



MMIT

a norstella company

Visual Style Guide

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The MMIT brand story describes our core message and reason for existence, helping both internal and external audiences connect to our brand, mission, and values.

# BRAND STORY

MMIT is regarded as a trusted go-to-market partner that identifies barriers to access and helps coordinate major stakeholders to move therapies from pipeline to patients—answering the “what” of how payers cover therapies and the “why” behind those decisions. MMIT’s product portfolio has been built by listening to our clients, and we’ve been able to do that with expert teams of pharmacists, clinicians, data specialists and market researchers who provide foresight, clarity, and confidence. This is the hallmark of who we are and who we will always be.

More than two decades ago, MMIT (Managed Markets Insight & Technology, LLC) began as a division of Medi-Media, an agency supporting pharmaceutical clients in key areas of commercialization.

In 2016, MMIT acquired Atlantic Information Services (AIS), the creator of the Directory of Health Plans (DHP) and leading healthcare publications. And three years later, MMIT acquired Zitter Health Insights, a provider of market access insights and solutions for specialty drugs with the longest-running, most robust panel of active P&T members to help answer the “why” of market access. That same year, MMIT acquired RJ Health Solutions, the

market leader in pricing and coding solutions for infusion drugs covered under the medical benefit.

MMIT announced that it would unite with The Dedham Group in May of 2021, the preeminent U.S. market oncology and specialty partner to the pharmaceutical and biotechnology industry. The Dedham Group has leveraged its expertise and industry-leading data platform, Pulse Analytics, to support payer, provider and clinical pathways. And in August of 2021, MMIT merged with Evaluate, a London-based provider of commercial intelligence and predictive analytics to the pharmaceutical industry. The newly merged organization will offer customers a unique and comprehensive data solution offering both analytical and predictive data insights across the entire drug life cycle.

# BRAND STORY

## WHAT WE DO

The U.S. healthcare landscape is complex and constantly shifting.

When faced with a serious illness, it can be overwhelming to navigate the multitude of doctors, hospitals, clinics and treatment plans. What makes this even more confusing is understanding what therapies are covered and why.

MMIT makes this simpler by answering the “what” (data on how payers cover therapies) and the “why” (data-driven insights) behind the decisions to cover therapies. Our core business segments include:

- **Guiding consultants with market trend analysis**
- **Enabling payers to simplify how they manage therapies**
- **Identifying barriers to access for patients and prescribers**
- **Empowering pharma manufacturers to forecast performance and fine-tune strategies**

And above all else, we aim to be the most reliable source of truth for market access in healthcare.

## WHY WE DO IT

With more targeted therapies, market access is quickly evolving to encompass more of the patient journey. This requires more data, different data and faster data—and a level of speed, insight and clarity that didn’t previously exist.

To fulfill our mission of smoothing and simplifying access to lifesaving therapies, we invest in the most sophisticated technology, partners and experts, and continue to innovate and evolve to help our clients reach their goals and gain a competitive advantage.

Over the last two decades, we’ve been the trusted, forward-thinking go-to-market partner in helping identify barriers to access and move therapies from pipeline to patients.

## **POSITIONING STATEMENT**

The positioning statement describes the core of what MMIT does, and how we fill a need in the industry:

- » **MMIT provides the platform, insights and consulting that moves lifesaving therapies from pipeline to patients.**
- » **MMIT provides actionable insights that simplify patient access to lifesaving therapies.**

MISSION STATEMENT

» Smoothing and simplifying  
access to therapy.

TAGLINE

» Solving the what and  
why of market access.

# BRAND PERSONALITY

MMIT isn't a person — but it does have a personality. Our brand attributes help define us beyond our name. They influence company culture, guide us when communicating with prospective clients, and create common bonds between us as a team. We are ...

**PERCEPTIVE • CONFIDENT • INNOVATIVE  
EMPATHETIC • HONEST • ADEPT • BOLD • PASSIONATE**

Keep these attributes in mind when writing or speaking to current or prospective clients or employees. Framing our communication with these traits extends our brand beyond being merely a name — it helps communicate our culture and purpose as well.

## MMIT BRAND VOICE

Voice can develop a brand's personality even further. Our brand personality — along with our tone and language — make up our brand voice:

- ▶ TONE: We sound

Diligent, Credible, Empathetic,  
Perceptive, Trustworthy

►► **LANGUAGE**: Our communication

Hones in on clear takeaways.

Expresses insights with **candor**.

Feels **informative** yet conversational.

Positions us as a **partner** to our clients.

Turns industry jargon into **plain language**.

Conveys the **proficiencies** of market experts.

**Imparts the credibility** of the research it's founded on.

Empathizes with the **complexity** involved in major decisions.

# UNIQUE SELLING PROPOSITIONS

## ACTIONABLE DATA

When most people look at data, they see brick walls of numbers. When we look at data, we see action. We filter out the noise of granular datasets and focus our clients on the signals they need to fuse insight and intent, enabling better business outcomes.

## ACCESS APPROVED

In the US, understanding pathways to achieve patient access to therapies can turn into a baffling process. Our data insights identify barriers to access and help streamline the process of getting the most innovative drugs to market faster.

## INSIGHT IS FORESIGHT

“What restrictions will be placed on this drug? How long will it take P&T to determine the PA criteria for my new drug?” Clients come to us with questions like these all the time, and the answers we provide translate into tangible strategies that simplify and solve market access challenges.

## SEIZE THE DATA

Whether you’re a payer or a provider, a pharma or specialty pharmacy stakeholder, the quality of our data insights keeps you in the know on market events and payer perceptions so you can act on — rather than react to — the trends in your field.

## SHARPER INSIGHTS. BETTER DECISIONS.

MMIT synthesizes the bewildering array of data-points and perceptions involved in bringing therapies to market, providing accurate insights to our clients in order to help them make strategic and informed decisions.

## LOOK AT THE COMPANIES WE KEEP

MMIT continues to expand our reach into actionable payer intelligence through ongoing acquisitions. As one company, we are a multidisciplinary solutions provider of pharmacy and medical drug insights that inform healthcare strategy.

# UNIQUE SELLING PROPOSITIONS

## WE GIVE YOU THE KNOWLEDGE TO ACT STRATEGICALLY

Over the last two decades, we've developed brand-name trust and loyalty because we act as an extension of our clients' teams, ensuring quality data and precise insights, and using our research to drive innovation and results.

## THERE'S POWER IN OUR NUMBERS

Predicting economic changes, tracking mergers and acquisitions — the data involved in health plans changes all the time. Our methodologies and algorithms help pinpoint the moving targets of health plans, an invaluable resource to decision-makers.

## PUT OUR RESEARCH TO WORK FOR YOU

AIS Health, the journalistic wing of MMIT, unthreads the intricacies of the healthcare and pharma industries — answering questions around health plan enrollment and key market events that impact drug launches, all supported through thought leadership.

## ► DIFFERENTIATION STATEMENTS

Differentiation statements describe our value proposition to clients, defining how our products or services will make their businesses better. They are focused on selling benefits—not features.

## AUDIENCE 1 (PHARMA):

### INSIGHTS THAT MOVE THERAPIES FROM PIPELINE TO PATIENTS

The insights that we cull from our data help stakeholders across the pharmaceutical industry understand formulary, medical policy, and covered lives information, which helps pave the way for patients to access new medications.

### UNMATCHED BUSINESS INTELLIGENCE

We partner with our clients to provide the most accurate data and engaging content in the pharmaceutical market — keeping you updated on healthcare catalysts and trends, bolstering your industry knowledge, and sharpening your competitive edge.

### BIG DATA. BETTER INSIGHTS

Pharma continues to be one of the most intricate and regulated industries in the US, but we thrive in complexity, guiding thoughtful action and using our expertise to provide transparency to the data that matters most for each client.

### REIMBURSEMENT ALIGNMENT MADE EASY

Drug reimbursement is complicated. MMIT makes it simple. We cut through the noise and nuance of drug coverage and unite pharma, payers, and providers around a common source of truth for access and reimbursement.

### A GOLDMINE OF QUALITY DATA

Pharmaceutical clients always have a positive experience partnering with us, because we provide granular datasets of the highest quality that spot major formulary changes.

### WITH YOU FROM DISCOVERY TO LAUNCH

The drugs and therapies that pharma companies develop cover a huge swath of lives in the US. We arm you with the right data at the right time through the process of R&D and launch so you can execute on market access strategies with optimal results.

### YOUR MARKET RADAR

We get granular with our data all the time, but we can also achieve a bird's-eye perspective of the market landscape, giving our clients configurable email alerts and rapid-response insights that translate into answers when they need them.

## AUDIENCE 2 (NON-PHARMA):

### WE DELIVER CLARITY

MMIT streamlines the escalating intricacies of market access into clear takeaways that healthcare companies use to understand which therapies are available to patients and the level of payer influence in targeted market segments.

### THE RIGHT DATA AT THE RIGHT TIME

The healthcare landscape in the US is always in flux, which is why MMIT delivers market updates to you when you need them. Our team of experts help you understand the nuances of the health insurance market and translate those insights into action.

### ANTICIPATE TRENDS

From corporate acquisitions to sweeping regulatory changes and everything in between, our coverage of industry trends spotlights what's happening in the market so our clients can stay timely, save money, and improve patient outcomes.

### DATA YOU CAN TRUST

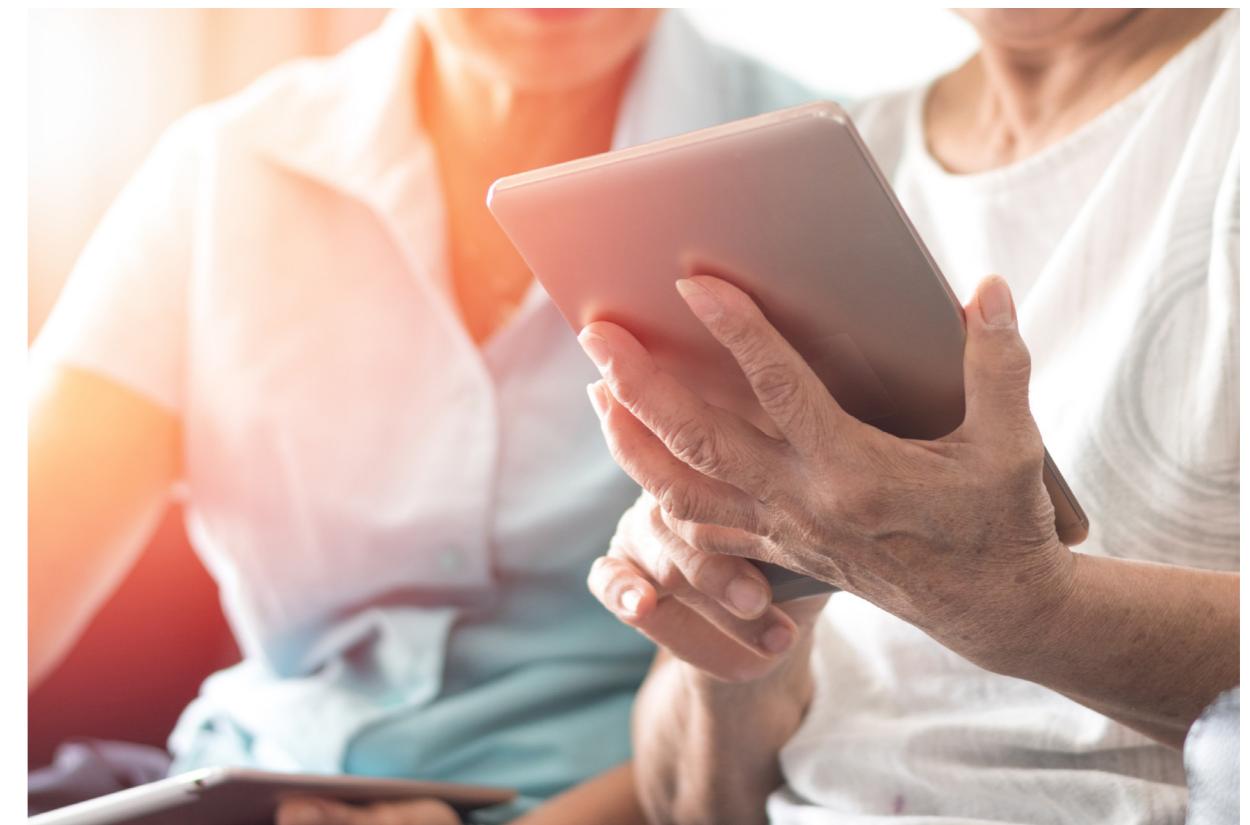
Over the years, our clients have come to us because we provide the market trend and enrollment information that they need to succeed. Our data and reports encourage informed decision-making and strong strategy development as it pertains to payers.

### PAYER TOOLKITS DESIGNED FOR YOU

Here's just one benefit of partnering with MMIT: We give you the solutions you need for payer strategy development and outreach, which are crucial to your success.

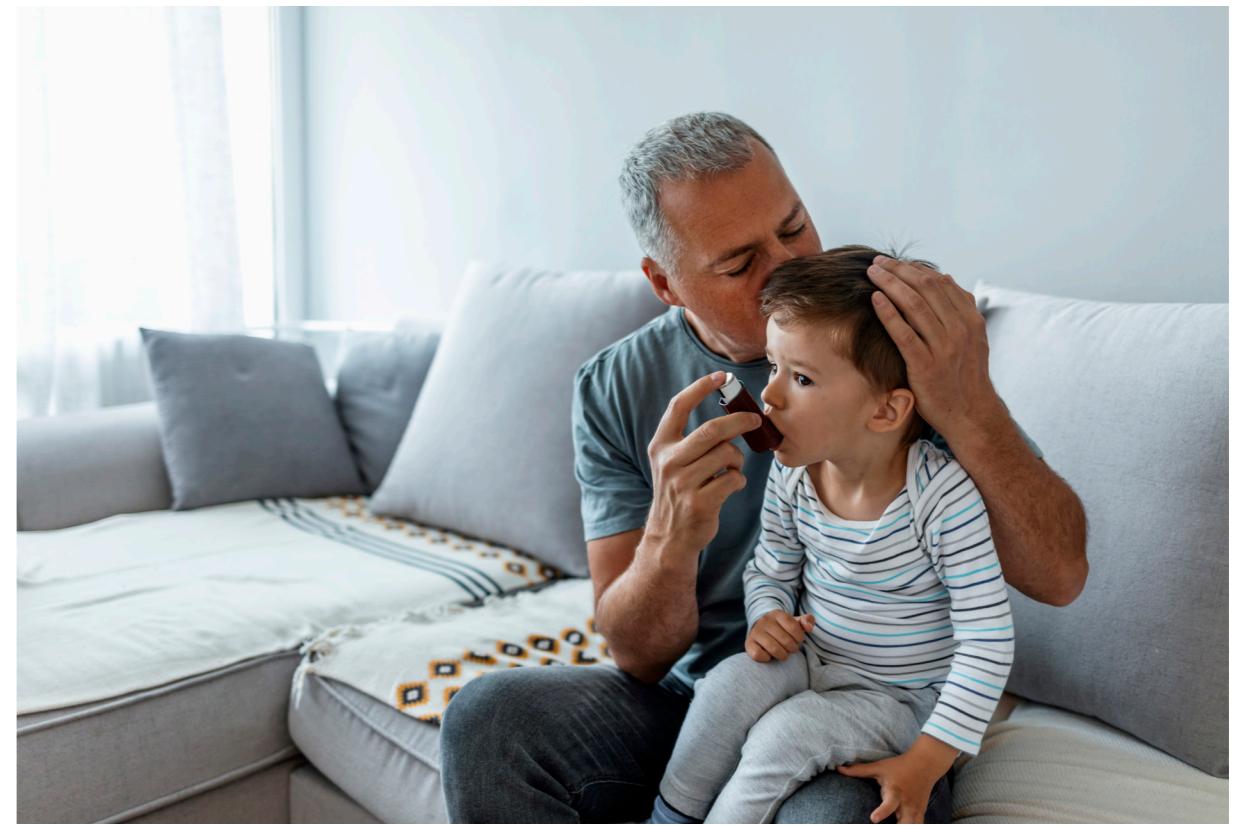
# PHOTO STYLES

DATA DRIVES US



# PHOTO STYLES

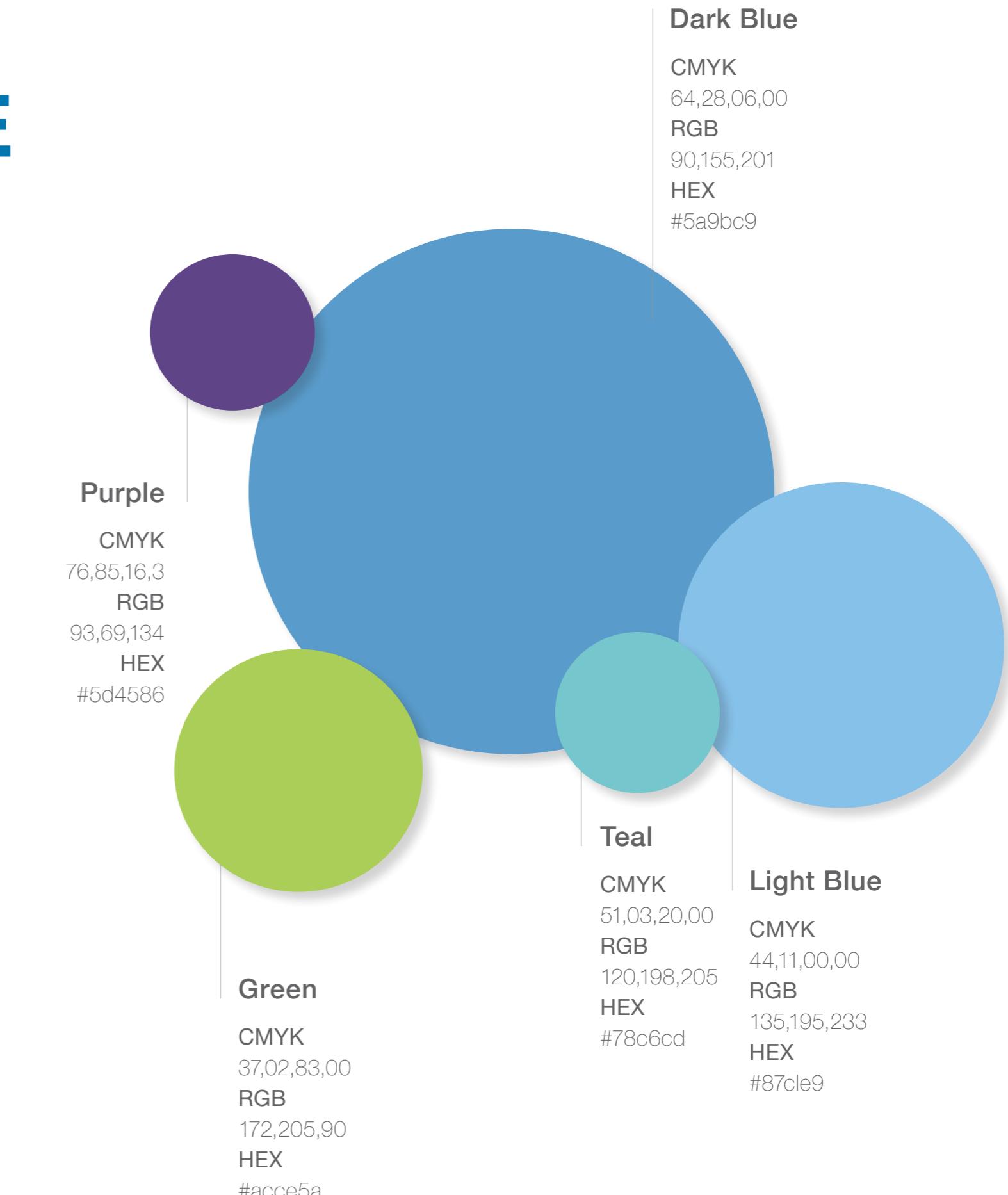
WHAT WE DO MATTERS



# BRAND COLOR PALETTE

## PROPOSED COLOR PALETTE

Our company color palette complements the brand-mark and embraces strong and modern hues to add life and energy while maintaining a richness and elegance that the brand design conveys. Please use PMS U colors when printing on any uncoated paper stocks. Colors may be screened where appropriate.



# TYPOGRAPHY

## PRIMARY TYPEFACE PAIRING

Our primary typeface is **Nunito** for any headlines, with Medium and Bold providing additional contrast if necessary. Our Body typeface is **Open Sans Regular**. Open Sans may be used in other weights in special situations. A good rule of thumb is when the font size goes up, the weight goes down.

### Nunito Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
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1234567890 .,:;"!@#\$%^&\*()

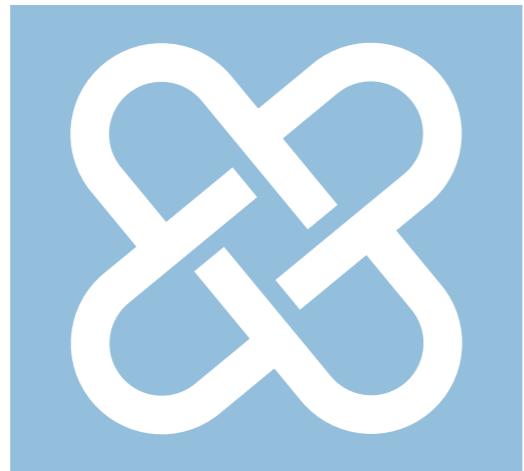
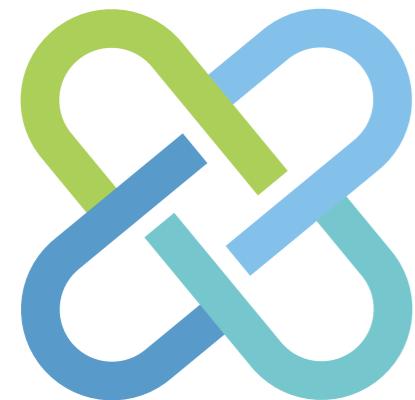
### Open Sans Regular

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NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 .,:;"!@#\$%^&\*()

# LOGOS

MMIT

► DO



► DON'T



DO NOT COVER



# LOGOS

AIS HEALTH

► DO



**AISHEALTH**  
an MMIT company



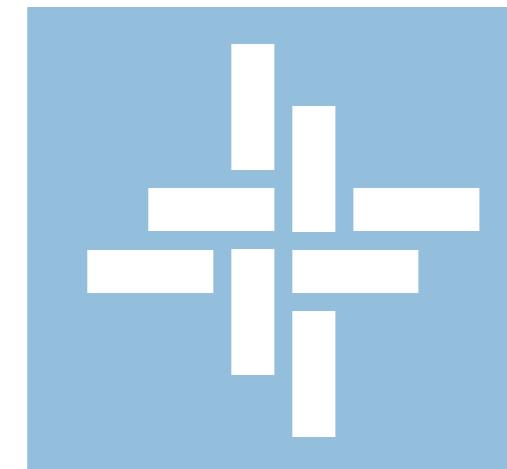
► DON'T



**AISHEALTH**  
an MMIT company

DO NOT COVER  
The logo icon consists of a stylized cross made of four horizontal and vertical bars in light blue, with a slight shadow effect, partially obscured by a purple rectangular box.

**AISHEALTH**  
an MMIT company



# LOGOS

ZITTER INSIGHTS

► DO



► DON'T



# LOGOS

RJ HEALTH

» DO



**RJ Health**  
an MMIT company



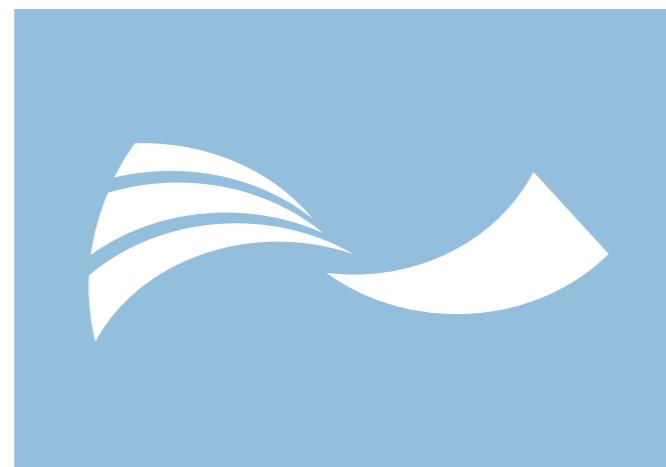
» DON'T



**RJ Health**  
an MMIT company



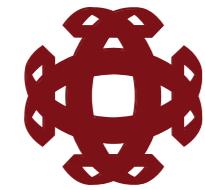
**RJ Health**  
an MMIT company



# LOGOS

THE DEDHAM GROUP

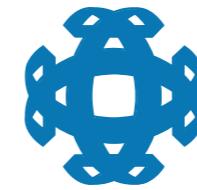
► DO



The Dedham Group



► DON'T



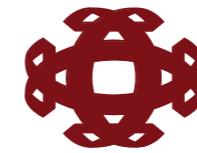
The Dedham Group  
an MMIT company

DO NOT COVER



The Dedham Group

 The Dedham Group  
an MMIT company



The Dedham Group

# LOGOS

## LOGO CLEARANCE

### ►► MMIT



### ►► RJ HEALTH



### ►► AIS HEALTH



### ►► ZITTER INSIGHTS



### ►► THE DEDHAM GROUP



# CONTENT TEMPLATES

## CASE STUDIES



CASE STUDY  
**CUSTOM PRICING AND CONTRACTING STUDIES** MMIT

**OVERVIEW**  
Twelve months prior to launch, a pharma company's market access team leveraged MMIT's quantitative online surveys to obtain a custom pricing and contracting study to support its drug launch. It wanted to:

- Access a robust panel of active payer decision-makers to provide perspectives on market access issues.
- Leverage syndicated policy data (PAR) to build a "smart" sampling plan based on payers' restrictions.
- Test client-proposed wholesale acquisition cost (WAC) and rebate scenarios.
- Apply pricing analysis algorithms to determine optimum price for product before launch.

**CHALLENGE**  
The pharma company's market access team had difficulty identifying the optimal pricing strategy for its upcoming drug launch. It needed an in-depth outlook on anticipated formulary access and utilization and a view into payers' perceptions of value.

**SOLUTION**  
The organization partnered with MMIT to collaborate on a market research survey to answer key questions such as the net price threshold and corresponding formulary placement, and average rebates and discounts received by payers for products of interest.

**OUTCOME**  
Armed with MMIT's custom pricing and contracting study, the pharma company was able to predict payer response to its pricing strategy and set WAC price and appropriate rebates to maximize payer uptake.

**MMIT'S CUSTOM PRICING AND CONTRACTING STUDIES** delivers a strategic and rigorous market research report incorporating a Van Westendorp Price Sensitivity Analysis along with recommendations to inform the optimal price point.

Interested in learning more about MMIT's Custom Access Research? Contact [marketing@mmitnetwork.com](mailto:marketing@mmitnetwork.com)

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### ► DO

- Content Header:** Open Sans Light, pt. 19, HEX# 5d4586
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- Solution Header:** Open Sans Bold, pt. 14, HEX# 5a9bc9
- Outcome Header:** Open Sans Bold, pt. 14, HEX# 5a9bc9
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- Footer CTA:** Open Sans Italic, pt. 8, HEX# 000000
- Footer:** Open Sans Regular, pt. 7, HEX# ffffff

# CONTENT TEMPLATES

## TIPS/FAQ

The template features a header image of two professionals working together. The text "Tips to Engage with Pharma Manufacturers" is displayed in bold black font. Below the title, there is a subtext about the importance of having the right tools for account managers. Three numbered tips are listed: 1. Invest in payer intel across your client's pharma account team; 2. It is NEVER too early to provide timely, accurate payer mix information; and 3. Don't leave the burden of tracking down decision makers to the account managers. The footer contains information about MMIT's Payer Landscape and a call to action to learn more.

### DO

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- **Callout Copy:** Open Sans Regular, pt. 9, HEX# ffffff
- **Footer CTA:** Open Sans Italic, pt. 9, HEX# ffffff
- **Footer:** Open Sans Regular, pt. 7, HEX# ffffff

# CONTENT TEMPLATES

## PLAYBOOKS

► DO



### Playbook: Monitor Payer Messaging Perception

#### Why it matters to you

Understanding the full payer landscape is crucial to developing your brand strategy and improving patient access. You need actionable insights that you can trust to guide your decision-making and optimize your resources. What if you could monitor and elevate your message strategy with direct insight from the payers you care about most? What if you could be the first to know key competitor contracting changes?

LOOK INSIDE TO SEE HOW TO  
MONITOR PAYER MESSAGING

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5 ways to optimize your message strategy and drive sales

1 Understand messaging themes across your therapeutic area and uncover differentiation

**Clinical Data**  
The **efficacy** of Nurtec ODT was established in one Phase III, randomized, double-blind, placebo-controlled, multi-center, pivotal study in adults with migraine headache.

**Payer Thoughts:** In a nutshell the data is pooled from **very large trials** which is positive. However, my concern is that the data itself **does not show very good efficacy** compared to triptans, other CGRPs, or even certain OTC formulations (APAP/ASA/Caffeine). They need to be able to demonstrate how their data is superior.

**STEP 1: Determine how you will capture** the content of the meetings your reps and competitors' reps are having with payers

**STEP 2: Bucket messaging themes** (such as cost and dosing) to understand the factors that your competitors are focusing on.

**STEP 3: Review opportunities** to provide unique, tailored solutions to payers.

**STEP 4: Prioritize areas of differentiation and develop strategy** based on what resonates with payers most.

Evaluate payer perceptions of your messaging and value proposition 2

**STEP 1: Obtain honest feedback** from payers to understand overall message deliverability, message credibility and message relevancy for the themes that matter most for your brand.

**STEP 2: Optimize for timely capture** and fresh message data to learn and react as close to real-time as possible.

**STEP 3: Bolster inline messaging strategy and tailor messaging** to maximize payer reception.

**STEP 4: Adjust messaging** based on direct feedback. Monitor frequently.

**STEP 5: Enhance brand messaging** through aided messaging and follow up interactions with key payer decision makers.

**Cost Utilization**  
"Cost utilization" for Reyovaw was reviewed that included the estimated fills per year, estimated premium for patients. Patients will usually use around 4 fills per year. There is a **detailed budget impact model** available if I'd like to review it. The medical policy requires use of two triptans.

**Payer Thoughts:** It is helpful to know the **average fill for medications** that are not chronic. It can help estimate how much one can expect to pay per year. Our **prior authorization policy** does require two triptans and there is an **enhanced rebate** for only requiring one triptan. We will review our policy."

# CONTENT TEMPLATES

## PRODUCT COLLATERAL

**MARKET MAP: Oncology - Melanoma**

**What Matters**

**Market Events:** Branded drugs are expected to lose their market share over the next few years due to patent expiration of notable brands such as Yervoy and Imlygic. Imlygic is expected to lose its patent protection in 2021, and Yervoy is expected to lose its patent exclusivity in the U.S. in 2022. The malignant melanoma market has become increasingly crowded with novel treatments expanding therapy options for patients, and segmenting the market according to BRAF-mutation status.

**Coverage:** BRAF-Kinase Inhibitors are covered by most plans with PA. MEK1 and MEK2-/kinase inhibitors are covered by most plans with PA. Monoclonal antibodies are covered by most plans either unrestricted, or with PA. Yervoy covered by most plans either unrestricted or with PA. Has both Medical and Pharmacy coverage.

**Competitive Landscape:** The market is witnessing substantial growth owing to development and approval of new biologics as well as their growing demand, which has drawn several local and international companies to invest in developing these therapeutics. With a shift toward combination therapy, doublet and triplet therapy, and the introduction of novel agents for later lines, the malignant melanoma treatment algorithm will continue to evolve.

**What We See in Policies**

```
graph TD; A[Functional Impairment Present] --> B[Continued Disease Progression]; B --> C[Motor Complications Develop]; C --> D[Severe Motor Fluctuations]; D --> E[Severe Motor Fluctuations];
```

**ACTIONS:**

- Consider carbidopa-levodopa IR or a dopamine agonist
- Increase carbidopa-levodopa IR dose or increase dopamine agonist to the maximum tolerated dose, then add carbidopa-levodopa
- Fractionate carbidopa-levodopa therapy five times a day, and consider adding a dopamine agonist, MAO-B inhibitor, or COMT Inhibitor
- Consider Apomorphine with trimethobenzamide therapy
- Reduce carbidopa-levodopa dose; if patient is taking carbidopa-levodopa ER, change to carbidopa-levodopa IR, consider amantadine

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## DO

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- Workflow Body Copy:** Open Sans Semibold, pt. 9, HEX# ffffff
- Footer:** Open Sans Regular, pt. 7, HEX# ffffff

# PRODUCT BROCHURES

► DO



**SURVEILLANCE**

Obtain Immediate Coverage Updates with Configurable Email Alerts

**About Surveillance**

Account managers are often the “payer conduit” for their organizations. They are measured and held accountable to understand the dynamics of their payer accounts in order to optimize their brand's access performance.

MMIT Surveillance provides real-time email notification of coverage changes most meaningful to your organization. This enables account managers to quickly take action with payers to optimize contracting strategy or capitalize on pull through opportunities.

 Gain visibility into key wins and losses of competitive brands.	 Optimize contracting strategies based on the most current market access information.
 Validate and communicate payer wins and losses at your key health plan targets.	 Ensure your team has a single source of truth for formulary, policy and restriction documentation.
 Validate and communicate payer wins and losses at your key health plan targets.	 Validate and communicate payer wins and losses at your key health plan targets.

www.mmitnetwork.com | © MMIT (Managed Markets Insight & Technology)



**Be the First to Know**

When a payer policy or formulary change occurs and empower your team with actionable insights.

- 1 Deliver daily email alerts to your account management team.
- 2 Gain intelligence through a web portal customized to your objectives.
- 3 Brand-level assessment of policies and formularies to quickly see impact.

**INDUSTRY-LEADING DATA & INTELLIGENCE**

**260** clinical indications assessed • Payer clients representing **70%** of US lives • **15** day refresh cycle

**100% FOCUSED ON THE CLIENT EXPERIENCE**

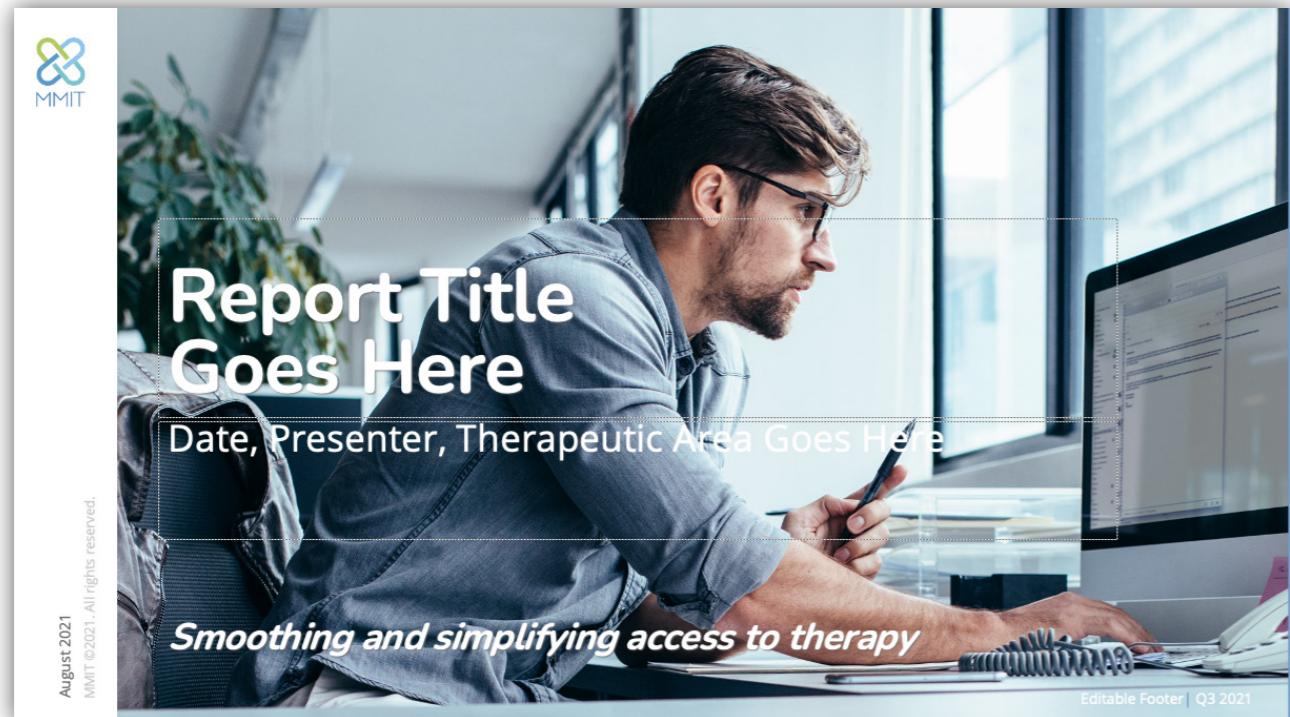
Senior-level experts aligned to your brand strategy and a dedicated liaison to support the tactical business needs of your internal stakeholders.

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# POWERPOINT TEMPLATE

## TITLE SLIDES



► DO

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- **Footer:** Open Sans Regular, pt. 11, HEX# ffffff
- **Date:** Open Sans Regular, pt. 11, HEX# 666666



To view the PowerPoint template [click here](#).

# POWERPOINT TEMPLATE

## CONTENT SLIDES

This slide features a white background with a blue header bar at the top. The header bar contains the MMIT logo and the text "Click to add title". Below the header is a large text box with the placeholder "Click to add text". At the bottom right is a small footer section with icons for charts, maps, and other data visualization tools, and the text "Client Report Name | Q3 2021". The footer also includes copyright information: "August 2021" and "MMIT ©2021. All rights reserved."

► DO

- **Main Header:** Nunito Bold, pt. 44, HEX# ffffff or HEX# 000000
- **Sub Header:** Nunito Bold, pt. 34, HEX# ffffff or HEX# 000000
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This slide features a blue header bar at the top with the MMIT logo and the text "Click to add title". Below the header is a large text box with the placeholder "Click to add text". At the bottom right is a small footer section with icons for charts, maps, and other data visualization tools. The footer also includes copyright information: "August 2021" and "MMIT ©2021. All rights reserved."

# POWERPOINT TEMPLATE

## PRODUCT USE CASE SLIDES

Formulary Navigator Solves Key Business Challenges

**Formulary Management**

- Align Effortlessly with CMS, State and Other Regulations & Guidelines
- Manage Formularies with Flexible and Efficient Quality Oversight
- Seamless Synchronization with PBM and Drug Compendia Changes
- Approve and Audit Formulary and Drug Management Workflow

**Formulary Publishing**

- P&T Decision Update Flow to Prescribers and Members in Real Time
- Publish Government Compliant Formulary Documents and Searchables
- Coordinate Between Pharmacy, Marketing, IT and Customer Service Teams
- Publish Policy and Restriction Detail for Drugs Requiring PA or Step Therapy

**Prescriber Engagement**

- Deliver Consistency for Prescribers Across Multiple Workflows
- Drive Utilization Across Provider Network to Preferred Drug Therapies
- Communicate Transparent Policy Requirements when a PA is Required
- Enable Formulary Compliance with Better Drug Information at Point of Care

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► DO

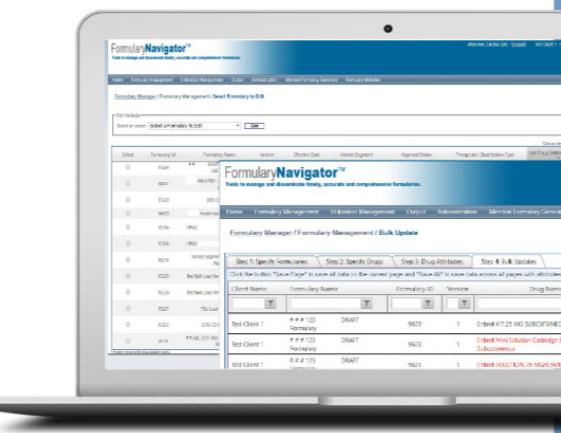
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- Sub Header:** Nunito Bold, pt. 34, HEX# ffffff
- Body Copy:** Open Sans Regular, pt. 16, HEX# 898989
- Callouts:** Open Sans Regular, pt. 11, HEX# 898989
- Footer:** Open Sans Regular, pt. 11, HEX# ffffff
- Date:** Open Sans Regular, pt. 11, HEX# 666666

## Align Effortlessly with CMS, State and Other Government Regulations/Guidelines

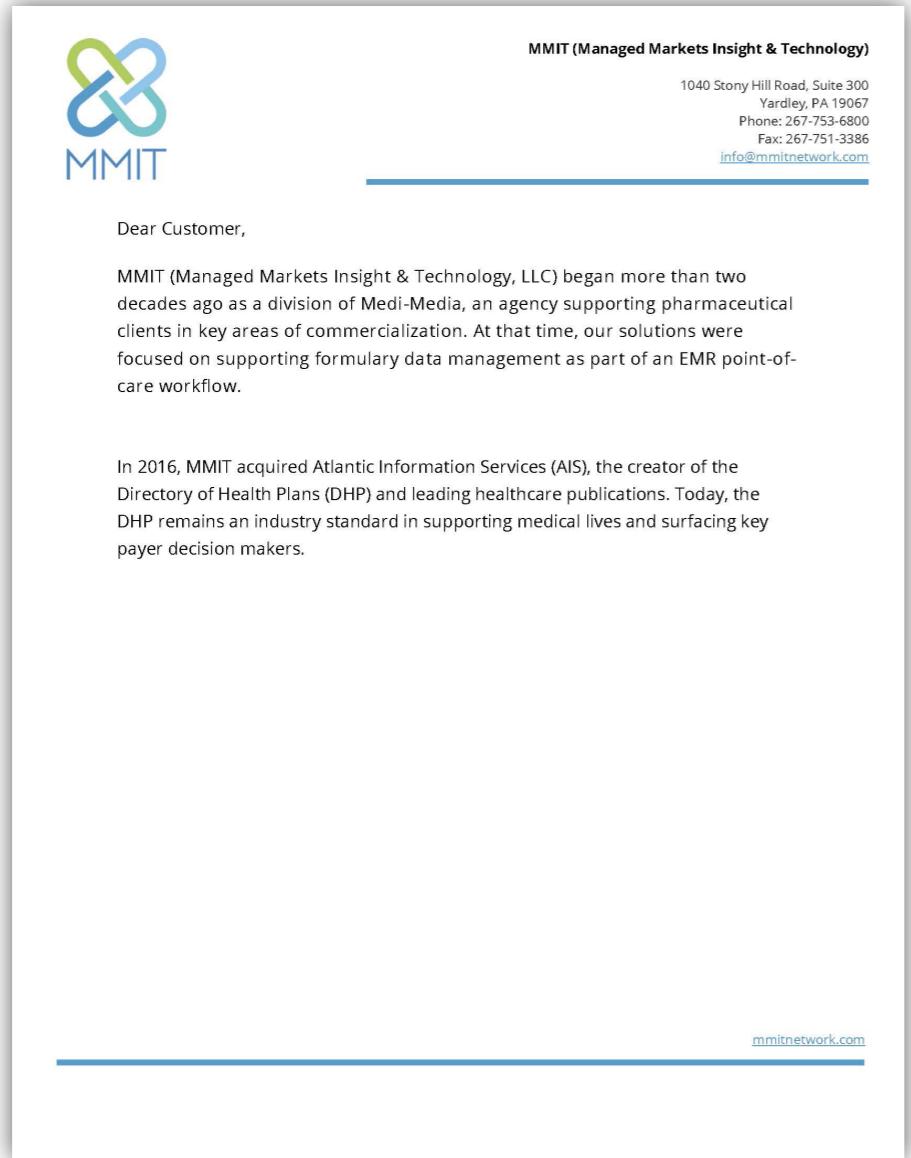
- Review Part D formularies for CMS Guideline alignment.
- Formulary validation for Health Exchange programs.
- Automated workflow tools embedded with CMS, Health Exchange and State guidelines to manage changes and export in submission-ready formats.
- Easily recall history to enable efficiency in CMS and other government processes.

Health Exchange Benefits   CMS Guideline Alignment   State Regulatory Changes

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# LETTERHEAD



## ► DO

- **Header Company Name:** Open Sans Bold, pt. 10, HEX# 000000
- **Sub Header:** Open Sans Regular, pt. 9, HEX# 3B3838
- **Header Contents:**
  - Address
  - Phone Number
  - Fax Number
  - Email

# EMAIL SIGNATURE



**Kelly Mullin**

Digital Marketing Specialist

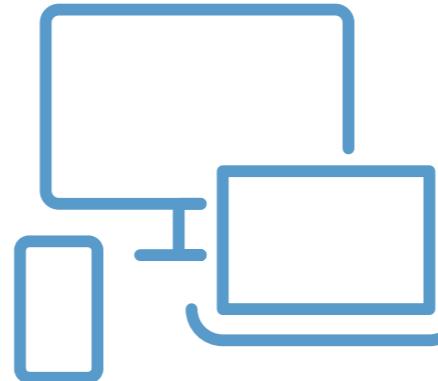
[kmullin@mmitnetwork.com](mailto:kmullin@mmitnetwork.com)

(C) 708-846-9238

## ► DO

- **Name:** Open Sans Bold, pt. 10, HEX# 000000
- **Contents:** Open Sans Regular, pt. 8, HEX# 3B3838
- **Signature Contents:**
  - Name
  - Job Title
  - Email Address
  - Cell Number
  - Office Number
  - Logo

# ICONS



## DO

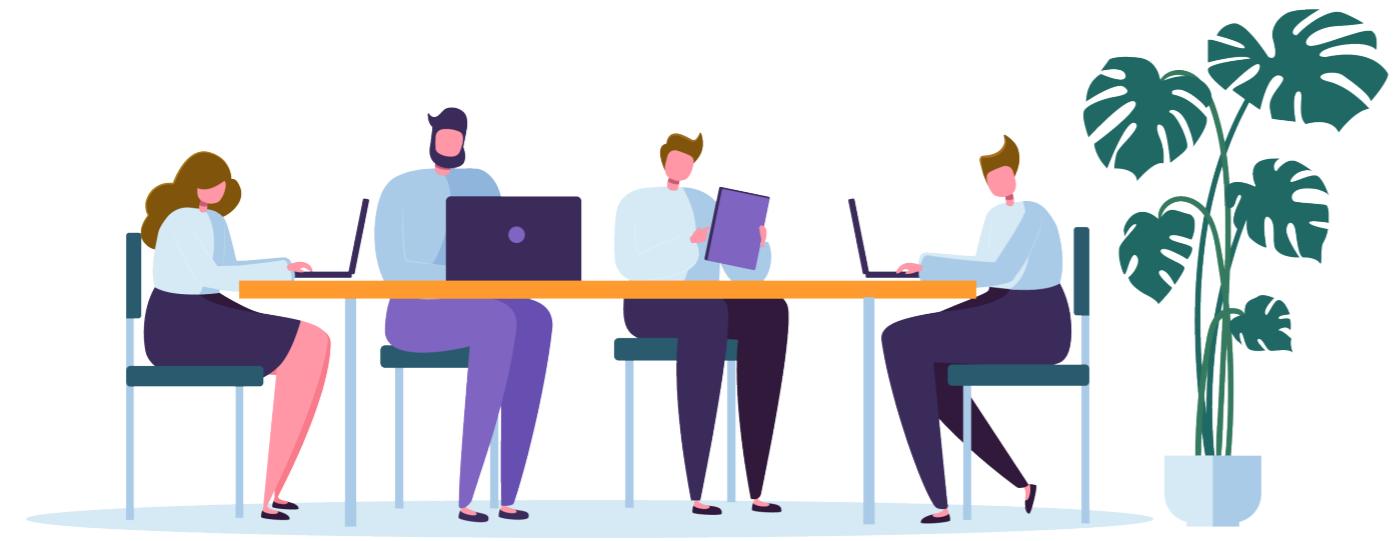
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  - Blue: HEX# 5a9bc9
  - Purple: HEX# 5d4686
  - Green: HEX# acce5a
  - Teal: HEX# 78c6cd
  - Light Blue: HEX# 87c1e9
  - Grey: HEX# e6e7e8
  - Black: HEX# 000000

# ILLUSTRATIONS



DO

- Approved illustration type for MMIT content and collateral



# BUTTONS



## » DO

- **Corners:** Sharp
- **Font:** All caps, Nunito Bold
- **Approved colors for buttons:**
  - **Purple:** HEX# 5d4686
  - **Green:** HEX# acce5a

# EMAIL TEMPLATES

## PRIMARY EMAIL TEMPLATE



Hello,

**Did you know?** In the past 12 months, over 20,000 payer, PBM and health system decision-makers changed jobs or titles. These are critical triggers for your own outreach and are all tracked across 50,000+ contacts in MMIT Reach.

Here's how our clients use [MMIT Reach](#):

- Increase awareness of your offering across the breadth of U.S. insurers
- Gain visibility into all key executives and decision makers your sales and marketing teams are targeting
- Generate a lift in prospect engagement to support your sales objectives
- Manage relationships with health insurers and PBM decision makers
- Obtain competitive intelligence around how payers and PBMs are set-up

Sales and marketing teams often spend too much time on LinkedIn, rely on a single point of contact, and may not be aware of organizational changes that could serve as an opportunity. We're currently running a program that offers a free data sample based on your top health plan targets and titles:

Thank you,  
Eva  
  
Eva Danieli | MMIT  
Manager, Business Development  
[edanieli@mmitnetwork.com](mailto:edanieli@mmitnetwork.com)



Solving the what and why of market access.



Dear subscriber,

Remote work and disrupted office schedules have become the new normal amid the coronavirus pandemic. In light of this, AIS Health is permanently discontinuing print distribution of our publications except upon special request. We will continue to deliver our publications via email on our regular schedule and continuously update the AIS Health website with new coverage to make sure the latest health care industry news follow you wherever you are.

Please contact us at [support@aishealth.com](mailto:support@aishealth.com) if you would like to continue to have a print issue mailed to your address on file. And please visit us online at [www.AISHealth.com](http://www.AISHealth.com) to access the latest coverage.

Jill Brown Kettler | AIS Health  
Executive Editor  
[jbrown@aishealth.com](mailto:jbrown@aishealth.com)



Solving the what and why of market access.

## DO

- **Header Image:** Does not change
- **Body Copy:** Arial Regular, pt. 15
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- **Footer Image:** Does not change

# EMAIL TEMPLATES

## NEWSLETTER EMAIL TEMPLATE



**AIS Health Daily**  
October 25th, 2021  
**Today's Featured Story**  
**Generic Advair May Help Reduce COPD Costs**  
by Jane Anderson  
A new generic alternative for GlaxoSmithKline's Advair Diskus (fluticasone/salmeterol) provides payers with the chance to better manage care in chronic obstructive pulmonary disease (COPD), a condition in which high out-of-pocket costs often lead to lower compliance and an increased risk of hospitalization.  
Advair Diskus, a combination long-acting beta-agonist and an inhaled corticosteroid, has been one of the most common drugs used for COPD, a condition largely dominated by brand products. The generic, marketed by Mylan and approved Jan. 30, joins generics for two additional COPD devices: a generic for Ventolin HFA (albuterol) and one for Proair HFA (albuterol).  
All three have the potential to save payers and patients significant money. Charline Shan, R.Ph., vice president, access experience team at payer insights and strategy firm Precision for Value, says plans have multiple options for structuring their formularies with the amount of generic options available.  
Generics are typically included, with brand drugs placed on preferred or nonpreferred tiers based on price, "but not all are required or have to be on the formulary since there are many branded and therapeutic equivalent options," she says.  
Most people with COPD are covered by Medicare, and CMS requires that a minimum of two products for each category or class be available on the formulary. However, Medicare Part D plans may also consider additional factors when structuring their formularies for COPD patients, including the total cost of care, and that may lead them to implement more selective branded choices on formularies than commercial plans, Shan says.  
**From RADAR on Drug Benefits**  
Subscribers may read the [in-depth article](#) online. [Learn more](#) about subscribing to AIS Health's publications.

**RADAR ON MEDICARE ADVANTAGE** [Subscribe Today!](#)



**Employee Newsletter**  
November 2021 Issue  
A new generic alternative for GlaxoSmithKline's Advair Diskus (fluticasone/salmeterol) provides payers with the chance to better manage care in chronic obstructive pulmonary disease (COPD), a condition in which high out-of-pocket costs often lead to lower compliance and an increased risk of hospitalization.

**Today's AIS Health Datapoint**

Teva's generic to Gilead's blockbuster AIDS treatment and prevention drug, Truvada, could launch as early as 2020, according to a newly filed agreement between the two companies. The generic copy originally wasn't expected to launch until 2021. In the pharmacy benefit, Truvada currently holds preferred status for 64% of covered lives. The Department of Justice is currently investigating the legitimacy of Gilead's patent for Truvada, but Gilead said its new agreement is not related to that activity.

SOURCE: MMIT Analytics, as of 5/14/19

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SOURCE: MMIT Analytics, as of 5/14/19

**New Modules Available at MMIT U**

Sourced directly from our own experts, we launched two more modules in the month of October!  
[Read More](#)

## ► DO

- **Header Image:** Does not change
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- **Body Copy:** Arial Regular, pt. 15
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- **Footer Image:** Does not change

# EMAIL TEMPLATES

## RSS FEED EMAIL TEMPLATE



### Pulse Check

Pulse Checks summarize perceptions of payers and integrated delivery systems (IDNs) about a specific indication. They are based on market research findings from MMIT's industry-leading panel of pharmacy and therapeutics (P&T) decision makers at payers and IDNs.

---

#### Zitter Pulse Check: Orphan Disease

Saturday, September 25, 2021 8:00 AM

Coverage Orphan disease is a high-cost category with an increasing number of therapies that treat the conditions. To help stakeholders absorb datapoints and perceptions from all directions and synthesize those insights into a tangible strategy for or...

[Read More](#)

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#### Zitter Pulse Check: Multiple Sclerosis

Thursday, September 23, 2021 2:48 PM

Coverage Multiple sclerosis (MS) is a high-cost category with an increasing number of therapies that treat the condition. To help stakeholders absorb datapoints and perceptions from all directions and synthesize those insights into a tangible strateg...

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### Reality Checks

Reality Checks summarize key market access findings and trends within a single class. They are based on MMIT's Analytics solution, and are created by a team of experts who take a deeper look into the clinical characteristics, drug market access and payer coverage for a specific indication.

---

#### MMIT Reality Check on Hemophilia A (Factor VIII) (Oct 2021)

Friday, October 15, 2021 11:00 AM

Payer Coverage: A review of market access for hemophilia A (factor VIII) treatments shows that under the pharmacy benefit, about 38% of the lives under commercial formularies are covered with utilization management restrictions. Around 20% of the liv...

[Read More](#)

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#### MMIT Reality Check on Diffuse Large B-Cell Lymphoma (Oct 2021)

Friday, October 8, 2021 9:00 AM

Payer Coverage: A review of market access for diffuse large B-cell lymphoma treatments shows that under the pharmacy benefit, about 42% of the lives under commercial formularies are covered with utilization management restrictions. Around 40% of the ...

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- **CTA Button:** Style does not change
- **Footer Image:** Does not change