

ESS DATA SOURCES

The lifecycle of the EVERSANA ORCHESTRATE™ begins with its inbound data sources. The data sources stores information that the EVERSANA ORCHESTRATE™ will poll on a recurring basis for change in data.

Depending on whether the client opted for complete commercialization services, the data sources can be hosted entirely with EVERSANA or a mix of EVERSANA and client data sources.

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No	Data Sources	Type Of Data	Purpose of Data
		ACTICS Claims	Claims-based insights used for audience targeting,
1	ACTICS	data	personalization, and performance measurement.
			Used to understand and act upon real-time digital behaviour of
		Media	healthcare professionals (HCPs) or patients, based on what
		engagement	(newsletter, banner Ads) they are actively researching or
2	DEEPINTENT	data	engaging with online.
			Used to track, analyse, and optimize user behaviour across
			digital properties like websites, apps, portals. This helps to
			create cohesive, personalized, and high-performing
3	AGENCY	GA4	campaigns.
			Used to understand what content HCPs view, what keywords
		Media	they search, and what media they interact with online. This
		engagement	data helps to understand intent, personalize engagement, and
4	GI Oncology	data	optimize outreach in campaigns.
		Media	
		engagement	Used to understand HCP behaviour, refine targeting strategies,
5	RxNT	data	and drive personalized engagement across channels.
		Email	Used to track how users interact with email campaigns—
		Engagement	providing actionable insights to optimize targeting, personalize
6	SFMC	data	journeys, and improve conversion outcomes across channels.
			These are the Most Valuable Actions. These are used to track
			actions that are considered highly meaningful or impactful
_			within a campaign or journey. This helps to measure
7	SFMC	MVA	engagement quality and guide next-best actions.
			Used for aligning field force activity with digital marketing
		Rep Engagement	efforts, enabling a seamless, personalized customer
8	VEEVA	data	experience.
	\/FF\/A	Veeva Platform	Used for orchestrating, measuring, and optimizing HCP
9	VEEVA	data	engagement across channels.
			Used to identify and target healthcare professionals (HCPs)
			based on their interests, behaviours, and content consumption
10	AOTIOC Affinite	A 44 : : - - :	patterns—enabling hyper-personalized engagement across
10	ACTICS Affinity	Affinity data	channels.
		Conference and	Head to onbonce payeon direction, towarding, and exchange in
11	CV	Speaker	Used to enhance personalization, targeting, and orchestration
11	CX	program	by leveraging real-world, high-touch HCP engagement insights.
			Used to provides real-time insights into a patient's current
			medication journey, enabling healthcare providers and
10	CaroMotV	Current DV data	pharmaceutical companies to deliver timely, personalized interventions across multiple channels.
12	CareMetX	Current RX data	interventions across multiple channels.



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Patient data and medication order data entered from Upscript API stored in ESS data warehouse for client reporting. Google analytics data to track activities of HCP for telehealth website engagement. This data enables marketing and field teams to personalize ourreach, optimize content strategy, and coordinate digital and rep-led engagements. Data captured during and after rep visits or virtual calls with healthcare professionals (HCPs) using Veeva CRM. This data is used to align field engagement with digital campaigns, improve personalization, and optimize customer journeys. All accumulated information from past interactions captured within Veeva CRM is instrumental in creating a data-driven, personalized marketing strategy that aligns both field and digital channels over time.			EBV Second	Patient services BRE API from Medtek to perform a hard check
17 Upscript Telehealth Data API stored in ESS data warehouse for client reporting.	16	Patient Services	Check	on Patient's insurance.
Upscript GADATA Google analytics data to track activities of HCP for telehealth website engagement.				Patient data and medication order data entered from Upscript
September California Email engagement This data enables marketing and field teams to personalize outrech, optimize content strategy, and coordinate digital and rep-led engagements.	17	Upscript	Telehealth Data	API stored in ESS data warehouse for client reporting.
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	33	ACTICS	data	measurement.



34	Eversana ACTICS Synthetic Affinity model	Affinity Data	The Orchestrate Engine will consume affinity data from the standardized 'affinity objects model.' This model is represented by a group of objects in the Client's schema presentation layer, which are related to each other and created by Eversana Actics Synthetic Affinity model.
		Media	Used to understand and act upon real-time digital behaviour of
		engagement	healthcare professionals (HCPs) or patients, based on what
35	DEEPINTENT	data	they are actively researching or engaging with online.
		Media	
36	RxNT	engagement data	Used to understand HCP behavior, refine targeting strategies, and drive personalized engagement across channels.