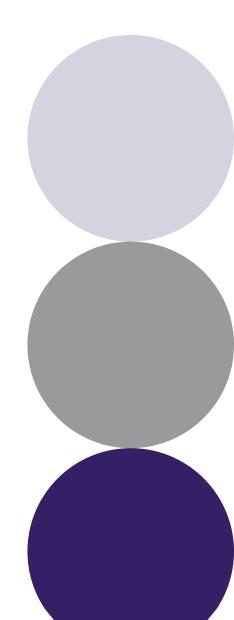
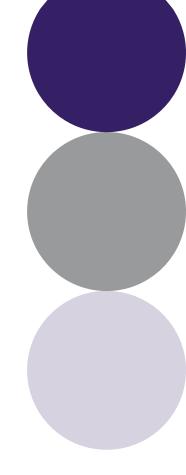


IRIS Clinical Data Registry: Commercialization



Why is there a commercial opportunity?

Company perspective





Pharma And Medical Device Industries Need Data Across Many Departments Throughout Product's Life Cycle

COMMERCIAL

RESEARCH & DEVELOPMENT

ationt flow

MARKET

PLANNING

OPERATIONS

COMMERCIAL

MARKET ACCESS

MARKETING MEDICAL AFFAIRS

- Real world evidence studies
- Natural history investigation
- Identify unmet medical needs
- Therapeutic targeting
- Targeted product profile design
- Clinical trials:
 - Site identification
 - Patient screening
 - Patient enrollment
 - Patient remote monitoring
 - Site management

- Patient flow forecasting
- Market tracking
- Market segmentation
- Competitive intelligence
- Current treatment patterns
- Geographic variations
- · Payment patterns
- Comorbidities

- Salesforce planning
- Salesforce comp
- Marketing science
- Marketing analytics
- Pricing
- Reimbursement and access
- Payer budget impact
- Health economics and outcomes research (HEOR)
- Real world outcomes
- Cost effectiveness analysis
- Compliance support

- Patient education and engagement
- Provider education and engagement

- AFFAIRS
- Patient subset analysis
- Patient reported outcomes
- Real world outcomes
- Pharmacovigilance
- Safety signal detection

Traditional Healthcare Data Sets Have Significant Limitations In Their Use To Enhance Patient Care

Claims data says what has been done, but not why. It also does not necessarily indicate disease stage or severity

Script data says what was prescribed, not impact of the prescription and side-effects

comprehensiveness when understanding the patient, but data is highly fragmented, and curation is an issue

Enhanced specialty society registries offer a solution



The Pharmaceutical Industry Is Expanding Use Of Real World Evidence Across Applications



Trial Design
Patient Recruitment
Product profile design
Comp. Effectiveness
Cost Effectiveness
Product Utilization
Disease/tx understanding
Market access/pricing
Market research
Physician marketing
Business Development
Competitive Intel
Customer solutions
Safety signals
Active safety monitoring

				2011				
Α	В	С	D	Е	F	G	Н	I

2015								
Α	В	С	D	Е	F	G	Н	I



Pharma Company

Not using RWE

Using RWE

Why registry commercialization for societies?

- Financial
 - Partial relief from development and run costs as commercial partner takes on some of those costs
 - Barrier to entry for pure for-profit operations
- Access to analytic platforms for non-commercial purposes
 - Science
 - Policy
 - Practice management
- Clinical Trials
 - Pt benefit
 - Member benefit





- Society owns registry; licenses for commercial use
- Licensure generally permanent: necessary for investment
- Terms of license consistent with mission and principles of society with regard to commercial partners, types of contracts, use of data, privacy, etc
 - Industry just gets deidentified, aggregated curated data; no 'data cube'!!!!!
- Mechanism established for society input into governance of license
- Commercial partner contractual obligation to develop value tools for members



Several Companies With Experience in Commercializing Clinical Data Sets









Verana Health







CONTACT US

Accelerate healthcare innovation with cutting-edge data insights

Verana Health enables life science companies to make informed decisions using real-world data from the world's largest clinical specialty database

LEARN MORE →





- Healthcare data mission
- Infrastructure in place
- Outstanding capital partners with nonprofit experience
 - Capitalists—but with philanthropic bent
- Ophthalmologist-physician leadership
- Understanding of society imperatives regarding data quality, privacy, trust
- Desire to grow, lead, and manage—not just churn



Verana: Building a Unique Value Platform For Providers, Patients, and Life Science Companies Alike

Physician Software 06

Develop software and analytics for physician practices

Regulatory Reporting 05

Provide regulatory reporting for physician practices



The Patient

Innovative therapies brought to market -- accelerated Inclusion in trials of interest

01 Data Ingestion

Ingest and organize massive volumes of data

02 Data Analysis

Automate querying through high frequency technology platform

Academic Research 04

Provide real world evidence to academic research constituents

03 Data Conversion

Convert real world data to real world evidence





Verana Bridges Clinical Practice and Research Opportunities to Benefit Society Members

PHYSICIAN BENEFITS

FINANCIAL RETURNS MACRA reporting to CMS provides a direct financial benefit to participating physicians

ACADEMIC RESEARCH Physicians can access database and analytic capabilities for academic research and connect with industry to engage in clinical studies

MEMBER VALUE TOOLS Development of member value tools offer physicians the opportunity to enhance practice efficiencies and patient outcomes with software applications

MEMBER VALUE TOOLS

OUTCOMES TRACKER Analyzes longitudinal outcomes of aggregated practice patients to understand treatment options

- CLINICAL TRIAL RECRUITMENT
 Enables physicians to identify and participate in trials with high enrollment potential and efficiently recruit patients with a curated practice-specific patient list
- TREATMENT TRACKER
 Compares treatment patterns to regional and national scale for specific therapies over time

Registries are VERY complex beasts to operate

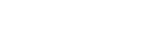
Partnership Allows Society To Focus On Research & Enrollment Growth

Verana Focuses On





- Improve quality of the registry data
- Reduce data lag
- Support institutional expansion with EPIC installations



Analytics Platform

- Reduce data lag
- Scalable, reliable and secure data stores
- Support for highperformance queries
- Configurable data ingestion and analytics pipelines
- Specialized algorithms
- Analytics automation





- Recurring revenue based products for market trend or clinical journey analysis
- Clinical trial products
- Novel membership tools

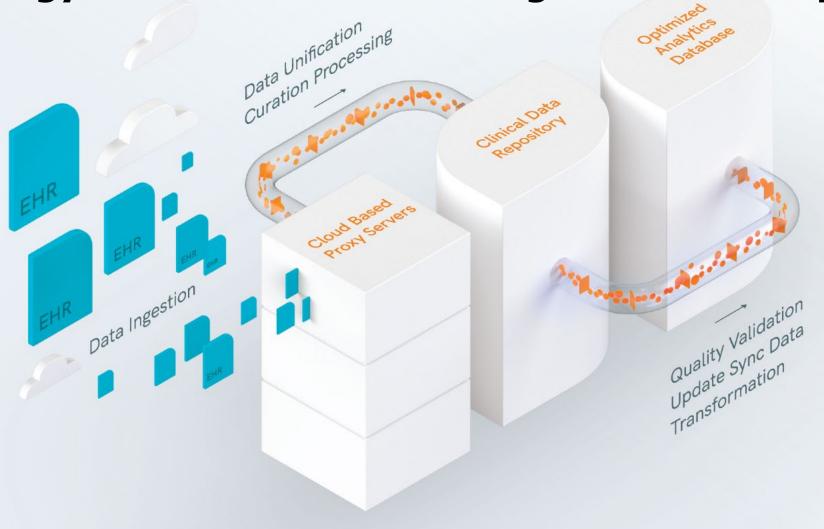


Commercialization

- Develop and deploy commercial plan focused initially on life sciences channel
- Expert team to implement plan and reach sales objectives



Technology Platform Transforms Big Data into Deep Insights





So what does all this mean for the future?

- Allows ophthalmology to afford a society-wide clinical data registry
 - Academy run costs down to about \$1-2MM/yr
- Provides infinite annual ROI for each ophthalmologist using it for MIPS reporting (value about \$25K/yr/physician
- Provides method to review and trend performance against measures
- Allows ophthalmologist to 'check the box' with payers as to participation in quality improvement programs and population health initiatives
- Enhance clinical trial participation
- Future practice management tools
- Clinical and population research tool; health policy tool



Newest Development

- American Academy of Neurology joins Verana for commercialization of its AXON Clinical Data Registry
- New capital; company growth



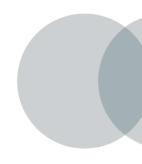
Investors











Board of Directors

Brook Byers (Chairman)

Founding Partner, Kleiner, Perkins, Caufield & Byers

Steven Schwartz, MD

Ahmanson Professor, UCLA

Mark Blumenkranz, MD

Co-Founder, Verana Health and Lagunita Biosciences

Julie Sunderland

Co-Founder and Managing Director, Biomatics Capital Partners

Miki Kapoor

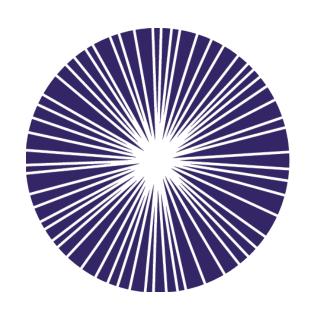
President & Chief Executive Officer, Verana Health

Krishna Yeshwant, MD

General Partner, GV

David Parke II, MD

Chief Executive Officer, American Academy of Ophthalmology



AMERICAN ACADEMY™ OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.