# **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

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#### 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 lifethreatening 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 <u>SOC2</u> 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 215.740.0845

#### 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, distance of the CRN water and with the second s



# NGHS email campaign metrics

# Send with link to news release

#### S Guardian Research Network Partners-16.3% open rate; Suardian Research Network, NGHS is a non-profit community system with four hospity 9.1% CTR es that serve residents of more than 19 countie 204 sent. 99.2% medicine studie research area delivered 0 hard bounced From. Adam C Guardian Research Network

McLeod comparator 12.4% open rate; 8% CTR

egic relationship between GRN and NGHS is an exciting development as it rovides our life sciences clients and notential partners with · More access to investigational sites and subjects Increased volume of NGHS FMRs to bring more real world data benefits. therapeutic and diagnostic development To learn more about this new partnership, you can find the press release her If you are curious about the advantages of partnering with GRN and how we could help your organization recruit for trials and learn valuable information from multiple health systems' EMRs, I would welcome the opportunity to have a conversation 010 414 0462

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:

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## **Prospective Health Systems**

#### From: Congeneration Constraints

15

06

05

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03

03

03

03

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

#### Time spent viewing email READ 0 GLANCED 43.6% 5.5%

## Top 10 engaged contacts

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	ose, ccf.org
	), PhD dhr-rgv
	, St Jude.org
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	ley, Jax health
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	Vance Thompson
	ha, Honor Health
	PhD, Acres Global
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## **Biotech/LS** – Clients & Prospects

- From:
- 1,260 sent, 98.9% delivered
- 7.0% open rate; 6.9% CTR
- 12 hard bounce
- 1 unsubscribes

30-

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02

02

33.3% clicked news release link (of opens)

Time spent viewing email		
READ 🚯	SKIMMED 📵	GLANCED 📵
51.1%	35.6%	13.3%

## Top 10 engaged contacts

ł	enberg, MD, Sanofi
	g@comcast.net
	rf, exai.bio
	nroff, exicuretx
	, catalystcr
	anki, rainthera
	n, PhD, carisls
	ng, PhD, carismatx
	henomehealth
	Recknor, M.D, cytodyn



# **TG email campaign**

# Data cleaned-up; sent with link to news release



Hello

We have great news to share in the fight against rare genetic diseases.

Guardian Research Network, Inc. (GRN) and ThinkGenetic, Inc. have joined forces in a strategic relationship to accelerate diagnosis and improve treatment options for patients with rare genetic diseases and an inherited predisposition to cancer.

This means ThinkGenetic's deep clinical experience in genetic diseases can be combined with access to GRN's deep, community patient RWD and network of treating physicians. Together we can bring significant value to companies innovating for better therapeutics and more accurate diagnostics of rare genetic diseases.

You can read more about the new partnership here.

GRN has entered this relationship knowing that the National Institutes of Health have noted there are approximately 7,000 rare diseases affecting between 25 and 30 million American patients today and more than 80% of rare diseases have a known monogenic (single-gene) cause.

GRN could help your organization with clinical trials, virtual cohorts, or gain actionable insights from the aggregation of several health systems' EMR data. If you have an interest. I would welcome a conversation in the near future.

Best.

Guardian Research Network chasse@guardianresearch.org 919.414.046

#### About Guardian Research Network

GRN, a 501(c)(3) non-profit organization, is a nationwide health system research consortium focused or advancing technology to accelerate cures for life-threatening diseases such as cancer. GRN works with life sciences clients and health system members to increase participation in data-driven clinical trials. optimize therapeutic and diagnostic studies, and employ real-world data to improve patient access to

Unsubscribe Manage preference

Subject: GRN partnership aims to combat rare genetic diseases Date: Thursday, July 28, am Redirects: https://www.guardianresearch.org

## Partners & GRN - Thursday From

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

## Alliances/Friends – Thursday From:

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

Monday - Biotech/LS – Clients & Prospects From:

- 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**

- 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

