



# Holistic Patient Engagement for Life Sciences

## Communication Software that Improves Patient Access, Data Gathering

Twistle's customizable patient communication software guides and engages users throughout the product life cycle with proven clinical content and monitoring tools. Your patients will be empowered with personalized, step-by-step guidance that is automatically delivered to their mobile device. With education, coaching and reminders, you'll be able to improve patient access and recruitment, equity in research, adherence, data collection, operational efficiency, and more.



*I liked the fact that someone was checking up on me and that if I had a question, they were there. It was extremely comforting."*

*Patient enrolled in Twistle*

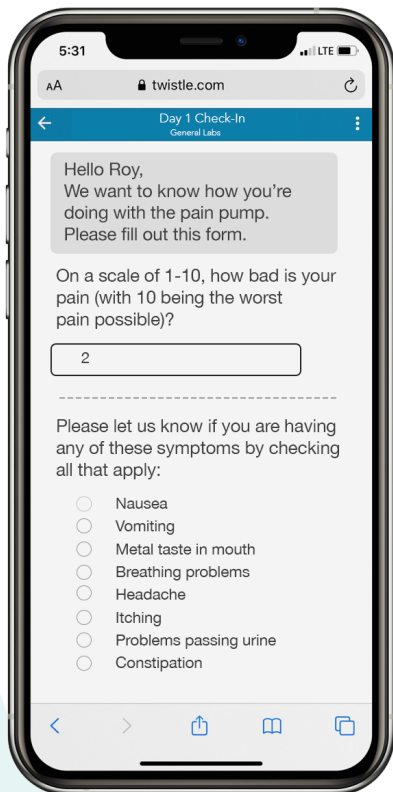
# Innovative Patient Support that Drives Results

The true value of a patient engagement platform is only realized if it is accessible and easy to use across all demographics. From clinical trials through commercialization and post-marketing surveillance, Twistle automates HIPAA-compliant communication between life sciences teams and patients to create a personalized experience that increases engagement and satisfaction. Our clients consistently realize a clinical, financial, and operational return on investment.

- 90%+** Patient engagement
- 15%** Improvement in medication and device adherence
- 29%** Reduction in phone call volume
- 93%** Patient satisfaction

“ We have seen some really positive impacts of this type of automated digital communication to keep patients on track, improve outcomes, allow for ‘micro visits’ between formal appointments, foster device adherence, and empower patients as active participants in their care.

Asheesh Dewan, MD, Endocrinologist



## Engage Patients on Their Mobile Devices

Reach your patients where they live their digital lives: their mobile phones. Our rich library of clinical content and communication best practices address your engagement needs across all phases of the life cycle, including clinical trial enrollment and management, distribution, education, adherence, post-marketing surveillance, and reimbursement. A variety of methods are used to keep your patients engaged, including:

- Personalized, empathetic messaging
- Awareness and enrollment notifications
- Educational videos, infographics
- Form-based real world evidence collection
- Remote patient monitoring
- Compliance coaching
- Friendly reminders
- Satisfaction surveys

# Reach Every Patient for a Real World Impact

Twistle helps life sciences companies communicate with patients regardless of geographic location, social or financial circumstance, or access to technology or tech savviness. With the ability to support patient communication across SMS text, the Twistle app, or interactive voice response, you will overcome traditional barriers to communication, education, and support, promoting health equity across the underserved, minority, rural, and elderly populations.



## Serving the Life Sciences Sectors

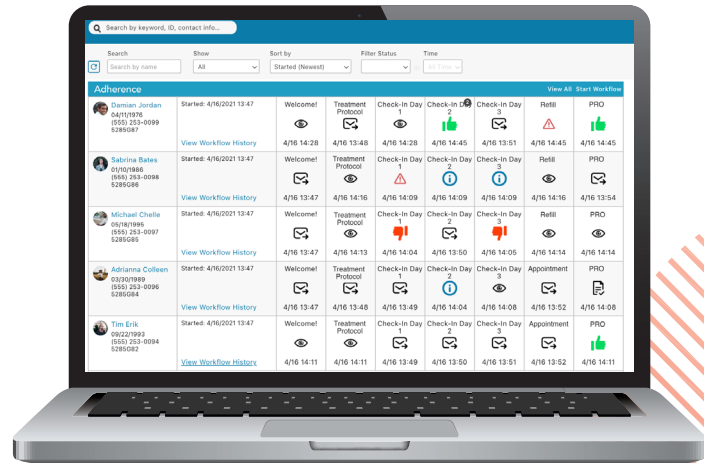
Twistle's patient-centric experience ensures broad and rapid adoption, which optimizes adherence, reduces trial costs and failure rates, improves data collection, increases satisfaction, and reduces attrition rates across three life science sectors: pharmaceutical and biotechnology, medical device and diagnostics, and contract research organizations. You will be able to:

- Reduce risk by improving patient monitoring and management
- Operate more efficiently with automated data collection
- Grow revenue by expanding reach and managing switch

## Streamline the Experience for Patients and Your Team

Twistle's ability to integrate with existing systems such as client relationship management (CRM) tools, pharma hubs, and other electronic systems allows your team to spend more time connecting with patients. Communication pathways are manually or automatically initiated through electronic data triggers such as diagnosis or medication lists, or the patient may self-enroll by scanning QR codes or text-a-code functionality. Patient response data is integrated back into your source systems for a seamless record.

Alerts and dashboards allow your team to prioritize patient intervention, so they can spend their valuable time on those who need them most.





## Data-driven Connection to Patients

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New technologies are changing the way patients stay connected and on track. Twistle's digital patient engagement platform connects with a wide array of remote patient monitoring (RPM) devices enabling personalized responses and data-driven communication and engagement. Use real world patient data that is collected from a range of RPM devices including:

- Activity trackers
- Blood pressure, heart rate and temperature monitors
- CardioMEMS™ and ventricular assist devices
- Continuous positive airway pressure (CPAP) appliances
- Glucose monitors
- Pulse oximeters
- Weight scales



*The text message reminders and ease of submitting refills have been a great improvement in helping me take dosages on the same day and time. Thank you!"*

*Patient Twistle User*

## Empower Your Team with a Flexible Communication Platform

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You can edit and customize existing communication pathways, create your own to address specific needs, and optimize content over time using Twistle's flexible platform. Pathways are also personalized for patients based upon their treatment protocols, form responses, and remote physiologic monitoring data.

