

Intro and About Authenticx

Table of Contents

PART 1
Acknowledgement

PART 6
Implementation/Activation

PART 2
What We've Heard

PART 7
Key Outcomes & Results

PART 3
Key Outcomes & Results

PART 8
ROI

PART 4
ROI

PART 9
Appendix

26

Acknowledgment and Thank You

Thank you for the opportunity to be a partner. Throughout this process we've had a lot of support from the Authenticx team and we're grateful for it. We've been able to learn a lot from the team and we're excited to continue our partnership.

Authenticx

27

We're on a mission to help humans understand humans.

Headquarters: Indianapolis, IN
CEO + Founder: Amy Brown
Founded: 2018
Venture-backed

Authenticx is a healthcare-focused software platform that utilizes artificial intelligence to surface insights, based on conversational data, to help organizations achieve positive business objectives.

28

About Authenticx

We're on a mission to help humans understand humans.

Authenticx was founded to analyze and activate customer interaction data at scale.

Headquarters: Indianapolis, IN
CEO + Founder: Amy Brown
Founded: 2018

29

Conversational Intelligence Purpose-Built for Healthcare

Measured Client Outcomes

Conversations Analyzed

10%

25%

25%

1 in 4

10%

30

Authenticx in the News

Amy Brown Creates Authenticx to Transform Healthcare Customer Experience

One of the visions we have is to help remove the burden that the business of healthcare puts on the health care consumer, and to change how healthcare experiences get insights to know how to effectively reduce that burden.

Amy Brown, CEO + Founder

31

Authenticx in the News

[Content Title Here]

Note: This slide is meant to be ad hoc updated with Authenticx content. Copy and update to meet present needs.

Authenticx.com

32

Hear From Our Clients

I've been, for the first time in my life, an appreciator for our agents who communicate with these patients. I've been better up to what I've heard today.

Senior Director, Sales Lead
Baker Pharmaceutical Company

We have been able to have superior results when it comes to patients starting and staying on treatment as compared to the industry. The reason for this is our understanding of the patient.

Head of Marketing, Baker Pharmaceutical Company

I just feel so much closer to the customer after working through the data and then having these conversations. Thank you!

Chief of Customer Insights
Baker Pharmaceutical Company

33

Partnership - Discovery / Rec

What We Heard

WHAT WE HEARD

[Client] + Authenticx

How do we drive unification of call centers and scale effectively?

You're already halfway into the journey when you step into the hospital.

How do we take trial knowledge and transition to new people?

How do we take trial knowledge and transition to new people?

Key Business Goals

[Prospect] Needs That We Will Focus On:

Other Topics That May Be Surfaced:

[Client] Goals + The Authenticx® Impact

Authenticx can provide. Copy and update to meet present needs.

Authenticx can provide. Copy and update to meet present needs.

Authenticx can provide. Copy and update to meet present needs.

Key Outcomes

Secondary heading goes here

Current Situation

Areas of Opportunity

Objective