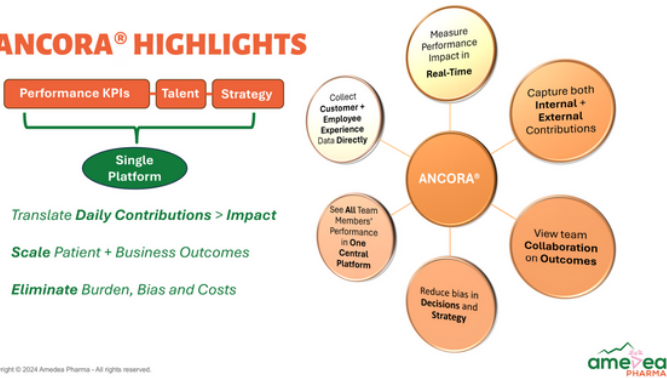


ANCORA® HIGHLIGHTS



The **ANCORA Decision Assistant** goes **beyond analogies** to integrate sports transparency and data science precision into the daily fabric of all business operations to **MASTER Performance** vs. merely measure or report it.

It is designed for a more engaging & data-driven environment in elite organizations that aim to become leaders in their fields

1. QUANTIFICATION & PRIORITIZATION

By quantifying and describing the impact & growth of all activities with a rank/weight-adjusted system in real time, ensures that teams focus on **high-impact activities** that **align with corporate and functional goals**.

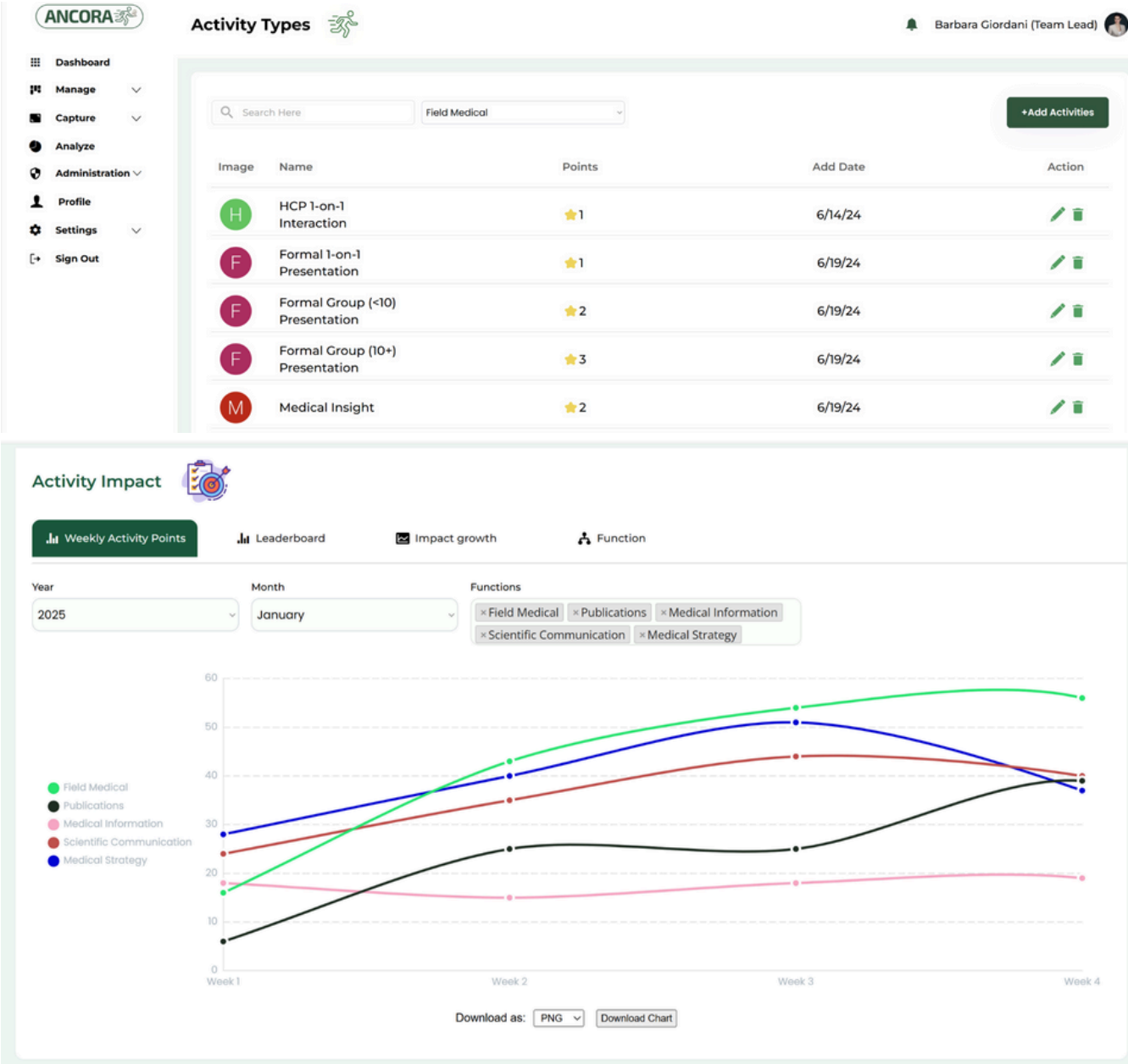
**RESULT:** Enhanced operational efficiency and significant cost savings

**Responsible AI / ML**  
**Algorithm You Build, Explain**  
**and Supervise**



Anchoring the Relay that  
Drives Medical Decisions

ANCORA Decision Assistant



See **All Team Members'** Performance in **One Central Platform**

## Activity Impact



Weekly Activity Points

Leaderboard

Impact growth

Function

Function

Year

Period

All

2024

Q2 vs Q1

#	Profile	Member Name		Growth Points
1		Gabiella Martinez		★ 715
2		Tom Michaels		★ 548
3		Alex Matthews		★ 515

## Add Outcomes



Barbara Giordani (Team Lead)

< Back

### Outcome Name\*

Improved Health Plan Formulary Product Positioning - Removal of PA

### Objective Type\*

Corporate, Medical, Cross-Functional

Product Formulary Availability

### Reach\*

e.g. Degree of Geographical Influence

Multiple States / Provinces

### Category

Tag or categorize your outcomes

Sleep Medicine

### Outcome Date\*

When was the outcome achieved?

9/23/2024

### Duration\*

Expected duration

1 Year

### Region(s)

Tag one or more regions in which this outcome is achieved

Enter Region

+Add Tags

### Linked Activities

Please link one or more activities that lead to this outcome

Activity Name	Member Name	Certainty	Status	Action
Standard Response Letter Development	Tom Michaels	Correlation = 2	Approved	
Patient Registry / PRO Survey Analysis	Alex Matthews	Correlation = 2	Approved	
Patient Claims Analysis	Monica Heiden	Causation = 3	Approved	
Medical Core Team Facilitation	Barbara Giordani	Relevance = 1	Approved	

+Add Activity

ameza  
PHARMA

IT IS HERE.

YOUR PURPOSE.  
YOUR PROGRESS.  
YOUR REWARD.

THE **ANCORA** APP

## 2. ENHANCED INTERNAL COLLABORATION

- Viewing activity and outcome contributions of all functions and team members in one central platform
- Every outcome must link to an activity**—ensuring **intentionality** and tracing bottom-line results to your teams directly to justify the right resources
- Real Views drive Real Results**

View team  
Collaboration on  
Outcomes

**RESULT:** Culture of continuous improvement, higher collaboration, transparency, and innovation for a competitive edge

Collect Customer  
+ Employee  
Experience Data  
Directly

### 3. CONTINUOUS SYSTEMATIC FEEDBACK

- Healthcare professionals and patient feedback on **performance**, **behaviors** or **specific medical campaigns**
- Internal **employee feedback** on performance and behaviors up, down, and across the organization

**RESULT:** Improved customer satisfaction, loyalty, better patient outcomes and reputation in the market. Adaptive strategy to meet target audience's needs better - quality improvement. Employee Accountability turned into Motivation.

#### Medical Interaction Outcome (MIO) Score

Year

2024

Period

Quarter 3

Campaign

Q3 Clinical Trial Investigator Interactions



MIO Score

## Medical Interaction Outcome Survey

#### Survey Questions

1) How Relevant Was The Information This MA Employee Shared To Your Patients?

Strongly Relevant = 4

2) What Proportion Of Your Patients Does The Information This MA Employee Presented To You Affect?

40-60% (moderate) = 3

3) How Did The Medical Information This MA Employee Shared With You Impact Your Clinical Decisions?

Strongly Improved = 4

4) How Did You Improve Your Clinical Outcomes? You May Select Multiple Options.

Clarified Dosing Enhanced Treatment Efficacy

Submit

## Internal Behavior Survey

#### Survey Questions

1) Prioritizes Spending His/her Own Time To Train Or Share Knowledge With A Teammate

Agree = 5

2) Chooses A Project Due To Genuine Interest And Relevant Experience Rather Than Optics Or Convenience

Somewhat Agree = 4

3) Learns A New Skill Or Initiates A New Project Not Assigned

Somewhat Disagree = 2

4) Contributes To Team Initiative Regardless Of Personal Benefit

Neutral = 3

5) Acknowledges Or Supports A Colleague In A Conflict Or Debate Despite Consensus

Somewhat Agree = 4

Submit

#### Clinical Outcome Improvement



Campaign

All

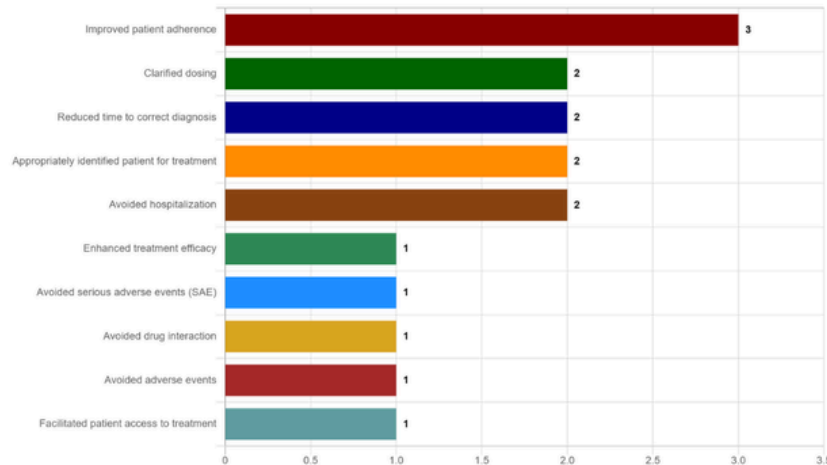
Year

2025

Period

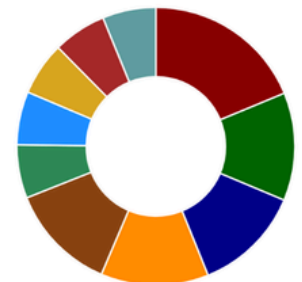
Quarter 2

#### Medical Interaction Outcome (MIO) Survey



Download as: PNG Download Chart

#### Clinical Outcome Frequency











Improved patient adherence 13.6%  
Clarified dosing 9.1%  
Reduced time to correct diagnosis 9.1%  
Appropriately identified patient for treatment 9.1%  
Avoided hospitalization 9.1%  
Enhanced treatment efficacy 4.5%  
Avoided serious adverse events (SAE) 4.5%  
Avoided drug interaction 4.5%  
Avoided adverse events 4.5%  
Facilitated patient access to treatment 4.5%

Download as: PNG Download Chart

Collect Customer  
+ Employee  
Experience Data  
Directly

#### Medical Productivity Index (MPI)



Leaderboard		Total MPI		Performance		Behavior	
Function	Year	Period	Show				
All	2025	Quarter 2	Individual				
#	Image	Activity Leaderboard	Activity	Performance	Behavior	Total MPI Score	
1		Philip Romano		83	50.00	0.00	50.00
2		Alex Matthews			50.00	0.00	50.00
3		Monica Heiden			50.00	0.00	50.00
4		Barbara Giordani		177	22.53	20.00	42.53
5		Jennifer Dawson		36	2.25	0.00	2.25

1

2

#### 4. MEDICAL PRODUCTIVITY INDEX (MPI) & CORPORATE CONTRIBUTION INDEX (CCI) SCORES

The introduction of MPI and CCI scores offers a groundbreaking way to:

- **Drive sense of purpose** into teams by viewing **how daily work translates** into company success (CCI)
- Capture **service quality** and **collaboration** insights directly (MPI)

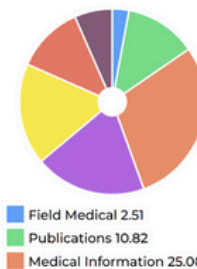
**RESULT:** Faster, more objective and smarter decisions. Optimized resources, and stronger value proposition to stakeholders, facilitating investment in high-impact areas.

#### Corporate Contribution Index (CCI)

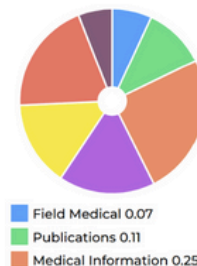


Corporate Contribution Index (CCI)					
Year Period					
2024 Quarter 4					
#	Function Name	CCI Points	FTE	FTE Adjusted CCI	Relative %
1	Medical Information	25.08	1	25.08	25%
2	HEOR	20.35	2	10.18	20%
3	Scientific Communication	16.79	1	16.79	17%
4	Medical Strategy	15.31	1	15.31	15%
5	Publications	10.82	1	10.82	11%
6	Field Medical	7.53	3	2.51	7%

FTE Adjusted CCI



Total CCI



#### MEDICAL PRODUCTIVITY INDEX (MPI)



#### CORPORATE CONTRIBUTION INDEX (CCI)



## 5. DECISION ANALYSIS WITH GRADED KPI RECOMMENDATIONS + NOTIFICATIONS

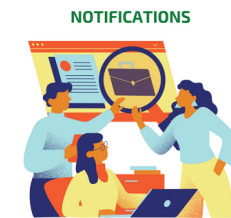
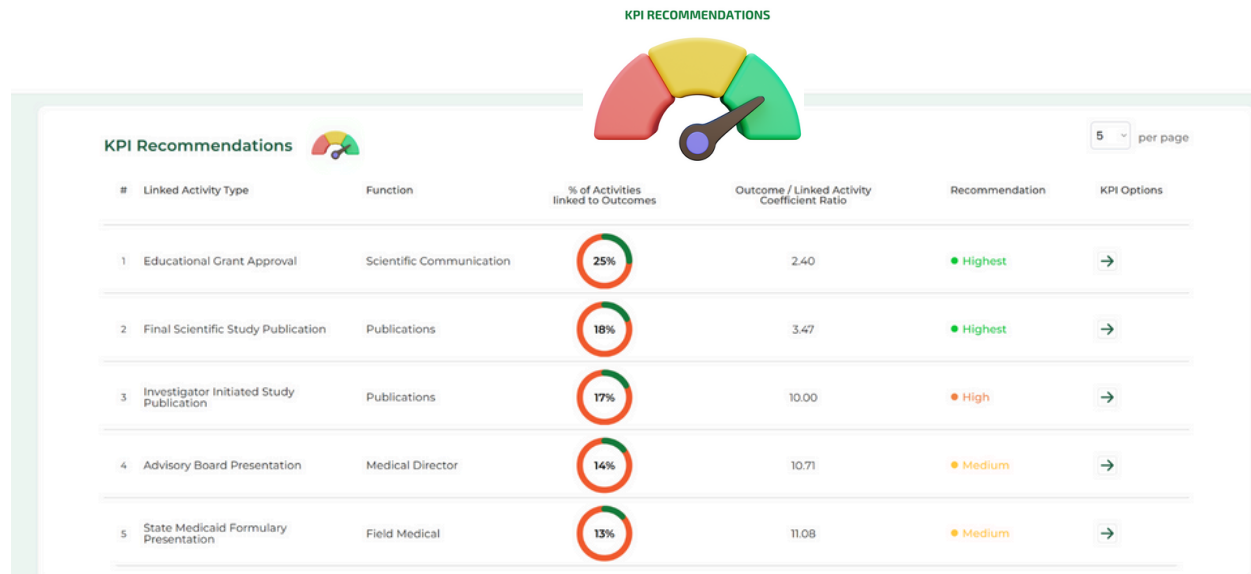
- Grades level of certainty that an activity leads to an outcome to drive highest impact and calculates strength of KPI recommendations based on systematic data capture
- Configures notifications to users and team leads to make dynamic changes to objectives, KPIs, priorities, and strategy

**RESULTS:** Organization positioned to scale its successes and avoid repeat failures by tracking decisions and their rationale with performance in one central location.

## HIGHLIGHTS

ANCORA stands to revolutionize how Medical Affairs organizations grow their **Impact** and **investments**

- Emphasizing **both technical performance and internal collaboration**
- Analyzing contributions to a **level of detail** that
  - Drives **Higher Accountability** for **better patient** and **business results**
  - Fosters a more **Engaged, Motivated, and Productive culture**
  - **Saves** precious admin **Costs + Time**
  - **Reduces Bias** in **Decision-making**
  - Build a **Smarter, realistic Strategy**



Reduce bias in  
Decisions and  
Strategy

← Back

### KPI Decision Analysis & Strategy

Name

What objectives would you like to add?

Which activity types would you like to change in the future? Multiple choices allowed.

How would you like to change this activity? Multiple choices allowed.

- Increase impact value of this activity type
- Decrease impact value of this activity type
- Replace with new activity type
- Delete activity type
- Add new activity type
- Modify activity input definition
- Replace with new KPI using this activity type
- Add new KPI using this activity type

Which KPIs would you like to add, change or delete?

Which outcomes should lead to new strategy? Multiple choices allowed.

What decisions will you make based on Activity Impact and Outcomes? Multiple choices allowed.

- No change needed at this time
- Add new objectives
- Replace with new objectives
- Add new internal survey campaigns
- Add new external survey campaigns
- Change new external collaborations
- Add new internal collaborations
- Add recognitions / bonuses
- Change recognitions / bonuses
- Increase function size
- Decrease function size
- Add new resources for activities
- Replace by different resources for activities

Action: Disable

Scheduled For:

- ☐ Saturday
- ☐ Sunday
- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☒ Every 3 Months
- ☐ Every 6 Months
- ☐ Every year

Time: Choose an option...

User: Barbara Giordani

+Save

Alexa

# Book a Demo Today

<https://www.calendly.com/amedeapharma>



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## ANCORA SUMMARY

- DRIVE HIGHER PERFORMANCE
- IMPROVE FORECASTING
- SAVE \$ + TIME

