

SOC 2 notice email

GRN DISTRIBUTION:
Tuesday, November 15

Distribution: 1,257 Life Sciences list

NEW: Adjusted open rate = 8%

(Estimate of how many emails were opened by actual humans; more reliable metric that reflects recent email privacy protection updates)

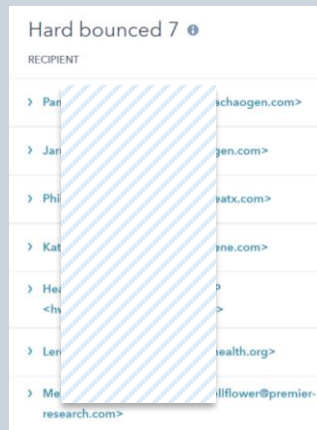
Click-through rate = 1.3%

Percentage of recipients who clicked a link out of those who opened it

Unsubscribe = 6

Hard Bounce = 7

SPAM = 0



Hello Charlene,

Exciting news! Guardian Research Network (GRN) has successfully completed the System and Organization Controls (SOC) 2 Type 2 Attestation. This voluntary IT and data security audit validates GRN's ongoing security measures and thorough inspection of information risk management practices.

By confirming SOC 2 Type 2 security requirements are met, this achievement:

- Strict adherence to strong data security controls
- Delivery of the safest and most reliable data for clinical trials, population health studies, and precision medicine research
- Commitment to protecting critical patient data used to find cures for debilitating and life-threatening conditions
- Trust in our IT security & trial participation
- Maximum protection for data used in biomedical and healthcare research



By verifying our ongoing commitment to the highest level of data security, GRN and its community health system research consortium can continue to be a leader in life science innovation.

If you'd like to learn more about [SOC2](#) or to hear more about GRN's Real World Data and therapeutic and diagnostic studies, please reach out.

Kind Regards,

Chief Operating Officer
Guardian Research Network
watson@guardianresearch.org
215.740.0645

About Guardian Research Network

GRN, a 501(c)(3) non-profit organization, is a nationwide health system research consortium focused on advancing technology to accelerate cures for life-threatening diseases such as cancer, rare diseases, diabetes, and others. GRN works with life sciences clients and health system members to leverage



NGHS email campaign metrics

Send with link to news release

Partners–

**16.3% open rate;
9.1% CTR**

- 204 sent,
99.2%
delivered
- 0 hard
bounced

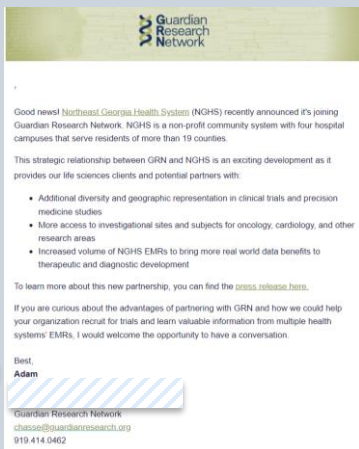
From: [redacted]
[redacted]
g

McLeod comparator
**12.4% open rate;
8% CTR**

Bergen comparator
**13.9% open rate;
30% CTR**

Alliances/Friends – 23 sent
31.8% open rate; 0% CTR
1 hard bounces (Sam Konduros
Founder and CEO at SCBIO)

From: [redacted]



Prospective Health Systems

From: [redacted]

- 1,463 sent, 98.56% delivered
- 6.7% open rate; 12.5% CTR
- 14 hard bounce
- 2 unsubscribes
- 37.5% clicked news release link

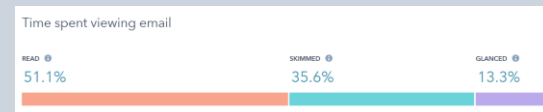


Top 10 engaged contacts

- | Rank | Contact |
|------|--|
| 15 | [redacted]se, ccf.org |
| 06 | [redacted], PhD dhr-rgv |
| 05 | [redacted], St Jude.org |
| 04 | [redacted]cca Harper,
[redacted]ospital |
| 03 | [redacted]ley, Jax health |
| 03 | [redacted]asoudi, Ascension.org |
| 03 | [redacted], Vance Thompson |
| 03 | [redacted]ha, Honor Health |
| 03 | [redacted] PhD, Acres Global |
| 03 | [redacted], sbch.org |

Biotech/LS – Clients & Prospects

- From: [redacted]
- 1,260 sent, 98.9% delivered
- 7.0% open rate; 6.9% CTR
- 12 hard bounce
- 1 unsubscribes
- 33.3% clicked news release link (of opens)



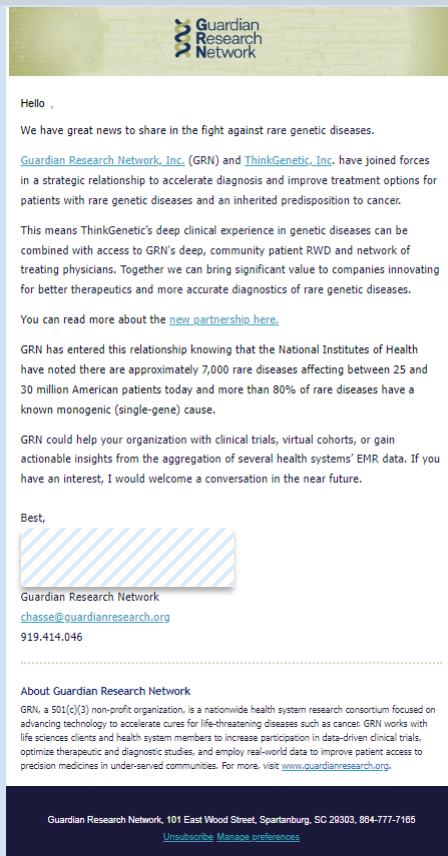
Top 10 engaged contacts

- | Rank | Contact |
|------|---------------------------------|
| 30+ | [redacted]enberg, MD, Sanofi |
| 07 | [redacted]g@comcast.net |
| 06 | [redacted]rf, exai.bio |
| 04 | [redacted]roff, exicuretx |
| 04 | [redacted], catalystr |
| 03 | [redacted]anki, rainthera |
| 03 | [redacted]n, PhD, carisls |
| 02 | [redacted]ng, PhD, carismatx |
| 02 | [redacted]henomehealth |
| 02 | [redacted]Recknor, M.D, cytodyn |



TG email campaign

Data cleaned-up; sent with link to news release



Subject: GRN partnership aims to combat rare genetic diseases

Date: Thursday, July 28, am

Redirects: <https://www.guardianresearch.org>

Partners & GRN - Thursday

From: [REDACTED]

- 317 sent
- 16.4% open rate; 13.5% CTR
- 0 hard bounce
- 1 unsubscribes
- 71.4% clicked news release link

Alliances/Friends – Thursday

From: [REDACTED]

- Friends of GRN List - 26
- 23.08% open rate; 0% CTR
- 0 hard bounce
- 0 unsubscribes
- 0% clicked news release link

Monday - Biotech/LS – Clients & Prospects

From: [REDACTED]

- Life Sciences/Biotech List (clean) - 1,255 sent
- 7.09% open rate; 11.2% CTR
- 4 hard bounce
- 2 unsubscribes
- 40.0% clicked news release link (of opens)

Prospective Health Systems

From: [REDACTED]

- Outreach, no signature
- Hospitals/Health System Contact List (clean) – 1,479 sent
- 5.75% open rate; 12.9% CTR
- 8 hard bounce
- 4 unsubscribes
- 44.4% clicked news release link

