



HCPPORTALS.COM

FOR CLINICAL & MEDICAL AFFAIRS

HCPportals.com

Pilot Proposal

Prepared for
Clinical & Medical Affairs

Prepared By
HCPportals.com

Valid Limit
NA

HCPportals.com is the only platform
designed to rapidly create data-driven HCP and Patient
Engagement Programs on a Knowledge Network built
for the Life Sciences

OUR COMPANY

Our mission is to provide a compliant, flexible, data-driven platform to facilitate HCP and Patient Engagement across the Life Sciences.



HCPPortals.com was launched in 2017 for Clinical, Medical and Commercial teams across the Life Sciences. As of 2022, HCPPortals.com has supported nearly one million virtual learning engagements with HCPs, MSLs and Commercial Reps, listed more than 6000 medical events in its directory and has provided technical services related to the Life Sciences cloud landscape to numerous top 20 pharma companies.

Founded by Life Sciences Industry veterans, the goal with HCPportals.com is to deliver a new form of integrated HCP portal that goes far beyond the typical brand promotion website to accomplish the following:

1. Build HCP and Patient communities and network with compliant content and communications tools.
2. Provide a flexible, on-demand framework with tools for rapid design and implementation of

Real World Evidence (RWE) and Health Economics and Outcomes Research (HEOR) programs, HCP and Patient Community support, Medical Events, Brand Portals and more.

3. Provide a core set of tools to facilitate site setup, onboarding and other processes, such as DocuSign integrated eSignature, document upload workflows, process assignment and more for Clinical, Medical Affairs and Commercial programs.

4. Support code free integrations to popular CRMs such as Salesforce.com, Veeva and IQVIA to provide visibility into HCP engagement programs.

This proposal describes a Pilot Project to launch a single portal on HCPPortals.com and establish a working relationship for delivering on-demand portals for future needs.

CASE STUDY #1: HCP Engagement

HCPPORTALS.COM WAS DEPLOYED TO SUPPORT VEKLURY | REMDESIVIR RELATED ENGAGEMENTS WITH HCPS. MORE THAN 500,000 VIRTUAL LEARNING ENGAGEMENTS HAVE BEEN DELIVERED.

Veklury HCP Virtual Engagement Program →



HCPportals.com was deployed to support virtual medical education programs for Veklury, an FDA approved antiviral treatment for COVID 19. Since the launch, more than 500,000 virtual learning engagements have been supported through the brand portal.

Brand:

Veklury | Remdesivir

Time to Setup | Portal Lifecycle

5 Days | 18+ months

Number of Virtual Learning Engagements with HCPS

500,000+

CASE STUDY #2: Knowledge Networks

HCPPORTALS.COM WAS DEPLOYED TO SUPPORT THE DERMATOLOGY.COM PORTFOLIO AS A KNOWLEDGE NETWORK FOR HCP ENGAGEMENT ON MORE THAN 20 BRANDS



HCPportals.com was deployed for the Dermatology.com suite of brands as an interoperable and Informative Knowledge Network, supporting the development of a cross-organizational HCP and operational support team for Dermatology.com's numerous brands. Through the course of the project materials were developed and used for engagement with HCPs across more than 20 brands.

Brands:	20+
Time to Setup Portal Lifecycle	5 Days 18 Months

CASE STUDY #3: Medical Events, KOL Communities, Workshops

SINCE 2017 HCPPORTALS.COM HAS MAINTAINED A DIRECTORY OF MEDICAL EVENTS, KOL COMMUNITIES, PRACTICE PORTALS AND MORE IN OUR OPEN DIRECTORY.

KOL Communities, Medical Events, Workshops, HEOR and RWE data collection portals →



HCPportals.com has helped to publicize thousands of professional medical events, symposiums, conferences, congresses and more through our free directory with many of those leveraging the portal technology to build KOL and HCP networks, share speaker presentations and support event related communications.

Organizations & Events:

California Society of Dermatology and Dermatological Surgery (CalDerm), PainWeek, Immunology World Congress (2nd), Preventive Oncology Symposium, VaccineWorld and more

Number of Events: Directory | Active Event Portals

6000 + | 100 approx.

Number of Virtual Engagements:

Approaching 1 Million (2022)

ABOUT HCPPORTALS.COM



HCP and Patient Portals have been used across the Life Sciences for more than a decade with limited success.

Traffic to HCP portals is often exceptionally limited with a number of well known criticisms lodged against these forms of HCP support. These faults include the tendency for HCP portals to be promotional in nature, to be difficult to navigate and, since they are organization specific, the inevitable need for HCPs to manage hundreds of different user accounts and logins across the entire medical information landscape.

In addition to criticisms from HCPs and patients, industry professionals find these portals to be an ineffective means to establish and maintain HCP and Patient Engagement.

HCPportals.com was created to launch configurable portals designed specifically for the Life Sciences. Special consideration has been taken with regards to the media these portals support, the data they generate and the other platforms with which they are integrated.

Since launching in 2017, HCPportals.com has supported nearly 1 million virtual learning engagements with HCPs, has listed more than 6000 events in the online directory and provided support for more than 40 brands. Our current directory of HCPs exceeds 250,000.

FEATURES	One login for HCPs and Patients provides optimum convenience and access to all of their portals, content and communications through a single interface
	Built for compliance through a combination of content engagement tracking for all users, eSignature tools and code free, state-based, content integrations
	Flexible portal system supports all standard media types along with Life Sciences specific interactive visual aids, HTML5 presentations and more
	Drag and drop process and course builder with document and eSignature requirement tools makes HCP portals easy to use
	Comprehensive content search and management tools provides a uniform navigation experience for HCPs on either desktop or mobile
	Automated forums support community discussions around content
CODE FREE INTEGRATIONS	CRM INTEGRATIONS: Medical CRM, Veeva CRM, IQVIA OCE, Salesforce.com
	REGULATED CONTENT MANAGEMENT SYSTEMS: Veeva Vault (all types), Sharepoint, Box, DropBox, FTP, AWS S3
	OTHERS: DocuSign (eSignature), Okta, Mailchimp, AWS Kinesis and sagemaker (AI ML)

COMPONENTS

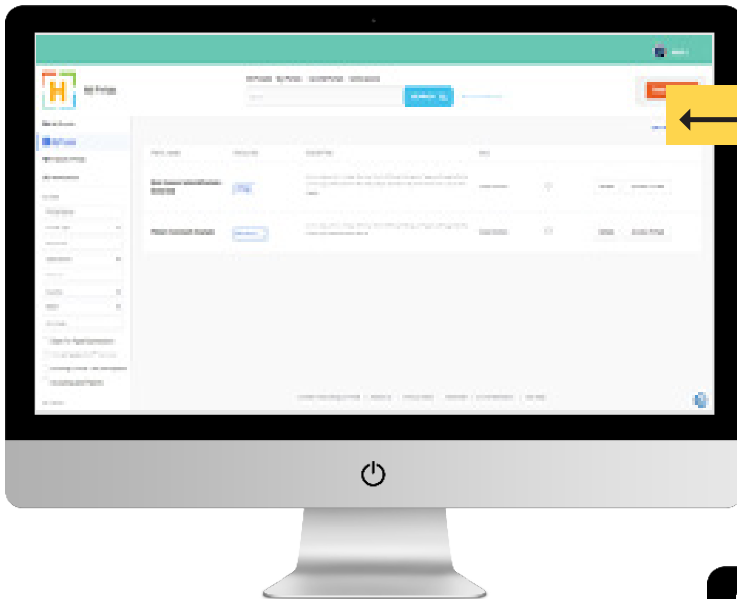
CLINICAL & MEDICAL ENGAGEMENT HUB

The Clinical, Medical and Commercial Engagement Hub provides leadership and compliance professionals with dashboards, reporting and aggregated user & content information for all portals launched by an organization. Using the hub, leaders easily visualize all engagement across a wide variety of programs.



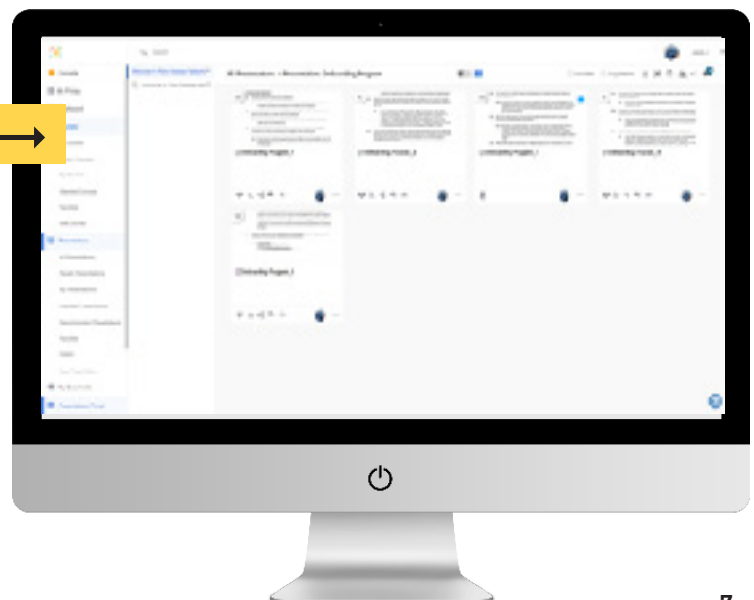
HCP & Portal Directory

HCPportals.com is a combined HCP and Portal directory where HCPs, Patients and stakeholders can publically or privately list portals, search for medical events and other resources and access a collection of the portals to which they have been granted access.



Individual Portals

Compliant, discrete, portals are launched from the HCPportals.com cloud platform. Each portal has a unique database, security features, integrations and configurations, allowing for a wide variety of uses to include KOL, HCP and Patient communities, Medical Events, Clinical Development Networks, Medical Affairs Educational support, HEOR and RWE programs and many more.



CLINICAL & MEDICAL HUB



The Clinical & Medical Engagement Hub is a Salesforce.com based tool that provides leadership and compliance professionals with dashboards and engagement data for every portal launched by the organization.

The Clinical & Medical Engagement Hub is designed to be fully automated, requiring no setup outside of the portal integration to accommodate reporting on courses, workflows, users, content and statuses in connected portals.

Additionally, by leveraging automated data updates from portal activities to the hub it is possible to build customized communications and task workflows, connecting portal content engagement, document & data upload processes, eSignatures and other activities to larger operational processes.

FEATURES

Built for compliance - aggregates all engagement across all portals to a single interface with tools for reporting and dashboards

Provides comprehensive portal by portal engagement snapshots to gauge activity, engagement with content, course and workflow completion and more

Built on the Salesforce.com platform providing a full suite of additional automation tools to leverage the portal engagement data.

Includes stakeholder data capture and management tools.

Build HEOR and RWE programs using platform automation tools, engagement data and more.

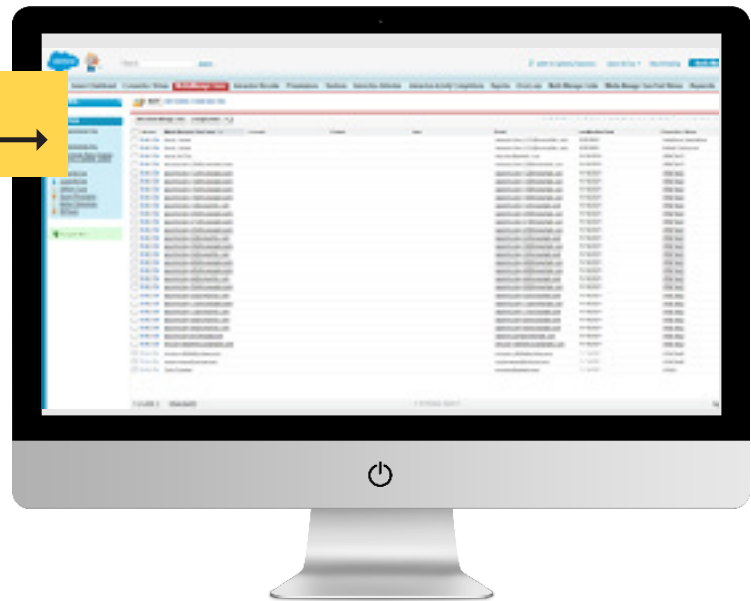
Track course and workflow completion across all portals down to specific users for clinical, medical and commercial training and certification programs.

Easily incorporate HCP engagement data into an existing Clinical & Medical CRM or use in early stage clinical organizations as an initial CRM for clinical development

FEATURES

Comprehensive Stakeholder Info Management System

The Clinical & Medical Engagement Hub uses the same customer relationship management system (CRM) deployed across the Life Sciences for Medical & Commercial CRMs. All HCPs and other users that engage portals are created in the hub for reporting, automation and, where needed, inclusion in your organization's CRM. This provides a powerful tool for early and mid clinical-stage companies to grow the dataset associated with their professional community in a format that is easy to use as the organization matures.



Compliant HCP and Patient Engagement Reporting & Automation

Every piece of content, content collection, course, workflow, task, user and engagement is tracked from all integrated HCP portals back to the Clinical & Medical Engagement Hub for use in reporting, compliance and automation. This process requires no maintenance or updates.



This system, along with the tools available in Salesforce.com, provides a powerful platform for automating communications, building onboarding and enrollment processes, site setup, detailed training and certification programs, performing content reviews, providing data for compliance and more.

PORTAL PLATFORM



HCPportals.com is a cloud-based portal platform that maintains profiles for a growing directory of HCPs, support professionals, medical events and other resources.

The HCPportals.com platform is a cloud-based multi-tenant system designed to launch distinct portals on the network.

Each portal is based on the platform template and includes a complete set of user, content, course, workflow and integration management tools.

The platform also hosts a free directory of medical events and resources, along with the

core directory of HCPs and other support professionals.

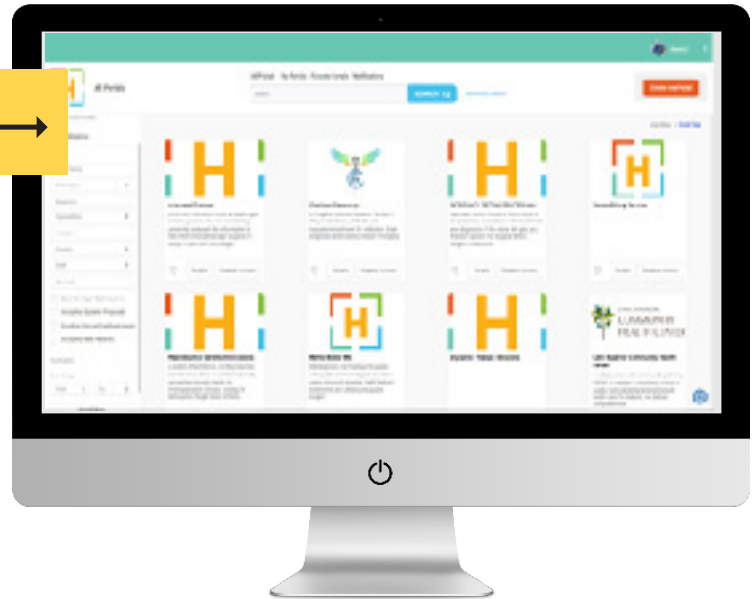
Using the platform tools, HCPs can access all of the portals on which they have an account from a single interface. The platform also provides tools to manage notifications and subscriptions. The goal of these tools is to help HCPs manage the influx of scientific content and prioritize messages related to Prescriber Information, events and clinical developments.

FEATURES	
	One login for HCPs and Patients provides optimum convenience and access to all of their portals, content and communications
	Provides HCPs and stakeholders with tools to manage notifications and content subscriptions across their entire portal universe.
	Flexible portal system supports all standard media types along with Life Sciences specific interactive visual aids, HTML5 presentations and more

FEATURES

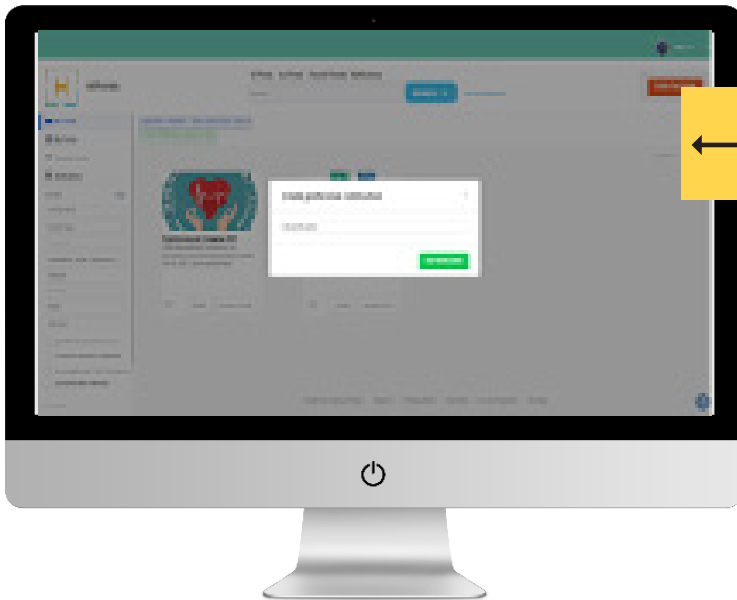
One Interface - Thousands of Portals

The HCPportals.com platform provides the tools to rapidly launch, configure and integrate feature-rich portals into an organization's comprehensive HCP, KOL and Patient engagement program for regulatory, clinical, medical and commercial needs.



Comprehensive Engagement & Subscription Management Tools

From the HCPportals.com platform page users can search the directory of public medical events and portals, access the portals for which they have been granted an account, create and manage notifications and content subscriptions.



INDIVIDUAL PORTALS



HCP portals are designed to solve for the shortcomings of typical HCP and Patient portals deployed across the industry, along with the need for powerful, yet flexible, tools able to support a variety of program needs.

Traffic to HCP portals is often exceptionally limited with a number of well known criticisms lodged against these forms of HCP support. These faults include the tendency for HCP portals to be promotional in nature, to be difficult to navigate and to require HCPs to manage hundreds of different user accounts and logins. In addition to these items, HCP and Patient portals rarely support more than basic informational needs and are unable to function as active digital health tools. Furthermore, industry professionals find them to be an ineffective means to establish and maintain HCP and Patient Engagement.

HCPportals.com was created to launch configurable portals designed specifically for the Life Sciences with regards to the media they support, the data they generate, the myriad types of programs they can support and the other platforms with which they are integrated.

Since launching in 2017, HCPportals.com has supported nearly 1 million virtual learning engagements with HCPs, has listed more than 6000 events in the online directory and provided support for more than 40 brands. Our current HCP directory includes nearly 250,000 healthcare providers.

FEATURES	The HCPportals.com platform user management system manages all user authentication.
	Built for compliance with content engagement tracking on all events, tools for workflows, document uploads, data collection, eSignature and more
	Flexible portal system supports all standard media types along with Life Sciences specific interactive visual aids, HTML5 presentations and more
	Drag and drop process and course builder makes content organization easy.
	Comprehensive content management system maintains uploaded documents and support multiple content integrations to ensure on approved content is used.
	Automated forums support community discussions around content
CODE FREE INTEGRATIONS	CRM INTEGRATIONS: Medical CRM, Veeva CRM, IQVIA OCE, Salesforce.com
	REGULATED CONTENT MANAGEMENT SYSTEMS: Veeva Vault (all types), Sharepoint, Box, DropBox, FTP, AWS S3
	OTHERS: DocuSign (eSignature), Okta, Mailchimp, AWS Kinesis and sagemaker (AI ML)

FEATURES

User Management, Wizards, Integrations & Flexible Maintenance →

An individual HCP portal is a complete application launched from the HCPportals.com platform. Each portal includes tools and wizards for user enrollment and management, code free integrations to a wide range of cloud technologies and resources for regulated content, compliance, data management, Artificial Intelligence and Machine Learning Resources, data collection, eSignature and more. Since each portal is launched from a cloud-based platform template, much of the technical maintenance and support is handled by HCPportals.com professionals at no additional cost.



← Courses, Content, Networks, Conversations, Workflows & More

An HCP portal includes tools for the development of organized content collections (courses), workflows (with document upload) and eSignature requirements, forums, attendee enrollment and content engagement tracking.

Portals are also capable of displaying a wide range of industry-specific media to include PDFs, images, videos and interactive visual aids (Veeva CLM / HTML5 presentations).

Using these tools along with code free integrations provides a powerful resource for a wide range of projects to include HEOR, RWE, Onboarding, Educational Programs and many more.

OUR PRODUCTS



As low as \$5 per user per portal per month (volume based)

HCPportals.com Portals

HCP portals are secure, compliant, learning content management and community development applications launched through the HCPportals.com platform.



\$ 60 per user per month + 1 Admin (\$3000 annually)

Clinical, Medical & Commercial Engagement Hub

The HCPportals.com Clinical, Medical & Commercial Engagement Hub is a light-weight, salesforce.com based, analytics platform and-Medical CRM that provides contact management and engagement analytics for all HCP portals launched by an organization. Through code-free integrations from multiple HCP portals to the hub it is possible to build full scale systems for reporting on all HCP and Patient engagement, HEOR and RWE programs.



BuildaBox.co

BuildaBox.co Event Communications Manager

The BuildaBox.co Medical Event Manager provides eventplanning, communications and spend reporting for events.

OUR SERVICES

Negotiated

Professional Services

HCPportals.com Professional Services include HCPportals.com configuration along with support for the technologies with which the portals integrate, to include Veeva CRM, Medical CRM, IQVIA OCE, Salesforce.com, AWS, Veeva Vault and more.

Negotiated

Managed Services

After the initial HCPportals.com pilot project, managed services supports the launch and integration of additional portals, user and content management.

Project Based

Medical Operations Support

HCPportals.com has a staff of experienced medical operations professionals across a variety of levels. Services include HCP target sourcing, data loads, HCPportals.com content management, process design and management consulting.

PROJECT DESCRIPTION

THE GOAL OF THE HCPPORTALS.COM PILOT PROJECT IS TO IDENTIFY YOUR ORGANIZATION'S NEEDS, LAUNCH THE FIRST PORTAL AND THE ENGAGEMENT PLATFORM, IDENTIFY WHICH STAKEHOLDERS CAN REQUEST ADDITIONAL PORTALS AND ESTABLISH A SYSTEM FOR SUPPORT.

01. Needs Assessment

In the Needs Assessment a list of potential portals and the goals for each are generated. From this list one is chosen to launch the pilot.



02. Plan Development

A plan is created that includes a list of stakeholders, the process for launching the pilot portal, adding users, content and completing the necessary integrations.



05. Hub & Integrations

Once the pilot portal is launched, the engagement hub is created and integrated to the pilot portal. Additional integrations are completed as requested, to meet the needs of the pilot.

06. Close

An end to end demonstration is provided to stakeholders to begin the close for the pilot project. Deficiencies are noted and resolved.



We want you to stay informed about progress of your project

03. Pilot Portal Worksheet

The Pilot Portal Worksheet is standardized questionnaire used to gather the necessary information to launch the pilot portal. This must be completed and approved by stakeholders prior to launch.



04. Launch, User & Content Load

At this stage the pilot portal is launched and configured, users are added, content is added and workflows are created.

07. Support & maintenance

Once pilot portal deficiencies are closed the support & maintenance phase begins. The degree of support provided is determined through organization specific agreements. A critical component of the Pilot Project is to establish who from the organization may request additional portals and services. On demand portals can be launched at anytime either by request with the initial launch occurring in less than one day.

PILOT PROJECT OFFER

ANALYSIS

The Analysis Phase normally requires 5 working days with 3 days billed. This is an estimate based on previous projects. Stakeholder responsiveness is critical for meeting this timeline.

\$ XX

40 HOURS (Estimate)

- Identify candidate portals and programs; Organization selects a minimum of one portal for the pilot
.....
- Procure participant / user list, content, courses, workflows for Hub and Portal. Develop plan.
.....
- Document stakeholder decisions in the Pilot Portal Worksheet and secure

IMPLEMENTATION

The Implementation Phase normally requires 5 working days with 3 days billed. This is an estimate based on a base-line portal. Additional integrations for more complex projects can lead to longer lead times.

\$ XX

40 HOURS (Estimate)

- Launch the initial portal based on analysis settings and perform unit tests.
.....
- Add users, content, workflows and complete configurations (Note: Some models involve user enrollment)
.....
- Launch the Engagement Hub, integrate portals and perform final test and demonstration.

BUDGET BREAKDOWN

Step 1. ANALYSIS



Needs Assessment

Contact for Pricing

Plan Development & Review

Pilot Portal Worksheet & Approval

Step 2. IMPLEMENTATION



Launch Portal

Contact for Pricing

Add Users & Content (may be included in integrations)

Integrations & Medical Engagement CRM Setup

Step 3. MANAGED SERVICES & SUBSCRIPTIONS



On-Demand Portal Launch & Integrations

3 hours average

User Subscriptions

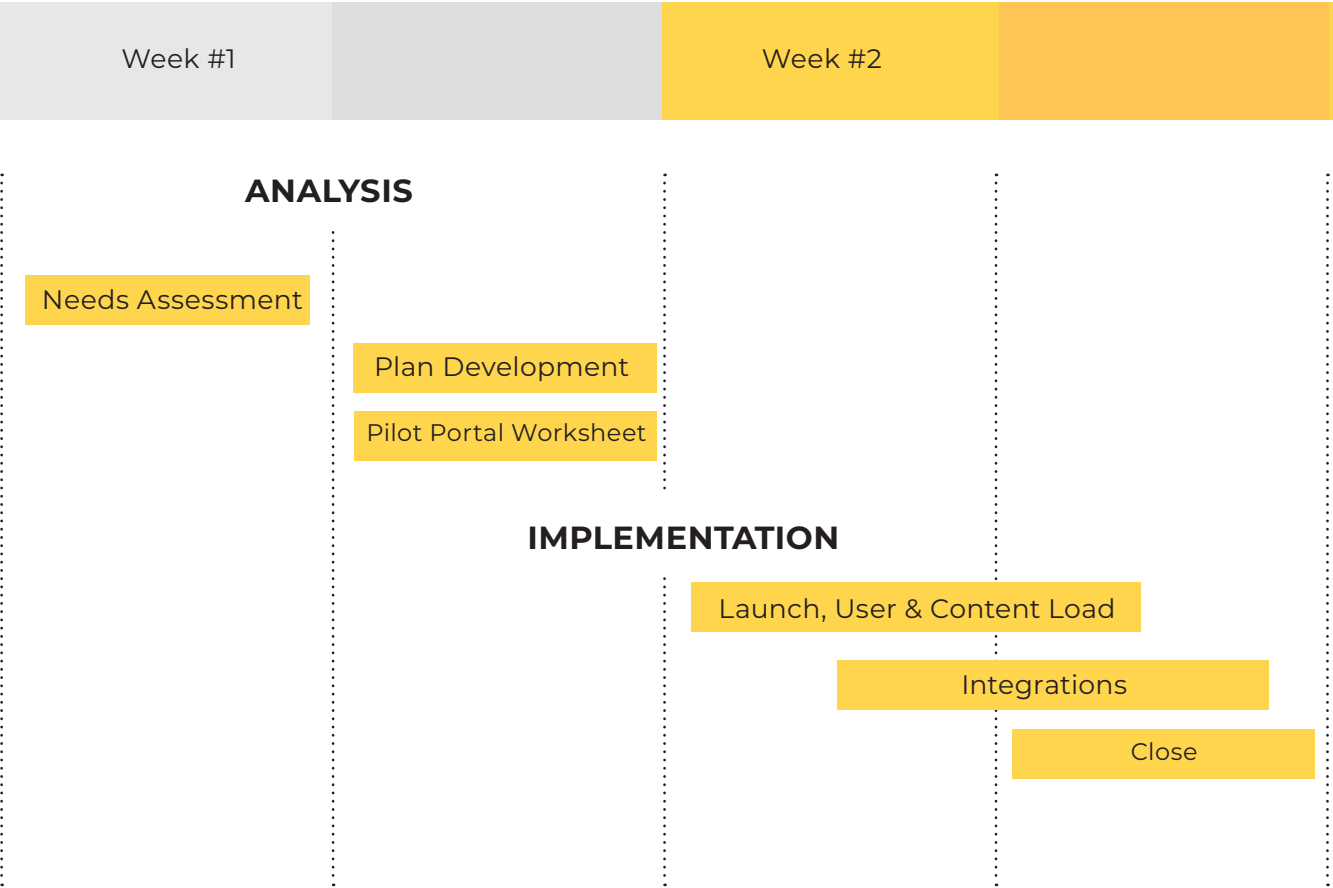
Contact for Pricing

Additional setup and configuration

Contact for Pricing

PROJECT **TIMELINE**

BELOW IS THE STANDARD TIMELINE FOR A PILOT PROJECT



ACCEPTANCE OF QUOTE

**Knowledge Management
Technology Corp. (HCPpor-
tals.com)**

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STE #208 1289
San Ysidro, CA, 92173

Valid Date

From 03.03.2022
Till 04.03.2022

HCPportals.com Pilot Portal

Analysis

Implementation

HCPportals.com Portal and Clinical & Medical Hub Licenses

Total Incl. Tax

Contact for Pricing

Print name

Position

Signature

Date

HCPPORTALS.COM

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