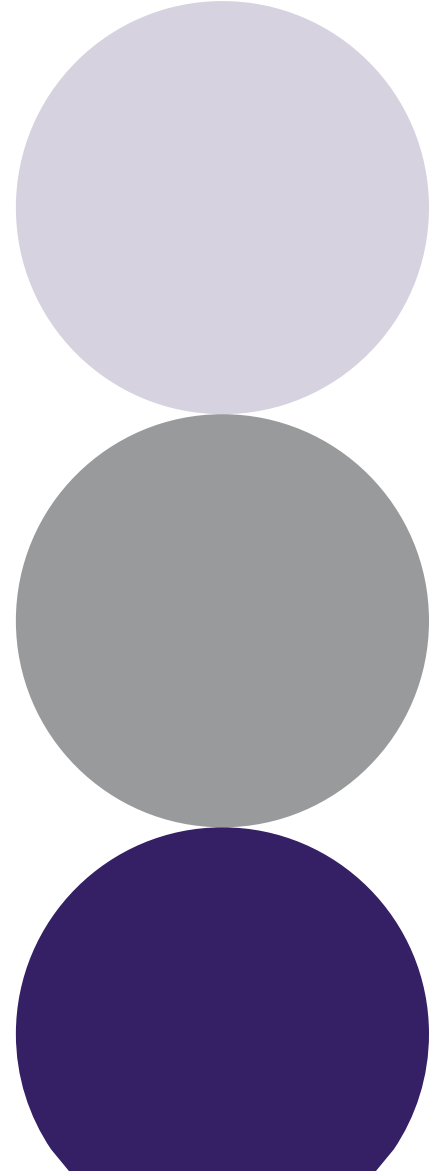




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IRIS Clinical Data Registry: Commercialization



Why is there a commercial opportunity?

Company perspective



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



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**

EHR data provides **context and comprehensiveness** when understanding the patient, but data is **highly fragmented**, and **curation is an issue**

Enhanced specialty society registries offer a solution



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A	Pharma Company
	Not using RWE
	Using RWE



[5]

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



Principles of a commercialization deal

- 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



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Accelerate healthcare innovation with cutting-edge data insights

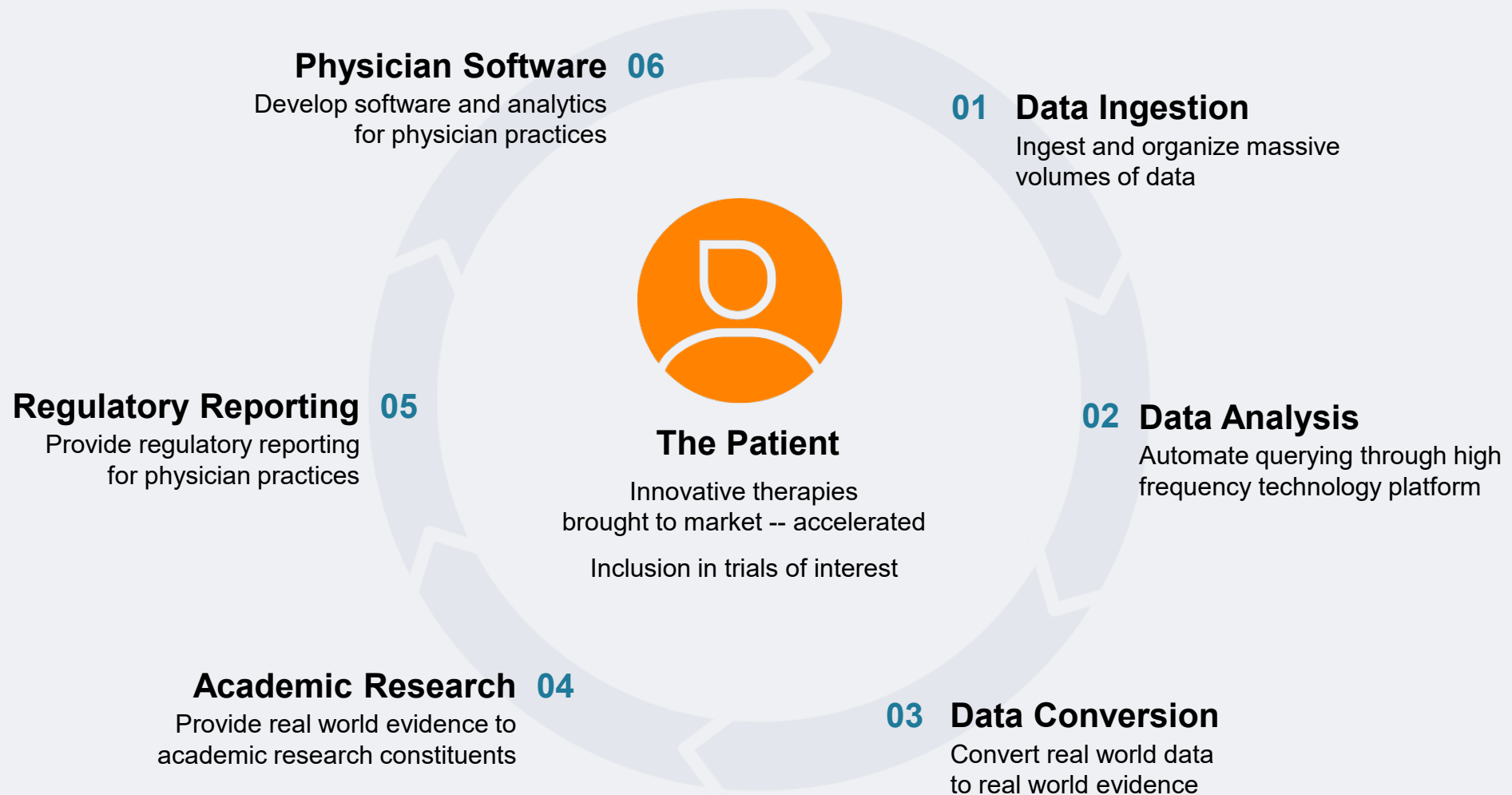
Verana Health enables life science companies to make informed decisions using real-world data from the world's largest clinical specialty database

[LEARN MORE →](#)

Why Verana?

- 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





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



Support Relationship With Data Ingestion Partner

- 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 high-performance queries
- Configurable data ingestion and analytics pipelines
- Specialized algorithms
- Analytics automation



New Product Development

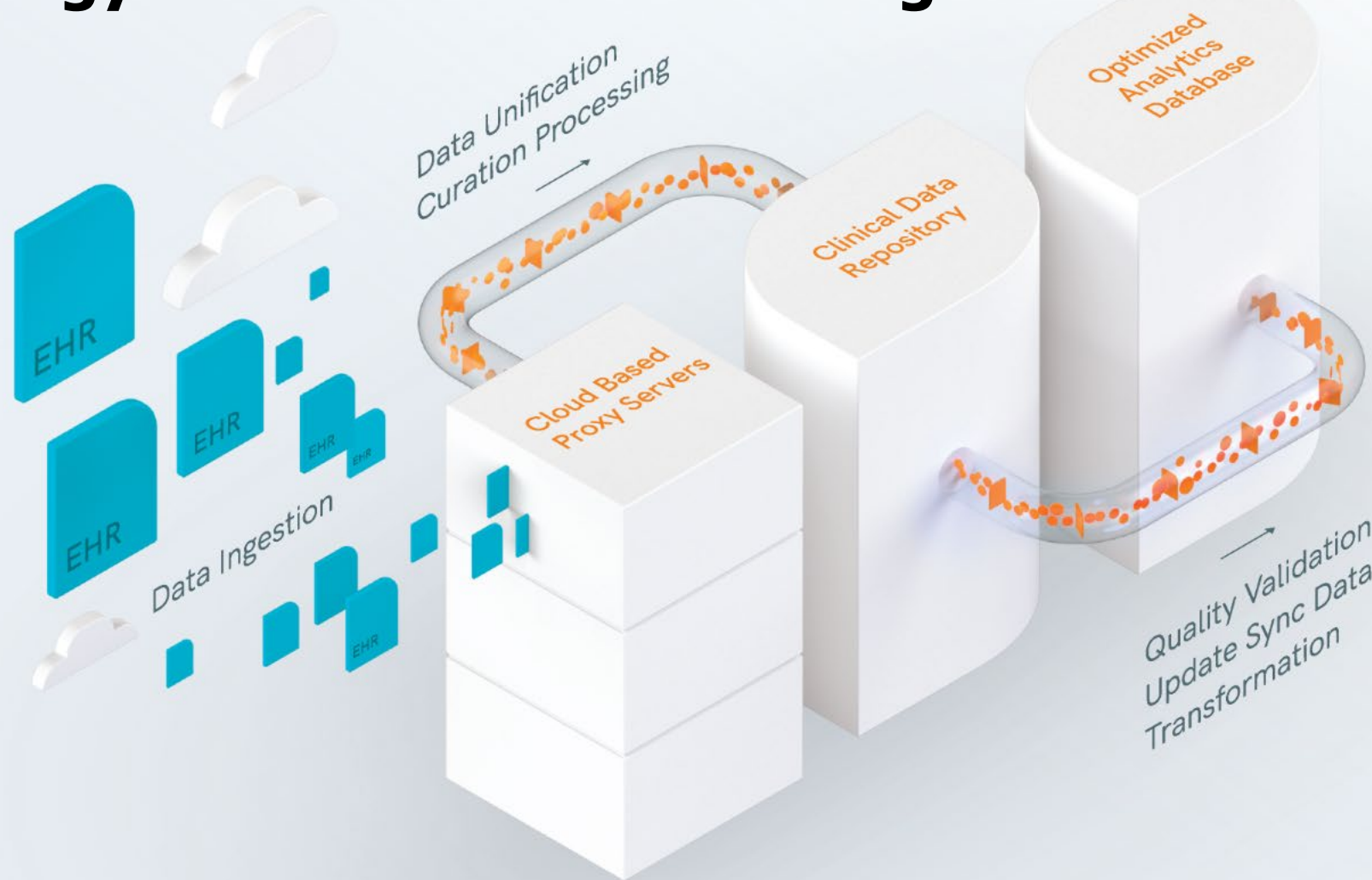
- Recurring revenue based products for market trend or clinical journey analysis
- Clinical trial products
- Novel membership tools



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



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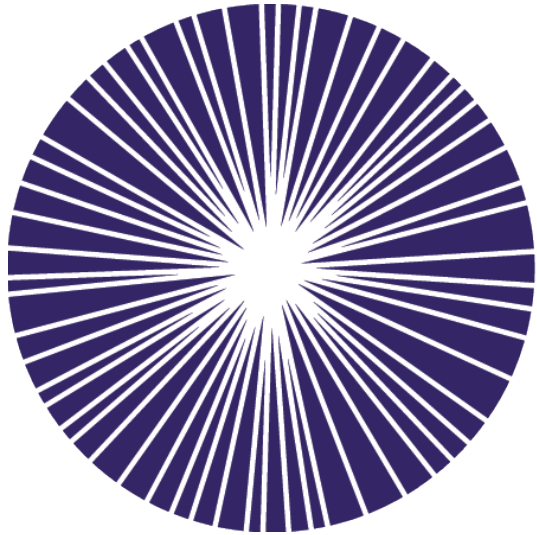
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