Patient Data Integration Value Proposition across Healthcare Stakeholders

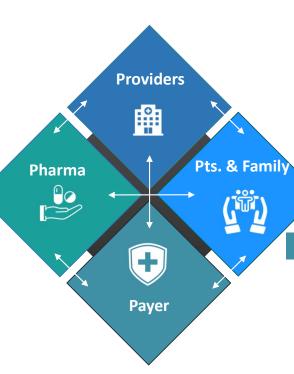
Providers

- Track patient treatments over time and across providers
- Make informed clinical decisions based on patient history
- Improve overall patient experience, care quality & outcomes
- Manage referral of patient across care settings
- **Educate patients** in case of treatment non-adherence
- Derive meaningful insights from clinical notes
- Explore influence of social determinants on patient's health

Pharma

- Track drug adherence, effectiveness and safety over time using real world data
- Create CDSS to match patient cohorts with drugs
- Ensure timely refill of medication supplies to patients
- Assess reason for switching a patient to a different treatment
- Compare competitor drugs in real-time to influence prescription choices and formulary coverage
- Assess performance of products across markets

CitiusTech



Patients & Family Members

- Easily share medical records with physicians and specialists
- Reduce mental stress and anxiety of retrieving medical history
- Quick access to LHR can be life saving in case of urgent care
- Ensure care team has access to comprehensive medical record
- Focus on receiving care rather than maintaining medical record across different providers
- Access to LHR leading to improved clinical decisions and outcomes

Payer

- Avoid repeating healthcare services across provider organizations
- Ascertain medical necessity of healthcare services rendered
- Evaluate **member risk scores** and associated healthcare costs
- Drive care coordination for high risk members
- Benchmark performance of providers based on quality of care
- Understand population characteristics to drive care programs
- Track changes in member's treatment by a healthcare provider
- Understand market dynamics and performance across countries