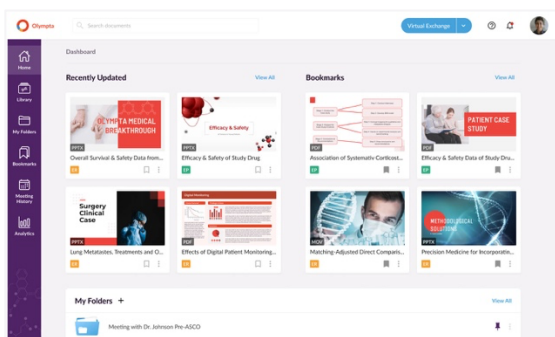


BEACON

Supercharging Treatment Access

alucio

Beacon, a market access communication platform, is an innovative software solution that supercharges engagement opportunities between Account Directors (ADs) and Access Opinion Leaders (AOLs) representing Key Accounts. As market access activities continue to evolve through the use of technology and new omni-channel communication methods, Beacon arms field teams with the most effective content delivery and audience engagement platform. Beacon features have been uniquely designed to ensure ease of use, and to maximize field utilization and adoption of the latest technology.



Market Access Communication Platform

- User-friendly interface designed to maximize adoption by market access teams
- Quick & intuitive access to search, preview, assemble, and share content that matters
- Content organization features that are tailored to your organization's needs
- Personalization features including nested folder creation, bookmarking, slide management and custom presentation building for ADs
- Omni-channel platform approach that can support web, virtual, tablet, mobile, text engagement, and in-person engagement needs including in offline mode
- Quick-start deployment that gets AD teams using the system in as little as 4 weeks



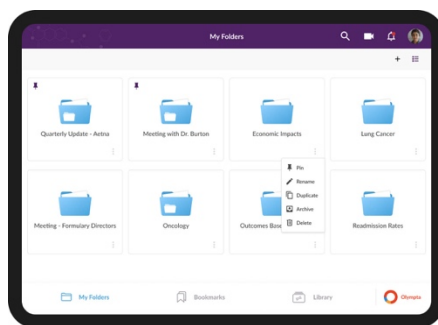
Virtual Exchange

- Beacon embedded video conferencing feature
 - User does not leave or link to an external video conferencing tool
 - User has immediate access to their personal folders and full content library
- AD presenter view dashboard (partitioned content for all shareable materials)
- Flexible, and active content compliance/management within the virtual environment
- Can support up to 20 participants including key account quarterly/annual meetings
 - Secure, one-click mobile accessible virtual meeting access by AOLs to join AD meetings (no software downloads required)



Mobile-Friendly Engagement

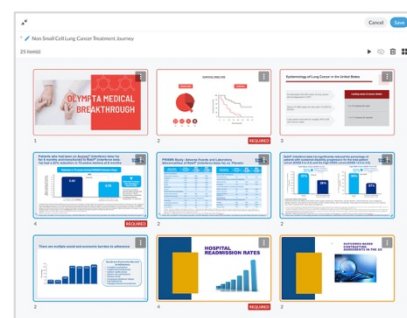
Mobile-ready, allowing meeting participants to securely engage in market access discussions with one-click URL access.



Personalization & Speed for Tablets

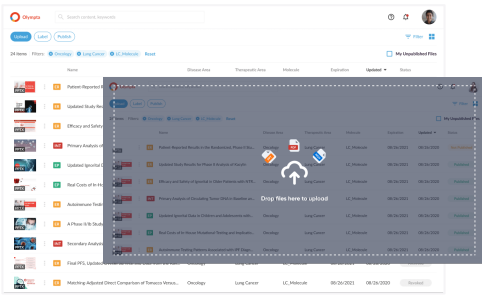
Ability to personalize and create folders to aid in content organization. Enables lightning fast online and offline content access through various tablet devices.

This instance is also fully functional on desktops/laptops enabling offline support.



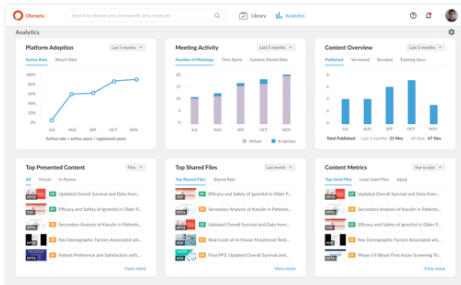
Tailored Content for Key Accounts

Easy to use presentation builder that combines and synthesizes approved materials in a modular format - tailor-made for each key account or specific AOL engagement. Guardrail controls and alerts in the preparation process help ensure appropriate use.



Beacon Publisher — On-Demand Content Publishing at Your Fingertips

- Empowers field teams by providing turn-key content management and content distribution controls (no enterprise IT and partner infrastructure needed)
- Publishing friendly tools (simply drag and drop the content you want to distribute) and version control features
- PowerPoint, PDF, Video, publishing directly to all devices (iPad/tablet, laptop/desktop)
- Content fidelity with source PPT files is maintained through the Beacon publisher (i.e. detailed charts/graphs, slide builds, animations and embedded videos)



Beacon Analytics — An Accessible Dashboard that Measures Impact

- User-friendly and real-time dashboard that quantifies relevant content/user adoption uptake measures for the market access function and its teams/leaders
- All data can be provided at an aggregate level and/or an individual user level per company guidance

User Testimonials



"The best thing about Beacon is the level of confidence it brings to each presentation - confidence in knowing you've got the right content, that your customers are viewing exactly what you wish them to see, and that virtual meetings are secure. You're able to pay more attention to the discussion and worry less about the tool."

Common Questions

Technical considerations for Beacon?

Recommended web browsers: Google Chrome, Microsoft Edge, Safari, iPad/iPhone (iOS). There is no software for virtual meeting attendees on Beacon to install.

How does Beacon compare with Zoom?

Zoom is a video conferencing execution tool. Beacon is a comprehensive market access exchange platform that incorporates features that support AD KOL engagement activities beyond the single virtual interaction. This includes email and text-based content sharing and offline capabilities that support in-person interactions and omni-channel engagement activities.

Is Beacon pharma compliant?

Content compliance is critical within pharma and Beacon offers active regulatory content management control features within virtual exchange (video conferencing) and during in-person presentations.

What is the typical implementation time for Beacon?

Beacon can be implemented in as little as 4 weeks.

Will we need IT support to manage Beacon?

No. Beacon was designed to be fully managed by AD teams as a turn-key SaaS platform. Administration and content management/publishing controls are very user-friendly. Our customer success team will provide training in this area.

Does Beacon work with Veeva?

Yes. Beacon can be integrated with Veeva CRM, Veeva Vault and other CRM and CMS systems that may already be in place.

Is Beacon a CRM platform?

Beacon is not a CRM platform but can complement those systems. Beacon can enhance the existing CRM ecosystem as it provides supported teams with many unique/proprietary features that are not available in the current market. Beacon integrates with leading CRM platforms like Veeva and Salesforce.

Is Beacon GDPR compliant?

Yes. Beacon is fully GDPR compliant.

Is training and support included?

Yes. Our customer success team is committed to your team and we will do our part to ensure you have fully satisfied Beacon users.

Will we have a dedicated account manager?

Yes. You will be assigned a dedicated customer success manager who will partner with you to ensure all of your objectives are being met (user training, adoption, metric/analytic reporting).

