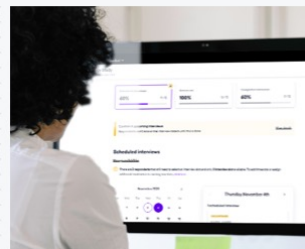
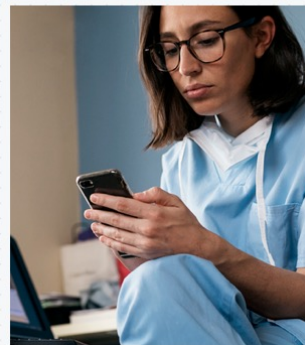
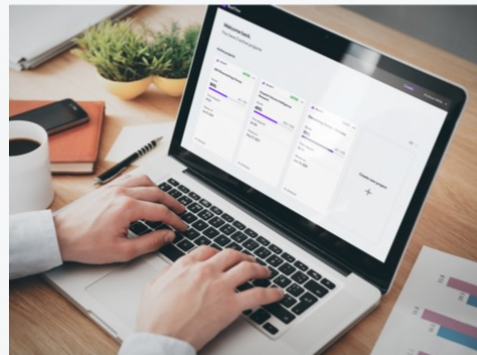
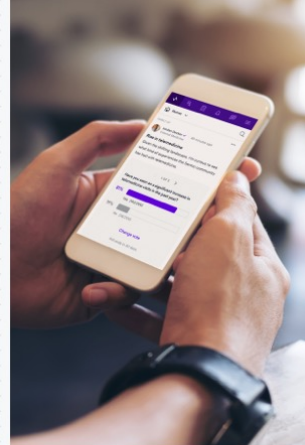


# Accelerate understanding through meaningful physician insights

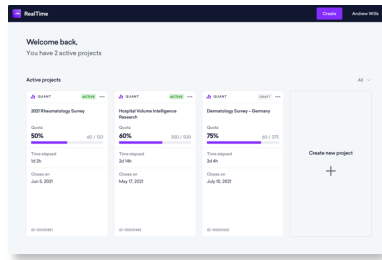
2022



20 years of tradition  
& innovation

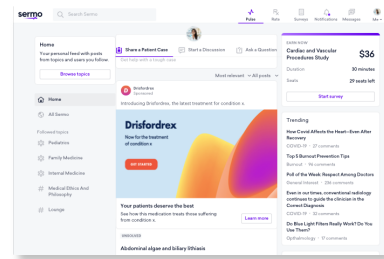


Sermo [ sur-mo ] noun  
Latin for: conversation, discussion,  
diction, speech, talk, the word



## Quick, Frictionless Business Insights

- 1.3M HCPs in 150 countries
- 22M+ HCP answers collected in 2021

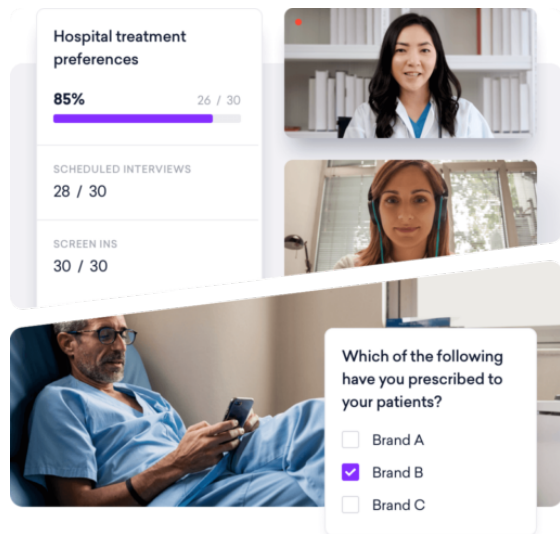


## Contextually relevant, authentic engagement opportunities

- 1M+ verified, global physicians
- Anonymous peer-to-peer collaboration

# We're more than just a research panel

Sermo physicians are **engaged** and **seek medically relevant content**



**Talk**

1M physician engagements per year  
(comments, posts, reactions)



**Vote**

2M annual poll votes



**Solve**

36k+ patient cases solved annually



**Learn**

Access to trusted 3<sup>rd</sup> party **educational** and **CME** content



**Rate**

1M drug ratings and counting



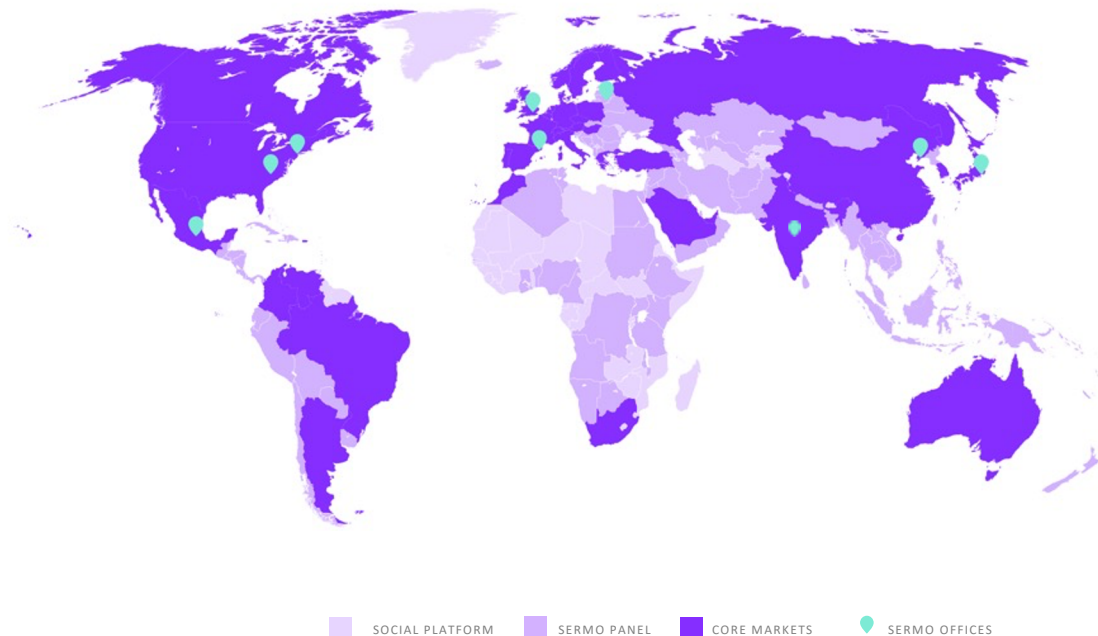
**Earn**

\$20M paid in honoraria in 2021

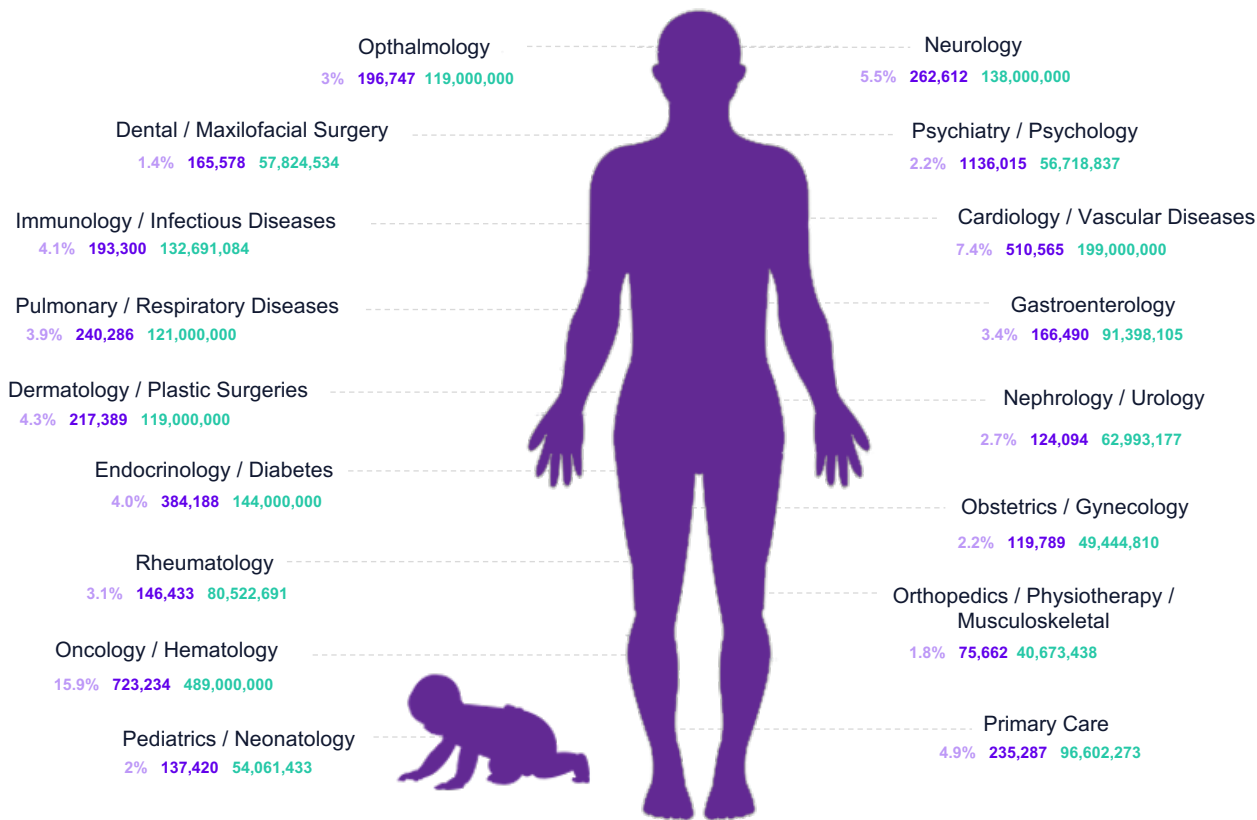
# Global reach that matters

**Access to 1.3M global HCPs and allied healthcare professionals across 95+ specialties**

Region	# HCP Panelists
AFRICA	12,700+
APAC	198,000+
EUROPE	517,000+
MIDDLE EAST	39,000+
NORTH AMERICA	419,000+
SOUTH AMERICA	171,000+



# Extensive experience reaching verified physicians & allied HCPs



Laboratory Medicine

2.0% 50,912 61,354,080



Radiology and Digital Imaging

1.1% 50,280 31,930,072



Pharmacology / Toxicology

4.5% 266,390 79,426,373



Nutrition / Dietology

0.4% 25,791 8,235,692



Dental / Maxillofacial Surgery

1.4% 165,578 57,824,534



Animal Health

1.6% 265,796 44,699,463

# Take advantage of Sermo's full-service capabilities

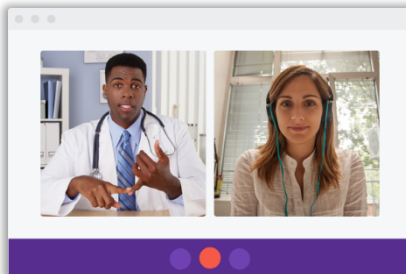
## Go Broad with Sermo Quant

	Very Unlikely	Somewhat Unlikely	Neither Likely or Unlikely	Somewhat Likely	Very Likely
Product 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product 6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### SERVICES

- Questionnaire design/optimization
- Complex programming
- Incentives mgmt
- Data processing
- Business insights presentation
- Translations
- Overlays
- List matching
- Recruitment

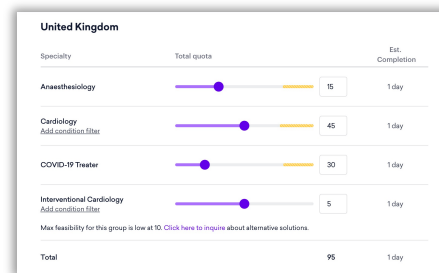
## Go Deep with Sermo Qual



### SERVICES

- Discussion guide creation
- Custom recruitment
- Scheduling
- Cross-screening prior to interview
- Moderation
- Translations
- Business insights presentation

## Go Fast with RealTime



### SERVICES

- Quant & Qual quick turn research
- Questionnaire design/optimization
- Programming
- Translations
- Data processing
- Charting
- Business insights presentation

# The leader in quality insights - guaranteed

## Enhanced Client Service

- Increased our Client Satisfaction Rating from **4.58** in 2019 to **4.88** in 2021
- Hired **173 new employees** in 2021 to support operations, product, client service and more

## Rigorous Compliance

- **Stringent employee training** on manufacturer specific processes & adverse events
- **65-page report** on compliance & QA processes

Proud member of:



## Increased Panel Reach

- 1.3M triple-verified global HCPs
- Dedicated growth team recruiting **~30,000 new HCP panelists** in 2021
- New expert **recruiter network**

## Tech-Powered Quality Assurance

- De-duplication, GeolP, FraudScore™, RelevantID, reCAPTCHA and BotDetect
- State-of-the-art, proprietary **panel security framework**



## QUALITY GUARANTEED

With 20+ years of innovation and tradition under our “belts,” we provide frictionless access to global physicians for quality business insights and engagements you need.



## CLIENT TESTIMONIALS

# See what your industry peers are saying about Sermo insights



Thanks a lot for the great support over the last few months.

Very **high quality work** and by far the **best survey partner I have worked with** in the healthcare space – we will be back!

Senior Manager



[PM] did an excellent job in managing the project and the recruited participants & ultimately insights generated out of the project were commendable. I always love to have [PM] staffed on my projects as I guess we both understand each other well and she has displayed **tremendous professionalism with timely updates, expedition of transcripts** on request and request for audio recordings at the last moment.

I cannot thank you enough for this **strategic partnership** in the Medtech space.

Senior Consultant



Your team, especially the PM did a great job on the project and we are **satisfied with the overall experience.**

1. Recommendations PM shared were highly regarded and appreciated.–She was **more like a partner** and we loved that
2. Your team is always **available and easy to reach**
3. The **quality** of the link and data files was **spot on**

Strategy Insights & Planning Consultant



# Opportunities for streaming healthcare insights & engagements



## Quant & Qual

Fully customizable, end-to-end support enables you to gain the insights you need

Instant access to  
**1.3M**  
global HCPs

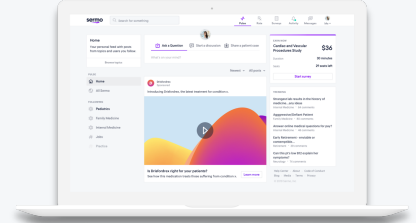
## Social Listening

Mine 6M+ peer-to-peer conversations to learn what physicians are *really* saying



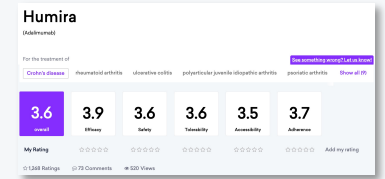
## Physician Engagement

Build meaningful, highly targeted experiences with physicians



## Drug Ratings

Peer drug ratings to understand drivers of physician preference and treatment protocols



# Thank you

To learn more, please contact  
us at [business@sermo.com](mailto:business@sermo.com)

