

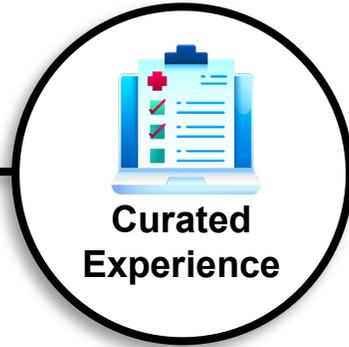
Applying the 4 Characteristics to Pharma's High-Impact Customers (HIC) - Rare Disease Patients

Demanding

Distinguished

Dedicated

Delivered



Rare disease patients are few in number, are going through a difficult time and have high expectations

Their onboarding experience must be carefully created and supported by Pharma or a Partner Hub

Rare disease patients require a full team of support, from their HCP to case managers

Rare disease patients require support that is rapid and personalized

Thank You for Attending!

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