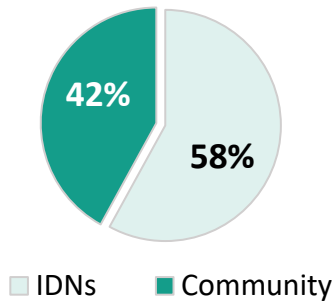


1. We help you better understand your most important oncology customers

2018 Practice Ownership - ASCO



Hospital-centric IDNs and community-based practices represent manufacturers' most important oncology provider customer segments

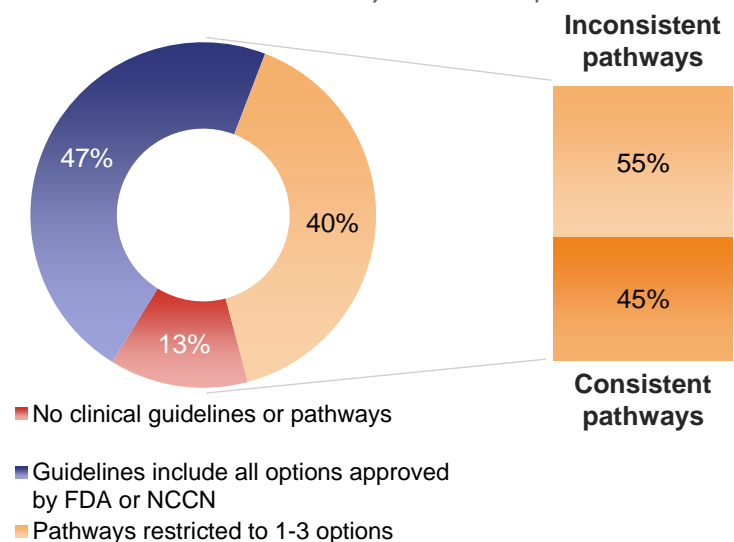
- IDNs can be complicated, inward-facing, and opaque; we help you understand their capabilities, management strategies, and decision-making processes
- Community practices are more permeable; we help you understand who is influencing the oncologists and identify the practices likeliest to thrive in the emerging “value-based care” landscape

2. We distinguish between critical market trends and noise

Do pathways really matter? It depends on who you ask:

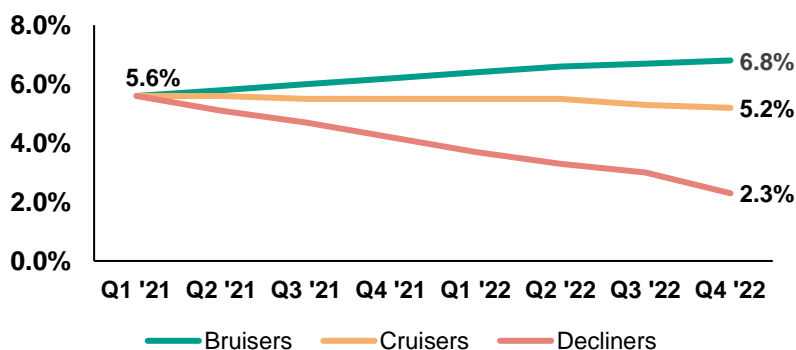
- Our *2020 IDN Annual Survey Report* found that most treatment pathways are inconsistently implemented
- 3rd-party pathways are usually external to the EHR: looking for a pathway interrupts oncologists' workflow
- Pre-built order sets, however, are widely used by providers as part of the treatment selection process

2020 IDN Primary Research Report



3. We segment IDNs and community practices to optimize your marketing and market access strategies

Quarterly Operating Margin by Archetype
(2021-2022)

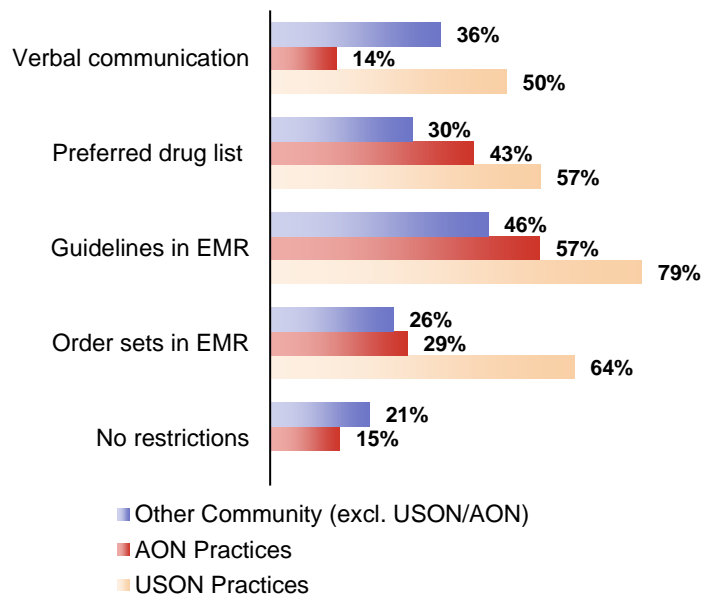


How are the financial outcomes for community oncology groups diverging?

- Our *2020 Community Landscape Overview* demonstrated how various combinations of market share, margins, and referrals can lead to strikingly different economic outcomes for community practices, and identified groups' varying responses

4. We show you how (and why) organizations restrict treatments

2020 Community Oncology Primary Research Report



Our 2020 research findings revealed that...

- Community practices may employ one or more strategies to guide oncologists' choices: the most integrated employ multiple strategies
- Many institutions now assess new treatments' economics in separate high-cost drug committees following traditional P&T evaluations
- Orals represent a growing battlefield as IDNs and community groups seek inclusion in payers' SPP networks. 340B dispensing further complicates payer/provider relationships

Proximity's "Oncology Customer Insights 2021" Syndicated Research Offering

Deliverable	Contents	IDN	Community
Primary Research	Quantitative surveys of +200 oncology pharmacists and +100 community oncologists, each segmented into 3 archetypes	Q2	Q3
Provider DataSets	Our IDN DataSet provides both aggregated & IDN-level data for +120 unique accounts to help w/ planning & segmentation	Q2	Q3
Landscape Overviews	Provide clarity into reimbursement, value-based care, and additional landscape topics impacting providers	Q4	Q2
Special Topic	Each year we survey our sponsors and complete deep dive research into the "hot topic" issue of their choice	Q4	
Podcast Series	Our consultants discuss key Oncology Market Access-related topics with provider and payer KOLs	Quarterly broadcasts	
Research Readouts	We provide in-person / virtual readouts for both our IDN and Community Oncology primary research reports	3x/year (incl. optional Q1 readout of prior year Special Topic Report)	
Inquiry Hours	Our clients enjoy up to 10 complimentary inquiry hours per research year to address topics in greater depth	As needed	

Why Proximity?

Exclusively focused on oncology • +300 providers surveyed annually • In-person readouts provide deep insights • Current sponsors include all top 20 Oncology Life Science companies

For more information on pricing, or to schedule a presentation, contact:

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