



Transforming Life Sciences R&D with Biologically-Enhanced Real World Clinical Data

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DIGITAL MEDICINE SHOWCASE
AT BIOTECH SHOWCASE™

Major Initiatives and Trends Driving Change in Pharma R&D

THE PRECISION MEDICINE INITIATIVE



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PRECISION MEDICINE INITIATIVE COHORT

Precision Medicine Initiative

Scale and Scope

Participation

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Announcements

PMI in the News

ACD Precision Medicine Initiative Working Group Workshop

Digital Health Data in a Million: Precision Medicine Initiative

On May 28–29, 2015, the Precision Medicine Initiative (PMI) Working Group Advisory Committee to the NIH Director (ACD) hosted a public workshop on digital health data and research cohort design as they relate to the proposed cohort. The workshop focused on solutions to challenges in the

The 21st Century Cures Act



Real World Data (RWD) is Critical at Every Step of Pharma R&D

**Identify medical
needs and
specific patient
sub-groups**

**Access to
patients broader
than what's
allowed by RCT**

**Understand and
improve drug
utilization**

**Understand and
manage
adverse events**

**Develop
companion Dx
and label
expansion**

**Conduct clinical
outcomes
studies**



But RWD is Hard to Get and Use

Lack of effective tools to obtain and use RWD

Existing databases are not fit for pharma R&D projects

Complicated to interpret without special IT and medical expertise

Regulatory compliance and patient consent issues

Very expensive

Deidentified data w/o access to patients and biospecimens lead to artifacts



Novaseek is a Game-Changer in \$30+B Market

\$2B

Discovery

- Drug action mechanisms
- Disease subtypes
- Biomarkers
- Translational research

\$20B

Clinical Development

- Clinical trial protocols
- Patient recruitment
- Companion Dx
- Data to supplement RCTs

\$15B

Post-Launch

- Clinical outcomes
- Adverse effects
- Drug utilization
- Label expansion

Key is to access well-categorized patient cohorts, clinical data that is updated prospectively, and matched biological specimens

Novaseek is Driving Disruptive Change via Access to Biologically Enhanced and Dynamic RWD

- Novel technology solution – Clinical Data Network for Research (CDNR)
- Working with 4 of the world's top 10 largest pharma companies + many biotechs and academia
- Executive team with experience at ~600+ clinical sites and launching 20+ life sciences products



CDNR is Novel Solution for RWD Studies

**Intuitive end user
experience**

**Massive historical data
and population analytics**

**Dynamic and longitudinal
data**

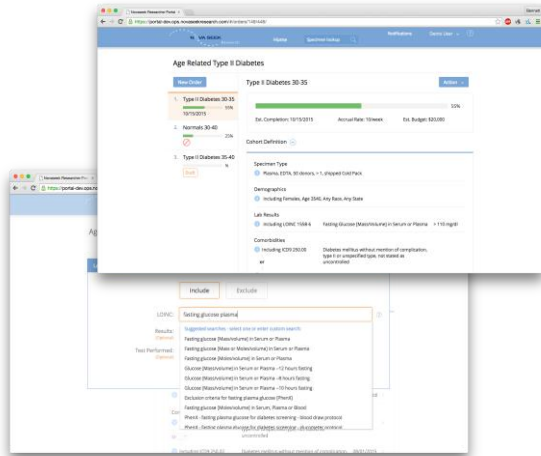
**Track/collect clinical data
and matching
biospecimens**

Disease-agnostic

Turn-key cloud platform



Dynamic Integration with Clinical Sources of Data in Real Time



CDNR Portal

NOVA SEEK

Research



**Hospitals, community hospitals,
physician groups, clinical labs**

- CDNR is easy to implement in any healthcare setting
- Tracks patients via EHR and LIS in real time
- HIPAA-compliant and OHRP-compliant

Novaseek' CDNR Platform is Enabling Important Studies

- **New immuno-oncology drug is launched by large pharma.**
Company is using CDNR to identify and track several cohorts of patients as they go onto a new drug and collect serum/plasma
- **Side effects for a CV drug are not well understood.**
Company is using CDNR to identify patients on different types of drugs that it believes contribute to side effects – and collect updates from medical records as well as urine/serum
- **Diagnostic company is developing a test for post-acute event recovery prognosis.** Company is using CDNR to identify patients with acute trauma events and – and collect updates from medical records and blood

Patient-Centric R&D Driven by RWD

Our Vision is a world where a clear understanding of real-world patients is central to every stage of life sciences research and drug development

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Thank you!

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