

The next era of pharma commercialisation

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Presented by

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Healthcare competition intensifies

The commercial model needs to match scientific innovation

1/3

of new FDA approvals
are personalised medicines



Exclusivity periods for
medicines are shortening

40%

of worldwide launches have
failed to meet their 2-year sales

1. Source: [Analysis of pharmaceutical-industry data from Evaluate, 2020](#) & [LEK Insights, Optimizing Pharmaceutical Portfolios through M&A, 2024, Personalised medicines at FDA](#)

2. Source: [The Economist, Big pharma's patent cliff is fast approaching, 2023](#)

3. Source: [Fierce Pharma, EU plots major pharma reforms—but industry is already pushing back, 2023](#) & [PEW Charitable Trusts, 2017](#)

Patients & doctors need better support to solve their care challenges



Doctors are overwhelmed



Friction in patient care

**Delays in diagnosis
& treatment**

**Digital solutions can
solve many of these
barriers**

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**The onus is increasingly on
pharma to support both
clinicians and patients**

How?

Navigate patients

Inform decisions

Solve care challenges

Ongoing care

Healthcare-as-a-service

Non-traditional players have stepped in to fill patient care and service gaps

Direct-to-consumer
healthcare

hims & hers

one medical
amazon

NOOM

Walmart 
Health Center


Wesfarmers
 InstantScripts

Woolworths 
healthylife

Non-traditional players have stepped in to fill patient care and service gaps

We believe pharma is next

Direct-to-consumer healthcare

hims & hers



NOOM

Walmart 
Health Center



Woolworths 
healthylife

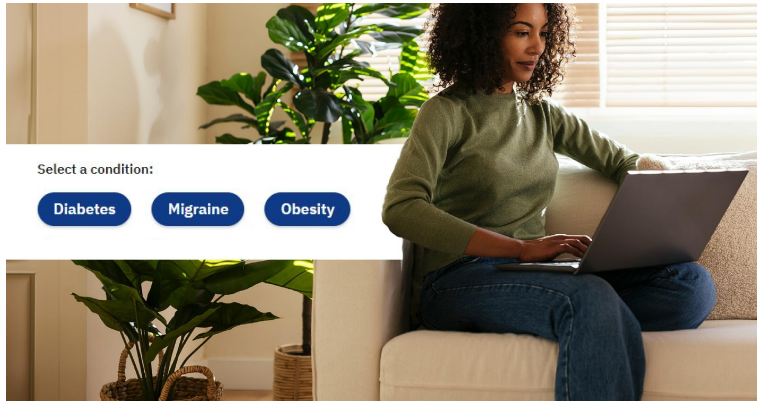
Pharma



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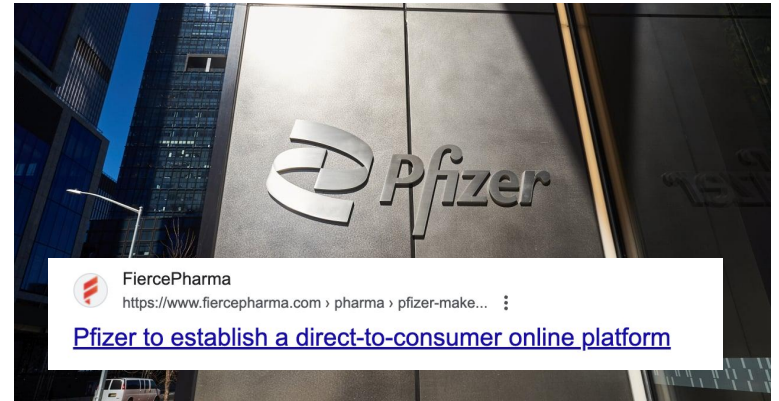
Some Life Science companies are already paving the way to launch direct-to-consumer healthcare-as-a-service

Lilly



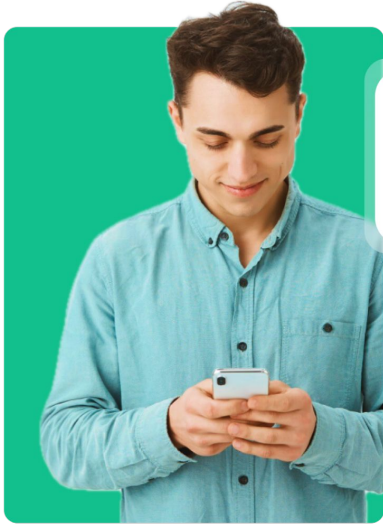
Jan 2024, in US

Pfizer



To be launched 2025, in US

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Build up your knowledge with resources >

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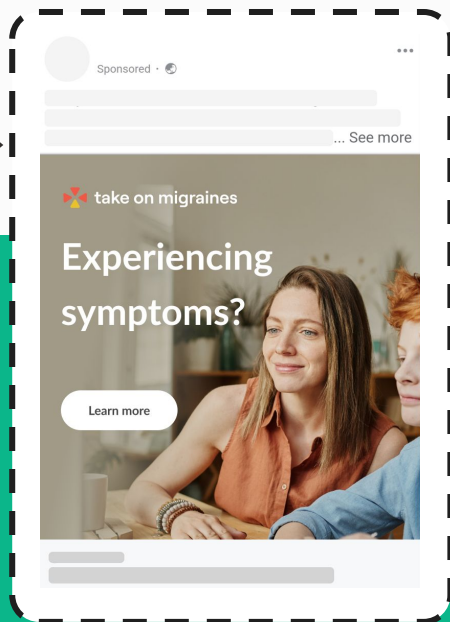
A turnkey healthcare-as-a-service solution

Helping companies at any size; pharmaceutical, device, biotech, diagnostic go to market:

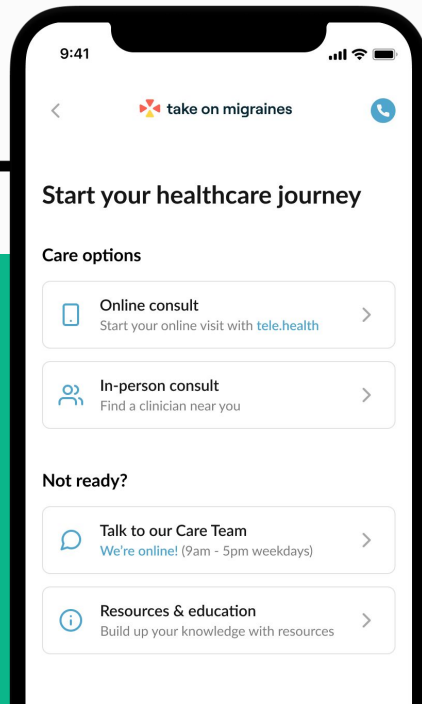


How it works

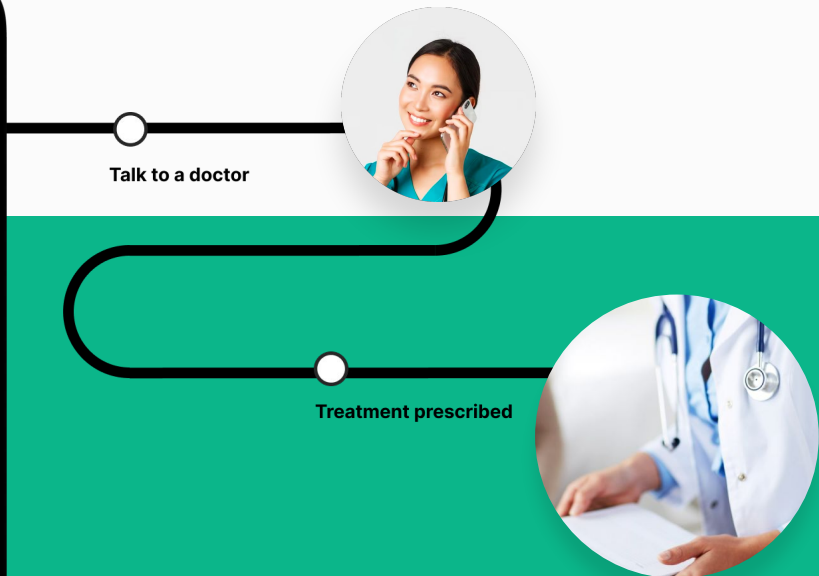
1 Locate



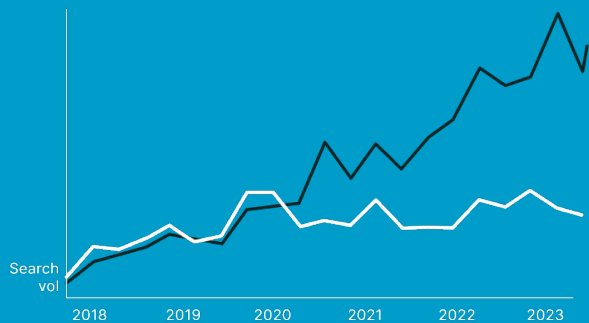
2 Educate



3 Activate



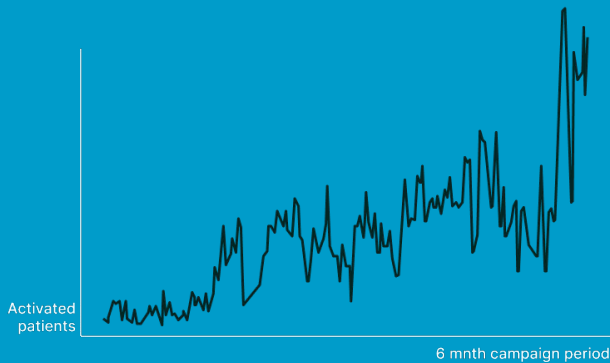
We've activated thousands of consumers onto prescription dermatology treatment.



Increased patient awareness

↑ +46% 'tretinoin' searches

↑ +18% 'retinoid' searches



Large scale lead generation

↑ 6.6K patients coordinated to a HCP

+63%

Revenue growth

To summarise

1

Healthcare commercial model needs to match its scientific innovation

2

Pharma companies are stepping in to fill patient care and service gaps

3

The RoseRx platform enables you to build your healthcare-as-a-service brand now

Thank you

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