

WE ARE
 **GRAPHENE**

**CREDENTIALS
PRESENTATION**

Gold

Microsoft Partner



A disruptive **DECISION SCIENCE** company

World Class
Deep Tech Innovator
from Singapore



World Class
Operations and Management
India, USA & Japan



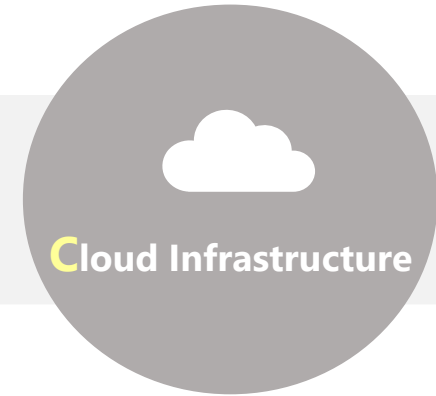
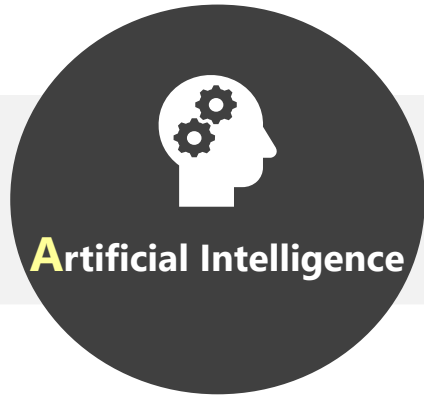
We have been recognized for our efforts



Our Clients



The ABCs of our Business



Industries of focus



Our value proposition



DEEPEST
in domain knowledge



EXPERTS
in technology



GLOBAL
in Coverage

Artificial Intelligence

On a mission to
Disrupt Market Research
using Artificial Intelligence

How does Graphene AI work?

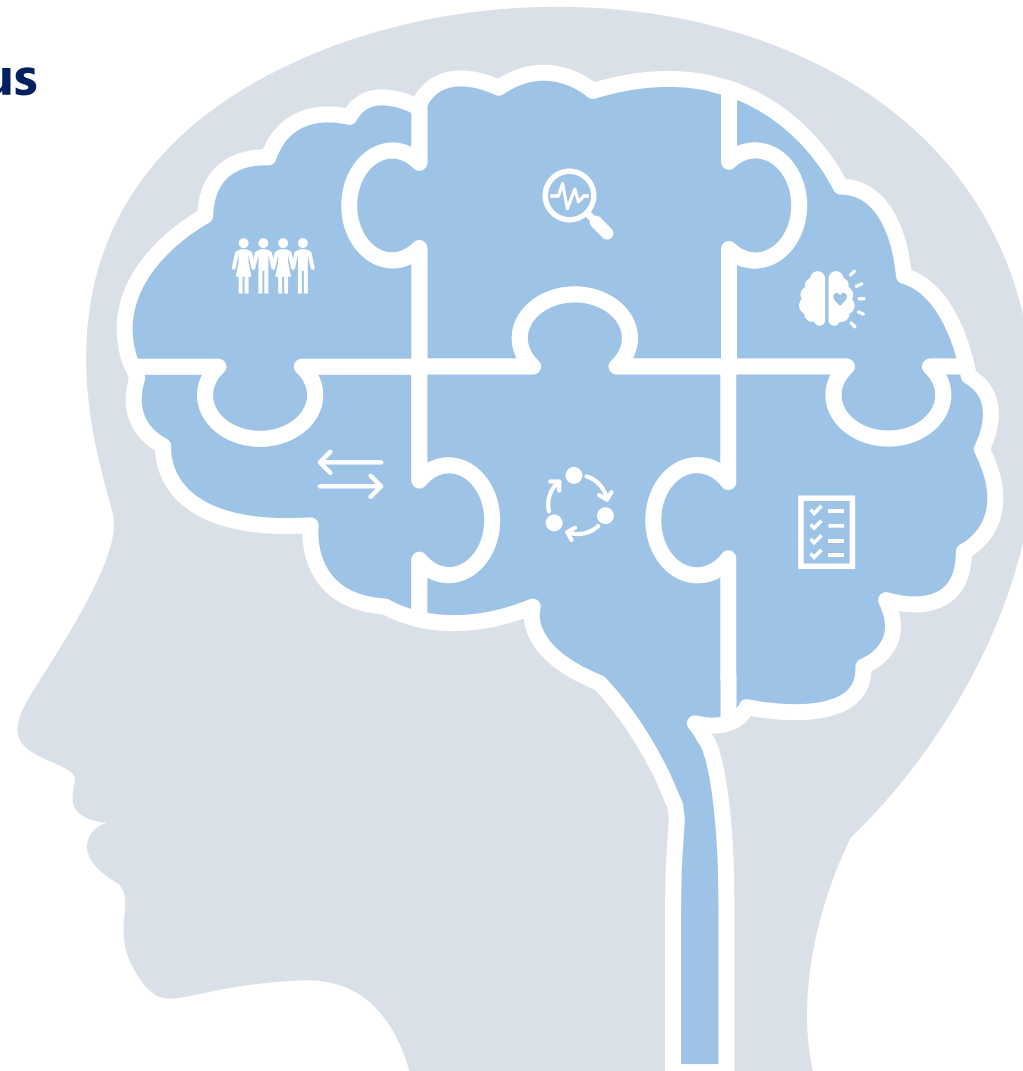
Identifies 4 million anonymous HCPs and 100 million+ patients

Identifies sources of conversation

By country and by indication

Cleans the data

Identifies the 10% of data that is relevant



Understands native language

Discovery, processing, analysis in 55 languages

Grades insights on a Likert scale

Converts text to numbers

The Graphene Advantage

✓ **UNBIASED**



No pre-defined questions asked =
No biasness

✓ **FASTER**



Brand/campaign tracks in real time

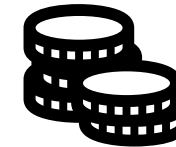
One-off research in 3-4 weeks

✓ **ITERATIVE**



You can keep peeling the data onion for more

✓ **CHEAPER**



Lower cost per respondent

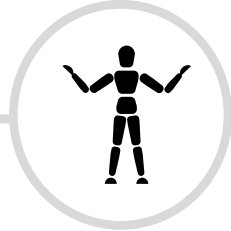
✓ **SCALE**



Large sample size

e.g., 1,000 HCPs for a rare disease project in Brazil

Graphene AI vs Current Way



KNOW THE BEHAVIOR

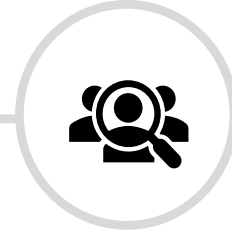
- decisions made
- behaviours exhibited
- trends followed

OTHER VENDORS



KNOW THE MIND AND HEART

- drivers of decisions
- beliefs leading to behaviours
- reasons behind trends



KNOW HOW TO ENGAGE

- right message
- right channels
- right influencers
- right time

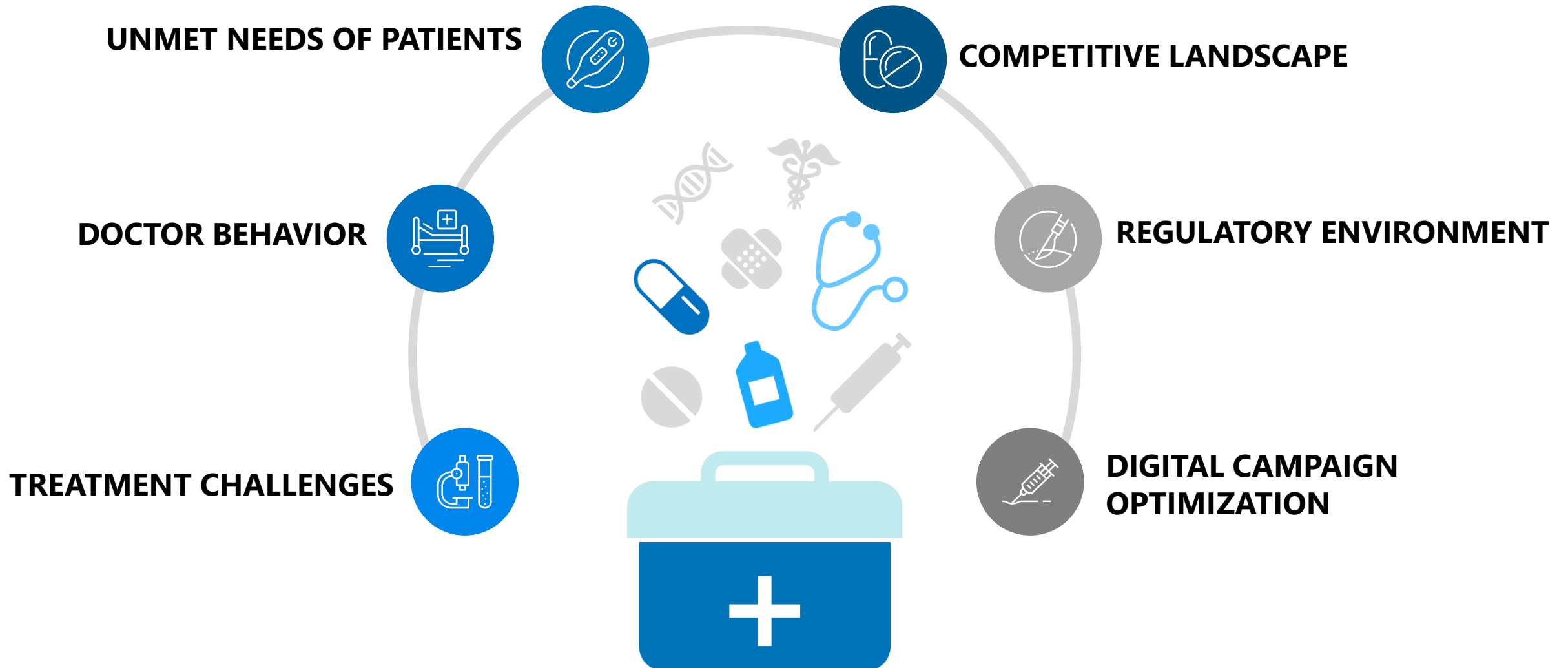
GRAPHENE AI

**Graphene AI is used in 30 countries
with over 100+ projects delivered worldwide**



Proven Use Cases in Pharma

Insights are delivered as a landscape assessment or regular track



Case Studies

Oncology Track

Business Challenge

The client had a large portfolio of drugs to track on a monthly basis, such that the brand team can identify and address any challenges that the brand faced with respect to competition.

What AI Discovered

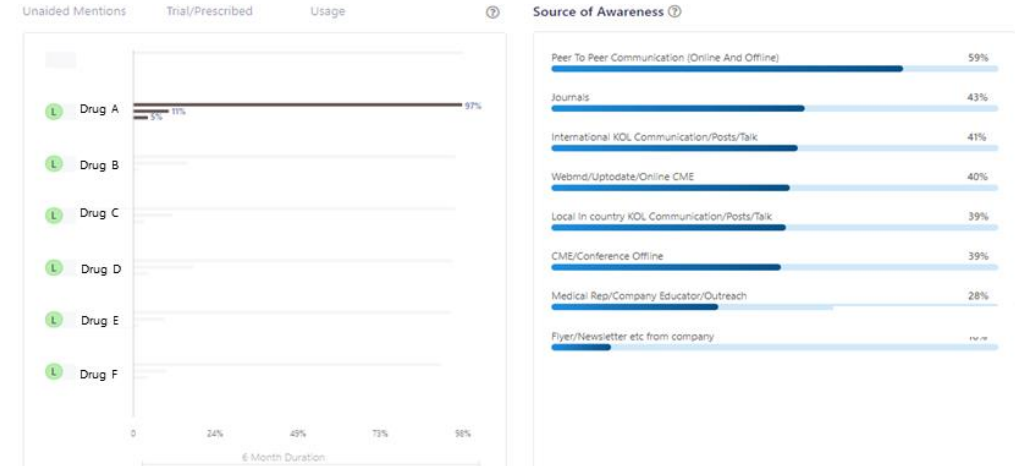
The tracker that Graphene built for the client tracked:

- Month on month message cut through effectiveness and sentiment monitoring for doctors and patients
- Factors that impacted doctors' and patients' (prescription / usage) behavior, together with associated positive and negative words for each brand
- Pool of considered treatment options
- Acknowledged beliefs by indication and country

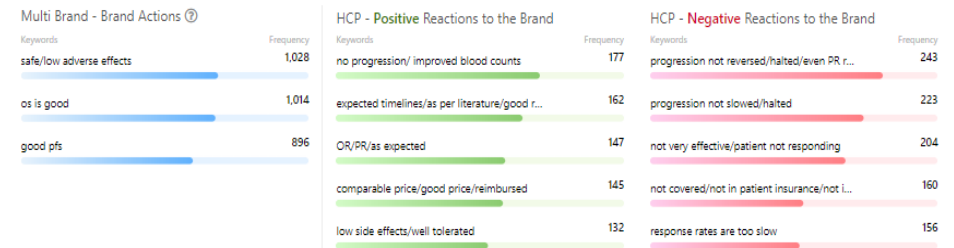
Insights for Action

The ongoing tracking effort helped the client to ensure that brand's performance is in line with KPIs and to take corrective measures quickly and effectively.

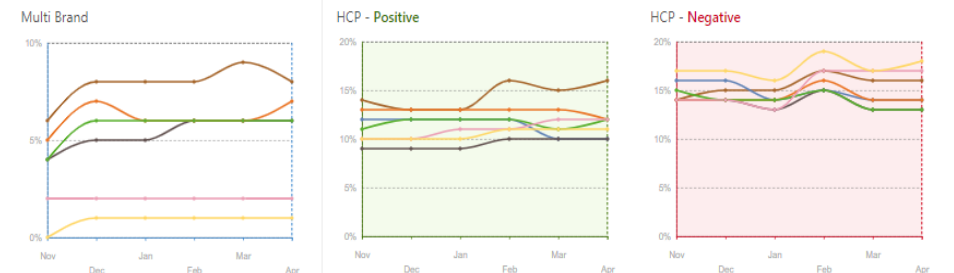
AWARENESS, TRIAL, USAGE



MESSAGE MONITOR



Chatter Trends



Huntington's Disease

Business Challenge

The client wanted to understand the pain points of Huntington patients and their caregivers and come up with recommendations for greater patient satisfaction

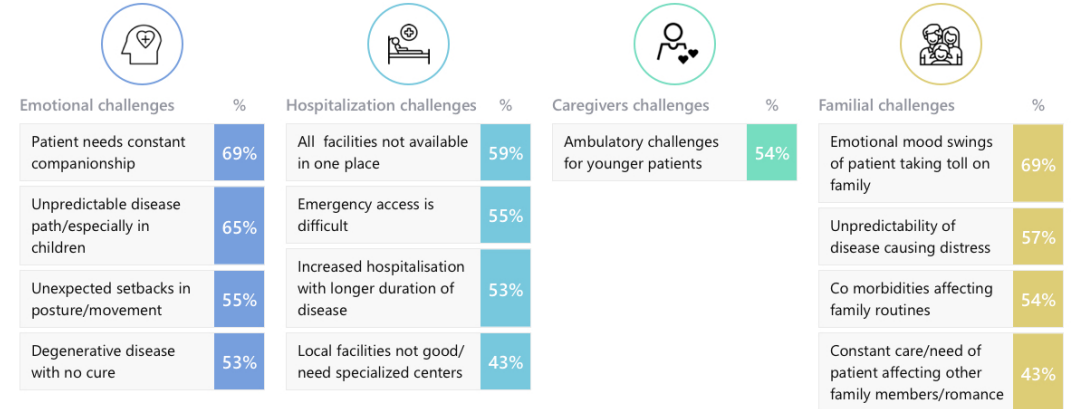
What AI Discovered

Leveraging the power of AI, we identified a wide range of challenges that patients/caregivers were experiencing ranging from emotional and treatment challenges to financial and family related issues, also covering issues with RoA, QoL, procurement & therapy needs

Insights for Action

Recommended a holistic drug supply model which caters to patient needs beyond drug delivery

PATIENT CHALLENGES



RECOMMENDATIONS



Scale of Research: 2,000 HCPs, 2,600 Patients, 4,200 Caregivers

Chronic Spontaneous Urticaria

Business Challenge:

Our client had an in-trial drug for CSU and wanted to better target patients and HCPs. They wanted to find out if there was:

- Value in gender and age targeting
- How dermatologists and allergists perceive Biologics
- How dermatologists and allergists are managing CSU with Biologics

What AI Discovered:

- There was no value in gender and age targeting; the AI instead came back with a benefit matrix-based segment which showed distinctive patient segments which can be addressed.
- The AI identified bottlenecks that need to be addressed to encourage use of the drug

Insights for Action:

We provided recommendations to better target dermatologists, allergists and patients

ALLERGISTS

Insights: Even though they don't consider biologics as an upfront option, unlike dermatologists they are convinced about safety and efficacy of biologics

2,101 Allergists	Agree %	Disagree %	No Mention %
Good option in intractable cases	58	32	10
Safety issues are overblown	41	43	16
Most chronic allergies need life time medications	59	21	20
Thorough work up, including cardiac, hepatic workup needed before prescription	40	11	49
Patients try to self manage until the problem is acute	39	5	56



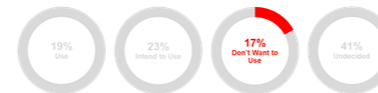
Insights: They are quite convinced about the data and feel biologics the only option in intractable cases

Reasons for using Biologics in CSU			
567 Allergists	Agree %	Disagree %	No Mention %
No other medication working	54	34	12
Peer/scientific recommendation	57	31	12
Trial/case data/published data is promising/very good	53	36	11
Severe affect on QOL of patients with no hope/cure	53	27	20

DERMATOLOGISTS

Insight: Option when other treatments fail and recommendation by guidelines are drivers of Biologics prescription.

4,897 Dermatologists	Agree %	Disagree %	No Mention %
Latest guidelines for patients who fail to respond to h1-antihistamines even after graded increase)	45	5	50
Agree with EAACI / GALEN / EDF / WAO guideline recommends the use of omalizumab, especially for when oral corticosteroids fail	44	4	52
No other treatment is working / no improvement in patients	42	8	50
H1- antihistamines help pruritus, not wheals	29	5	66



Insights: This segment of dermatologists believe current treatment options are sufficient.

Reasons for not wanting to use Biologics in CSU			
832 Dermatologists	Agree %	Disagree %	No Mention %
Adequate control obtained with OCS / Histamines, they are safer	45	9	46
Risk of anaphylaxis is high	43	10	47
Not sure of long-term efficacy	41	10	49

PATIENT SEGMENTS IDENTIFIED

4 Benefit-Based Patient Segments Identified

Quick relief seekers
34%

Safety driven biologics optimist
26%

Active lifestyle seekers
19%

Efficacy driven biologics optimist
19%

Pediatric Vaccine

Business Challenge

The client launched a vaccine at 4 times the market price. Although the team spent heavily on HCP marketing, they saw no results, and were looking to refine their strategy.

What AI discovered

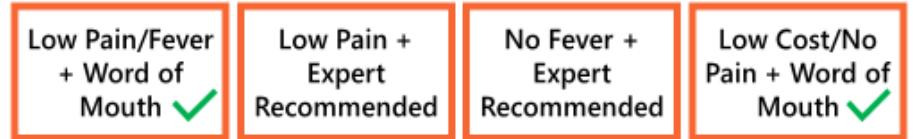
The AI engine identified 2 Patient segments who were influenced by HCPs and 2 Patient who were NOT influenced by HCPs.

Insights for Action

The insights allowed the client to get a deeper understanding of the need to shift their marketing spend from HCP to Patient. The 2 Patient segments who were NOT influenced by HCPs were the affluent segment who could afford the Vaccine.

Scale of Research:
3,100 HCPs, 9,000 Patients

4 AI DISCOVERED PARENT SEGMENTS



Conclusion: Wealthy parents are NOT influenced by experts.

SEGMENT PROFILING

Differentiator	Low Cost/No Pain + WOM	Low Pain/Fever + WOM	Low Pain + Expert Recommended	No Fever + Expert Recommended
Both Post grads	11	83	12	15
Frequent flyer membership (Indian)	15	83	14	9
High end maternity centre	6	79	12	10
Management degree	15	78	8	8
High end car (22L +)	5	78	7	15
Large housing loan (75 L +)	8	77	4	13
Active on FB/Twitter	4	77	4	13
Mutual fund SIP (large > 5L per year)	13	75	10	10
Foreign travel for work	12	74	12	15
Multiple high-end credit cards	11	74	16	13
Pregnancy classes	12	74	5	10
Fitness/aerobics/Zumba	7	71	10	5

Thank You