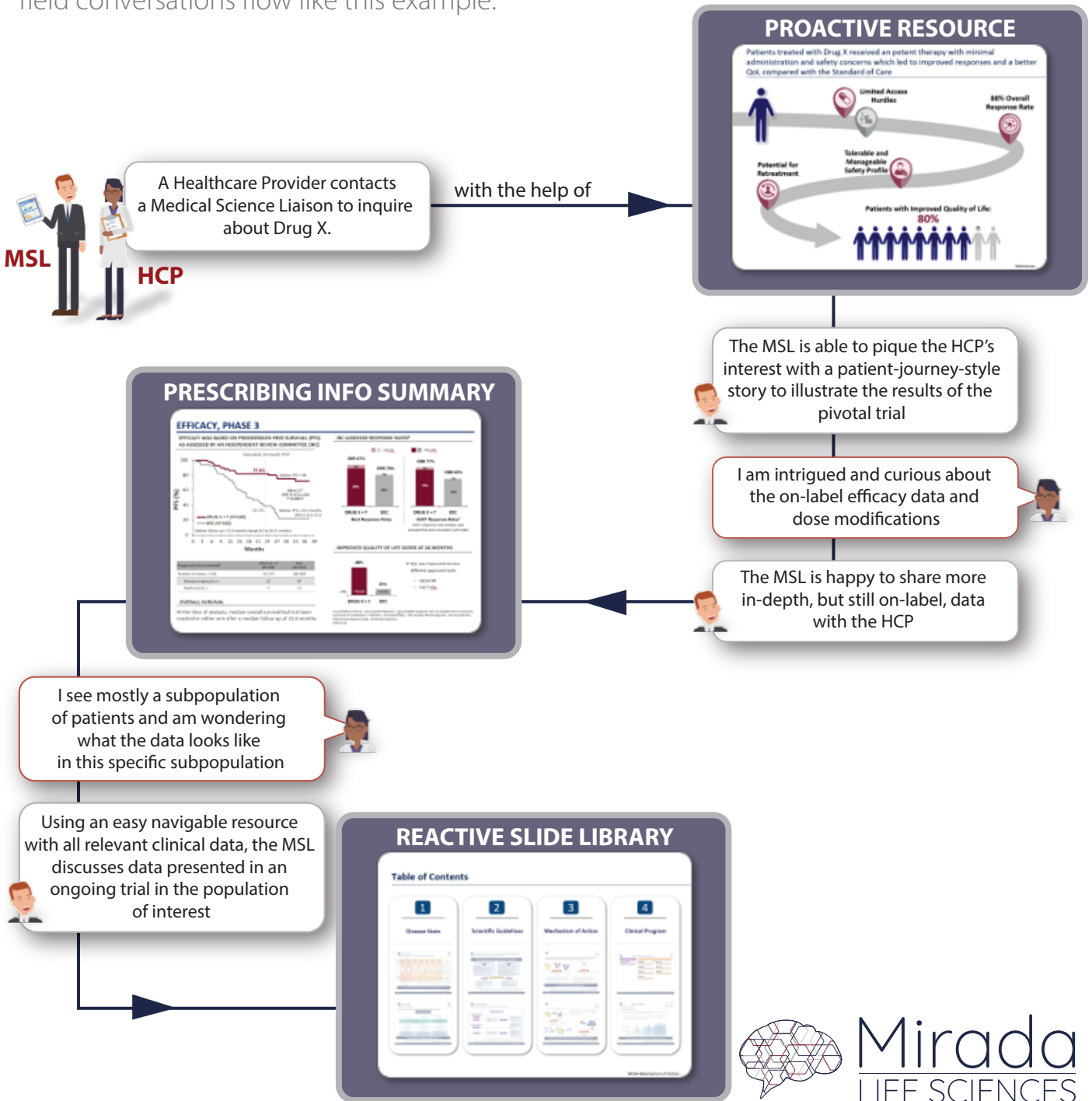


THREE COMMON ISSUES EXPERIENCED BY MEDICAL FIELD TEAMS:

- 1 Tailoring a conversation to meet a customer’s needs
- 2 Helping the customer understand a wealth of information available with limited time
- 3 Difficulty in quickly adapting a conversation while maintaining customer engagement

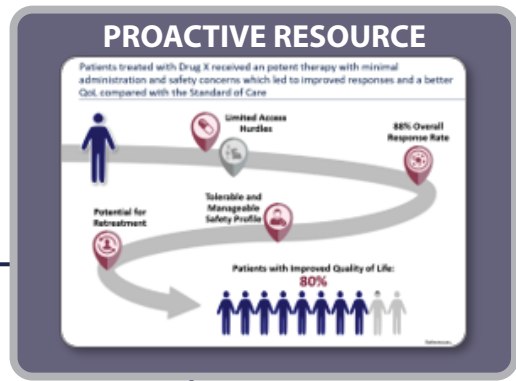
At Mirada, we understand the difficulty of educating customers when the conversation or call plan may change at a moments notice. We plan and execute our strategic approach to facilitate dynamic conversations. Ultimately, we want to help your team’s field conversations flow like this example:



MSL **HCP**

A Healthcare Provider contacts a Medical Science Liaison to inquire about Drug X.

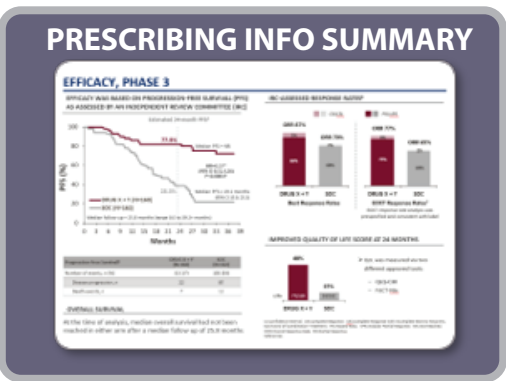
with the help of



The MSL is able to pique the HCP’s interest with a patient-journey-style story to illustrate the results of the pivotal trial

I am intrigued and curious about the on-label efficacy data and dose modifications

The MSL is happy to share more in-depth, but still on-label, data with the HCP



I see mostly a subpopulation of patients and am wondering what the data looks like in this specific subpopulation

Using an easy navigable resource with all relevant clinical data, the MSL discusses data presented in an ongoing trial in the population of interest

