

Is Your Scientific Value Story Ready for Prime Time?

An Innovative Solution for Emerging Biotech Companies

It's no secret that biotechs' access to capital has plummeted since 2021. But the potential for medical science to meaningfully improve human health remains sky-high. Despite continued bearish predictions that the IRA will hamper innovation and that capital markets will remain constrained, funding is still available for biotech leaders who can clearly convey how they'll bring game-changing therapies to the patients who may benefit the most.

Doing so requires more than great science. It requires a compelling narrative articulating both the medical and economic value of your innovations. And it requires a deep understanding of the U.S. health care system. With robust data, analytics, deep industry knowledge, and communications expertise – Real Chemistry is here to help.

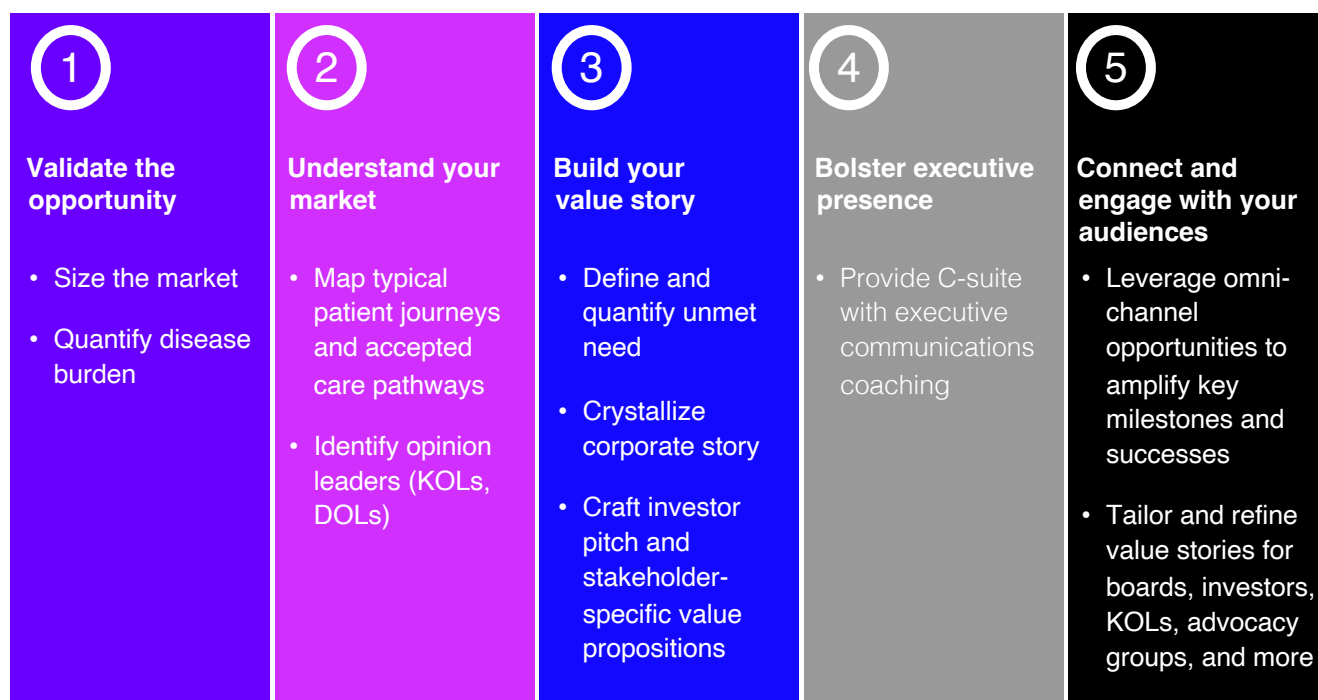
48%

Drop-off in biotech financing since 2021

71%

Share of oncology pipeline led by emerging biopharma

Our integrated approach helps early-stage clinical innovators nail their narrative.



Other premium add-on services are available, such as:

- Researching underlying stakeholder biases and expectations
- Flagging potential new trial sites or investigators
- Synthesizing accepted evidence about a drug class or condition
- Constructing ideal value narrative and holistic evidence plan
- Driving social media engagement, if warranted

Ready to build and amplify your value story? Email nailthenarrative@realchemistry.com.

REAL CHEMISTRY

WE CREATE THE WORLD AROUND MODERN THERAPIES

We Help Our Clients Connect to Audiences Using Compelling Data and Evidence.

Bringing the Best of Real Chemistry to Biotech Entrepreneurs

- + Integrated real-world data and advanced analytics**
Our robust, integrated real-world data sets and AI-enabled analytics provide unparalleled visibility into likely patient populations, patient journeys and prescriber behaviors. Data includes claims from 300M+ de-identified patients, SDOH, provider affiliations, payer information and more.
- + Deep bench of market access leaders**
Our market access experts help biotech leaders anticipate market dynamics likely to shape stakeholders' evidence, value, and access expectations.
- + Communications professionals with dedicated expertise in life sciences**
Our communications teams tap 20+ years of experience working with life sciences companies of all shapes and sizes to help emerging biotechs craft compelling value narratives that resonate with customers and investors alike.
- + Realistic understanding of early-stage biotechs' timelines and trajectories**
Our pricing, packaging, timelines, and delivery models are intentionally designed to align with the realities of pre-commercial biotechs' financial, operational, and scientific realities.

Case Study: Elevating the importance of biotech research for a rare pulmonary condition

Real Chemistry partnered with a pre-commercial biotech company to bolster a corporate narrative, value proposition, and stakeholder engagement strategy; all of this ultimately helped the biotech recruit more trial patients and amplify the critical importance of developing new treatments for a rare pulmonary condition. To do this, we:



Leveraged real-world data and custom machine learning models to refine market sizing assumptions.



Analyzed burden of illness from several perspectives, including patient and caregiver burden, resource utilization, and total cost of care.



Supported clinical trial recruitment with ML-enabled patient finding algorithms, website enhancements, as well as omnichannel outreach and engagement efforts.



Bolstered scientific value story and medical communication plans through multiple publications with KOLs.