

TrialCard

Company Profile

TrialCard is changing the game with a broad portfolio of services that provide solutions for pharmaceutical brand needs in Rx Abandonment, Brand Support Hub, Patient Access Resources, and Customer Experience Management; all with customized analytics to microtarget your program and prove your ROI.

TrialCard people are at the foundation of every solution. TrialCard employees bring years of pharmaceutical industry experience, project management, military experience, and customer service into an entrepreneurial business culture.

TrialCard Brand Marketing Solutions

Rx Abandonment: TrialCard has a proven solution for prescription abandonment. In a 6-month beta test, results demonstrated that 1 out of 5 patients, who would have abandoned their prescribed medicine, filled the prescription as directed by their physician.

Customer Experience Management

TrialCard's award-winning Customer Experience Center offers customer-focused solutions to support your initiatives. Our solutions encompass:

- Share of Voice—Targeted outreach to deliver *your* brand message via multiple contact channels
- Product Safety—Full-service, customizable support for product quality complaints, medical inquiries, and adverse event communications
- Customer Service—24/7 representative support to accommodate multiple audiences
- Back Office Support—Integrated service offerings supporting customer engagement, including graphic design, warehousing, and personalized fulfillment

Patient Access Resources: TrialCard has established itself as the largest provider of patient access programs in the industry, processing over \$1 billion in patient benefits per year to help brand manufacturers achieve their goals with prescribers, patients, and pharmacists. Analysis has shown that patients who utilize co-pay programs are 12-19% more adherent to their medication.



What will be the game-changing trend over the next five years?

Microtargeting—Success in the healthcare industry is quickly focusing on patient outcomes. Yet the patient is now exposed to constantly changing variables. Brands that have worked hard to win the new patient will have to invest in solutions that target patients as they transition through healthcare insurance coverage, disease state, adherence/abandonment rate, demographics, geography, technology, etc.

Marketers will achieve success through *Microtargeting*, responding to the changing variables of the pharmaceutical patient with the right tactic, message, and channel. Partnering with a company that can analyze, respond, and reach the pharmaceutical patient will be the key to success and successful outcomes.

Brand Support Hub: Through TrialCard's client-friendly specialty product solution, Brand Support Hub, compassionate coordinators and seasoned industry management experts deliver customer service that patients, providers, and caregivers deserve and demand. Brand Support Hub is a key support service for a patient to achieve an optimal outcome.

Analytics: TrialCard Pulse Analytics provides multiple levels of analysis of physician profitability, geographic performance, and offer effectiveness. TrialCard partners with your brand to provide robust program tracking, insight into market trends, and strategic suggestions for meeting goals and the needs of your patients. **TrialCard Pulse Analytics give insight into the variables that impact each patient. Pulse Analytics microtarget your tactics to deliver the right message to your customer.**

trialcard[®]

HQ Address 6501 Weston Parkway Suite 370, Cary, NC 27513 **Customer Experience Center Address** 14001 Weston Parkway, Suite 100, Cary, NC 27513 **Fulfillment Center Address** 140 Southcenter Court, Suite 500, Morrisville, NC 27560 **Phone** 1-877-343-1238 **Email** info@trialcard.com **Year Founded** 2000 **Employees** 340