analytic efforts. Clarify Growth is another solution offering superior insights for commercial and brand teams to maximize brand adoption. The solution brings next-level, nuanced market insights, precise patient journeys' sequencing, and precise HCP segmentation and informed planning to boost brand performance.

With Clarify Portfolio and Clarify Growth, pharma and biotech companies gain an unprecedented ability to explore and understand non-medical factors' impact on patients' journeys, treatment decisions, and outcomes. Non-medical health determinants include race, income, transportation access, housing stability, education level, health literacy, and propensity to exercise.⁵

Clarify's leading technology and market position results from aligning its remarkable capabilities and resources to optimize life sciences brands' performance, realizing a significant return on investment. Overall, it has generated more than 18 billion AI-powered predictions helping healthcare organizations improve the care of over 65 million members and patients.⁶ Notably, for a life sciences customer it helped identify 60 % more patients with rare heart disease. Instead of relying on ICD-10 codes only, Clarify surfaced a meaningful number of "suspected," misdiagnosed patients. In oncology, it contributed to a 33 % increase in high-value HCPs identified. Clarify pinpointed eligible patients in need of second-line therapy instead of simply targeting HCPs treating diagnosed patients. In hematology applications, it identified 7,000 priority patients with a high risk of non-adherence by leveraging social determinants of health.

⁵ Clarify Health Launches Real-World Evidence on Health Disparities, <https://www.businesswire.com/news/home/20210513005286/en/Clarify-Health-Launches-Real-World-Evidence-on-Health-Disparities>, accessed July 2021

⁶ Clarify Health Announces \$115m Series C Funding to Accelerate the Adoption of On-demand Healthcare Analytics, <https://www.businesswire.com/news/home/20210316005283/en/Clarify-Health-Announces-115m-Series-C-Funding-to-Accelerate-the-Adoption-of-On-demand-Healthcare-Analytics>, accessed June 2021

Life Sciences Brands Realize Significant ROI

Frost & Sullivan appreciates how Clarify's client-oriented approach adds actual value to customers' operations and contributes to their effective and sustained success. It continues its robust growth, particularly in these therapeutic areas: oncology, respiratory, cardiology, and ophthalmology. The

"Clarify's RWE cloud platform is modernizing how life sciences organizations realize precision insights. Their customers work faster —testing hypotheses instantly and receiving insights with machine learning precision in seconds."

- Pavel Zhebrouski, Best Practices Research Analyst

company aims to double sales in 2021 and quadruple by 2022. Clarify plans to achieve these goals by focusing on the top 250 identified companies with late-stage clinical development and pre-launch assets.

The company continues to innovate and invest in platform automation, data ingestion, and SaaS capabilities, ensuring the highest value to customers. Its latest areas of development have included customer relationship management integration, AI/ML predictive analytics, correlation finder, sales territory overlays, and HCP referral patterns.

Also, Clarify leverages its land and expand strategy to empower life science clients to elevate an advanced integrated enterprise insights platform. The company recently raised \$115m Series C funding, led by Insight Partners, to accelerate on-demand healthcare analytics adoption.

Clarify understands that remarkable technology is not enough to achieve an industry-leading position. Thus, to ensure an exceptional ownership experience, the company nurtures deep customer relationships to remain informed and close to their experienced needs, collect their feedback, share best practices, and drive industry-wide innovations for broader customer success.

In 2020, Clarify completed over 50 implementations across its businesses, providing unrivaled product quality and timelines. Clarify Portfolio customers receive access to the system within a few business days of kickoff and complete training in 3 to 4 weeks. Clarify Growth customers receive access within 3 to 4 weeks and complete implementation within 4 to 12 weeks, depending on configurations.

The company leverages an exceptional customer success team that deeply listens to its customers and collects continuous feedback. Each customer receives a dedicated customer success manager who works with them directly following implementation and is responsible for ensuring the customer gets maximum value from the software. As a result of outstanding performance across life sciences customers, Clarify exceeded industry benchmarks achieving 56.3 net promoter score, 4.2/5 overall customer satisfaction, and 4.6/5 project implementation satisfaction in its recent semi-annual survey. These impressive results arise from its customer success and customer impact teams' great work, creating a positive experience for clients.

"Precisely pinpointing first-line treatment history for CCA patients was critical for our go-to-market plan."

- QED Therapeutics

"Precisely assigning HCPs to deciles has been a game-changer for this launch. We are confident that we are now more effective with our outreach."

- Top 5 Pharma Company

Clarify continues its robust growth stemming from its branding strategy and product delivery, making it the partner of choice for industry leaders. Specifically, Pfizer used Clarify's RWE to conduct a study presented at ACC.21 on temporal trends in diagnostic testing patterns for wild-type transthyretin amyloid cardiomyopathy in the Medicare fee-for-service population. Frost & Sullivan commends Clarify for its ongoing excellence, as well as its pioneering and leadership role in setting new market trends that address unmet customer needs. The company is in a prime position to lead RWE IT solutions in life sciences, bringing precise RWE to the market via its unrivaled platform.

Conclusion

Today, real-world evidence (RWE) brings a massive amount of opportunities across industries. The life sciences industry is starting to evolve and realize its power from new data sources and analytics capabilities. Leveraging these trends, Clarify is an innovative company providing its remarkable platform to deliver precise RWE on-demand through cutting-edge software applications for health plans, providers, and life sciences companies.

The company also introduced its remarkable Clarify Growth and Clarify Portfolio solutions that provide an unsurpassed, on-demand characterization of therapeutic markets using live real-world data. Clarify helps customers gain an unprecedented ability to explore how non-medical factors impact patients' journeys, treatment decisions, and outcomes with its industry-leading solutions and services. Customers in the life sciences space benefit from patient-level data granularity, expedited time to value, and significant return on investment. Deep expertise and exemplary customer and partner relations further strengthen Clarify's pledge for continuous development.

For its strong overall performance, a ground-breaking platform delivering precise RWE on-demand, and flexibility and value behind its solutions, Clarify Health is recognized with Frost & Sullivan's 2021 North American New Product Innovation Award in the RWE IT solutions in life sciences industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

