HEMOPHILIA A “ON DEMAND” PATIENTS

STEP 1: IDENTIFY PATIENTS W/ HEMOPHILIA A DIAGNOSIS ICD D66

<table>
<thead>
<tr>
<th>ICD-10 Code</th>
<th>Description</th>
<th>2018 Est # of Diagnosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>D66</td>
<td>Hereditary factor VIII deficiency</td>
<td>11,823</td>
</tr>
</tbody>
</table>

STEP 2: ISOLATE CURRENT TREATERS, OVERLAY COMMON PROCEDURE CPT CODES 85240, 85244, 85245, 85246, 85247

<table>
<thead>
<tr>
<th>HCPCS / CPT</th>
<th>Description</th>
<th>Est # of Procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>J7190</td>
<td>Factor VIII</td>
<td>2,946</td>
</tr>
<tr>
<td>J7192</td>
<td>Factor VIII recombinant NOS</td>
<td>31,549</td>
</tr>
<tr>
<td>J7205</td>
<td>Factor VIII fc fusion recombinant</td>
<td>2,011</td>
</tr>
<tr>
<td>J7207</td>
<td>Factor VIII pegylated recombinant</td>
<td>312</td>
</tr>
<tr>
<td>J7209</td>
<td>Factor VIII nuwiq recombinant 1iu</td>
<td>78</td>
</tr>
</tbody>
</table>

STEP 3: EXCLUDE RX J-CODES J7190, J7192, J7205, J7207, J7209

(IE, SUBTRACTING “PROPHYLACTIC TREATERS” ALREADY ON THERAPIES SUCH AS ADYNOVATE, NUWIQ, ELOCTATE, ETC)

ON DEMAND PATIENTS

DIAGNOSIS GROUP
D66 (FACTOR VIII DEFICIENCY)

PROCEDURE GROUP
CPT 85240, 85244, 85245, 85246, 85247

– (NOT) J-CODES J7190, J7192, J7205, J7207, J7209

UNIQUE DEVICES
32,116

IDEAL FREQUENCY
13x / MONTH

MONTHLY AVAILS
417,508 IMPRESSIONS

* DIAGNOSIS / PROCEDURES ARE MEDICAL CLAIMS, NOT UNIQUE INDIVIDUALS. 2018 DATA FOR ILLUSTRATIVE PURPOSES, MODEL USES 36 MONTH LOOKBACK WINDOW.
A360 Health created a custom targeting solution to sub-segment 15,000 Hemophilia A patients into a smaller group of individuals who are the best candidates for switching to prophylactic therapy. Custom patient precision segment informed by ICD-10, CPT and J-codes resulted in a successful campaign, with display metrics detailed below...

**Performance**

- **Click Thru Rate:** .16%
- **74% Viewability Rate**
- **Best Performing Ad Units:**
  - 300x250
  - 300x600

*See Next Slide*
A360 Health partnered with the Hemophilia A brand to distribute Health Aware data maps adjacent to banner media. Our interactive map displayed Hemophilia Treatment Center enrollment rates across the United States.

The ad unit allows patients with Hem A to familiarize themselves with HTC enrollment in their state, encouraging them to take action.

- 47,257 delivered impressions
- 330 banner clicks
- 0.70% click thru rate
- 1,187 interacted impressions
- 2.51% interaction rate

If the standard display benchmark is 0.07%, Health Aware is clicked at a 10x multiple