

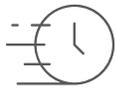
Flexible, Scalable Solutions to Solve Challenges Unique to COVID-19 Asset Commercialization

Because getting your COVID-19 assets to market—and to patients—is critical

At Syneos Health®—a biopharmaceutical solutions provider where clinical and commercial live under the same roof—we believe that by sharing real-world knowledge and insights across our organization, we can get any job done better, smarter and faster. And never before has that been more important than in the midst of a global pandemic when it's imperative our customers can get their vaccines and treatments to market as quickly as possible.

Syneos Health solutions solve challenges unique to COVID asset commercialization

With the experience of hundreds of product launches and the industry's broadest and most fully integrated commercial capabilities, Syneos Health is uniquely positioned to help companies with COVID-19 assets overcome commercialization challenges in key areas, such as:



Keeping Pace with Unprecedented Speed

Balancing existing assets, resources and finances; tracking disruption points; and scaling rapidly in a fluid situation

- Dynamic Control Room
 - Ramping Up (and Down) Teams
- Regulatory Speed, Emergency Use Authorization
 - Portfolio Strategy/Outsourcing Backfills
 - Media and Investor Communications
 - Issue Preparedness



Communicating Value

Evolving payer value proposition; access and communication; prioritizing stakeholders and optimizing resource deployment; managing vaccine hesitancy and affordability concerns; communicating with the media, the public and employees

- Scientific Narrative, Medical Communication, Data Milestones
- MSLs, Field Reimbursement Specialists
- Value & Access: Stakeholder/Payer/IDN Engagement, Pricing, Reimbursement, Coding
- Vaccine Policy Stakeholder Analysis and Engagement
 - Branding & Launch
- Executive Visibility, Media Training, Reputation
- Equity Communications



Providing Credible On-demand Resources

Communicating with HCPs, pharmacists and patients; augmenting face-to-face interactions with impactful communication channels; creating tailored content grounded in behavioral science; increasing adoption and adherence

- Field Teams—Sales, MSLs, Reimbursement Specialists
 - Engagement Center
 - Pharmacy Engagement
 - Nurse Educators
 - Communications
 - Medical Education
 - Patient Journey Mapping
- Vaccine Hesitancy, Beliefs and Behavioral Motivators
 - Omnichannel Strategy & Communications

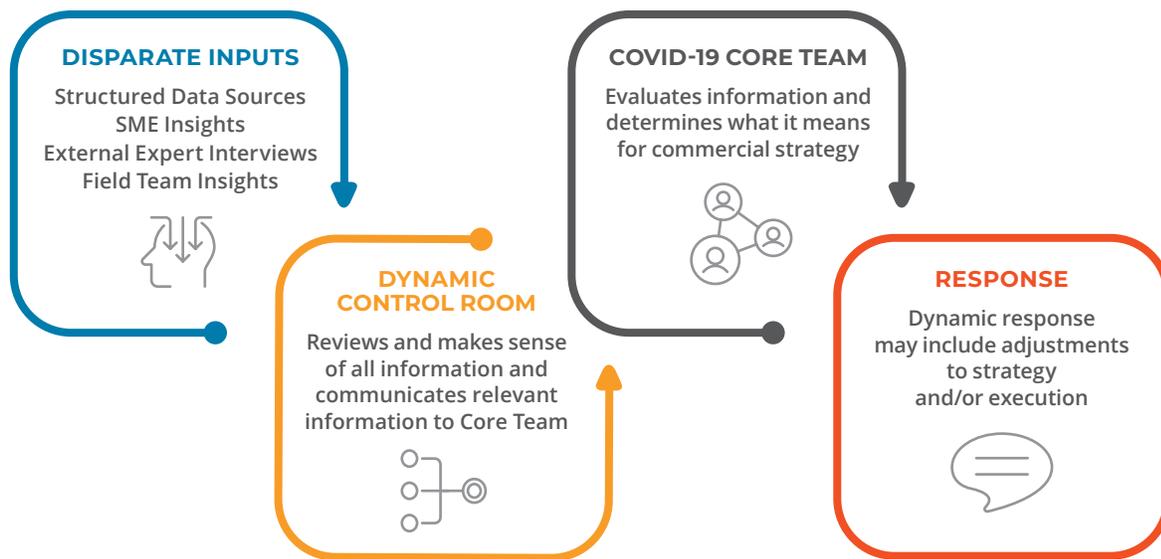


Managing Logistical Realities & Building Confidence Over Time

Engaging with special populations; overcoming administration and tracking hurdles; prioritizing patient risk and stratification; monitoring the evolution of the disease epidemiology and intervention impact

- Coverage and Coding
 - Special Populations (DOD, LTC, VA)
 - Engagement Center
 - Pharmacy Engagement
 - Nurse Educators
 - Real World Evidence: COVID Natural Disease Studies, Post-Authorization Safety-Effectiveness Studies

In addition, our Syneos Health Dynamic Control Room—a collaborative lab-to-life insights network supporting COVID-19 asset development—provides unique access to data and experts to “read through the noise.”



Syneos Health is purpose-built to drive commercial performance

Here's what makes us different from the competition:

Expansive end-to-end capabilities and experience

- We intentionally invested in a dedicated end-to-end model that brings deep therapeutic expertise, novel strategy and flawless execution together to deliver **industry's broadest and most fully integrated capabilities.**

Agile partner with flexibility and speed

- We can **flex resources to scale up or down quickly** in response to the uncertain environment; you can customize based on need—one service or fully integrated commercialization solutions.

COVID-19 experience and strategic insights

- Our COVID-19 Task Force consisting of cross-regional leadership across clinical and commercial meets weekly to review the pandemic landscape; we are presently engaged in **80+ active COVID-19 R&D initiatives involving nearly 1,000 sites and 45,000+ patients.**

Extensive vaccine, infectious disease and respiratory commercialization experience

- Our deep experience in the commercialization of products at a global scale in these key segment areas offers you **unmatched expertise, direction and capability.**

Want to learn more?

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About Syneos Health

Syneos Health® (Nasdaq:SYNH) is the only fully integrated biopharmaceutical solutions organization. The Company, including a Contract Research Organization (CRO) and Contract Commercial Organization (CCO), is purpose-built to accelerate customer performance to address modern market realities. Learn more about how we are shortening the distance from lab to life® at syneoshealth.com.