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Virtual Clinical Experience: Accelerating the First Prescription

THE PROBLEM — Breaking Through Physician Reluctance to Prescribe

Despite compelling data and marketing investment, physicians remain reluctant to prescribe your brand.

Examples of Adoption Barriers:

- Difficulty identifying the right patients (diagnosis, staging, etc)
- Uncertainty with use (dosing, side effects, onboarding)
- Limited confidence differentiating from competitive therapies
- Hesitation addressing patient objections and concerns

> This physician reluctance flattens your adoption curve and directly impacts your brand's revenue potential.

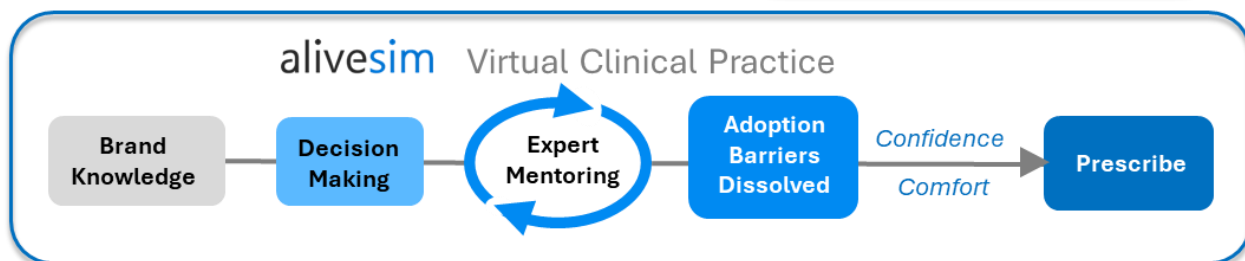## THE SOLUTION — "Virtual Clinical Experience" to Accelerate Adoption

Physicians must overcome their own adoption barriers with your therapy before they'll prescribe it. *Virtual clinical experience provides a risk-free way to gain practical comfort with your brand.*

What's in it for the Physician?

- Opportunity to practice treatment decisions with your brand in immersive, realistic scenarios
- Ability to build confidence through guided clinical applications
- Experience successful outcomes with virtual patients
- Overcome specific prescribing concerns risk-free

Benefits for Your Brand

- Lowers adoption barriers via guided practice
- Kickstarts conversations with reps
- Builds clinical confidence and comfort
- Accelerates journey to first prescription

alivesim Virtual Clinical Practice

Brand Knowledge → Decision Making → Expert Mentoring → Adoption Barriers Dissolved → *Confidence* *Comfort* → Prescribe

Deliver Clinical Immersion – Not Messaging

Brands use AliveSim to create authentic clinical experiences with interactive scenarios and conversational avatars – giving physicians the hands-on confidence to prescribe.

AliveSim | Create Experiences to Overcome Adoption Barriers

Transform physician hesitation into confident prescribing with proven technology, now available for brand teams

- ✓ Dissolve adoption barriers in clinical scenarios with authentic decision points
- ✓ Provide expert guidance from virtual peers in a balanced, credible way
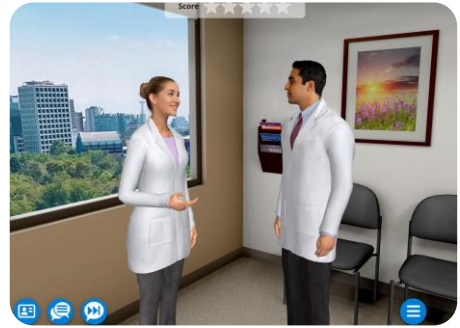
Proven in Medical Education, Now Helping Brand Teams

AliveSim is the leading clinical simulation technology for IME, now adapted for brand education needs.

Expertise: 100s of IME scenarios created across 28 disease states funded by over 30 pharma companies.

Validated through 8 National Science Foundation – SBIR Awards for immersive learning technology.

Proven Clinical Impact → 2.5x Performance Gain

2.58x Weighted Average Performance Gain

1.0x Baseline

2.58x After AliveSim

n = 15,197, 95% CI: 2.56-2.60, p<0.001, Effect Size (Cohen's d): 2.75

2.85x Improved Decision Making Inside AliveSim

11 decisions points measured (4 shown), n = 31,673 decisions total
95% CI: 2.84-2.86, p<0.001, Effect Size (Cohen's d): 3.95

Proven Engagement → 92.3% Continue to Next Scenario

Easy Implementation

- ✓ MLR-friendly with predetermined paths (no AI surprises)
- ✓ Fast development timeline aligned with brand objectives
- ✓ Simple distribution across multiple channels
- ✓ Analytics that track physician decision patterns and engagement

How to Get Started

Validate with a pilot project and expand from there - we work directly with you or your agency partners.

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Trusted Clinical Education Technology

A REAL WORLD EXAMPLE

The Challenge

A specialty pharmaceutical company launched a new treatment with significant efficacy advantages. Despite strong clinical data and comprehensive education, adoption was slower than projected. Top prescribers showed excellent outcomes, but most target physicians remained hesitant despite product knowledge.

Adoption Barriers

- Physicians uncertain about identifying appropriate candidates
- Hesitation with dosing adjustments and side effect management
- Limited confidence explaining therapy benefits to hesitant patients

Limitations of Standard Solutions

- Speaker programs increased knowledge but didn't build confidence
- Visual aids explained the data but didn't develop decision skills
- Website provided information but lacked practice opportunities

Need something more to bring brand to life

Enabling Success Through Structured Practice with AliveSim

AliveSim Structured Practice Methodology

1 Brand identified its top HCP adoption barriers.

2 For each barrier, they mapped out clinical situations where it occurs, then...

3 Created a short interactive clinical scenario with guided decision points for each barrier.

This was actually like a real life scenario. The patient characteristics are what one deals with on a regular basis. It felt as if one was dealing with real patients. – MD, Internal Medicine

This transformed how HCPs approached the new therapy:

✓ HCPs virtually practiced identifying appropriate patients

✓ They made dosing adjustments via interactive decision-making

✓ Expert guidance at key decision points built clinical confidence

✓ Analytics tracked actual decision patterns, revealing priorities

✓ Scenarios were easily modified for emerging clinical questions

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