

# Go-to-market Plan

## Distribution to partner hospitals

- Partner with pharmaceutical companies and hospitals
- Penetration to partner top-tier medical centers at extremely low price

## Real-world evidence

- Conduct real-world evidence generation& cost-effectiveness analysis with our partners

## Market access: Reimbursement

- Leverage our studies to receive reimbursement from private and public healthcare payer

# Key Partners

## Medical centers

- Optimize patient management
- Relieve high patient volume

## Clinics & Local hospitals

- Facilitate patient referral from medical centers
- Provide ad opportunities

## Pharmaceutical companies

- Save revenue loss due to medication non-adherence

## Private insurers

- Optimize pricing strategies

## National Health Insurance

- Slow down budget growth by enhancing drug adherence and patient referral program

## Co-operative stores

- Collaborate on incentive programs and offer ad opportunities