



Kinetic™ from Syneos Health®

Integrating intelligence to accelerate
impact and optimize performance
for biopharmaceutical companies

Our industry has long wanted to make healthcare interactions and communications more personal and meaningful. Leading consumer brands have demonstrated the power and performance that is possible when omnichannel's promise achieves its potential—that is, when you find the right-fit customers, deliver personally relevant experiences, and connect disparate data sources to drive next best actions.

Yet, when it comes to healthcare, the promise of right person, right message and right moment delivered across personal and nonpersonal channels has remained largely unrealized.

Why? Because these tools are not integrated. They sit in different silos.

The result? Life sciences leaders are drowning in data, and starving for insight.

Now, it's time to meet Kinetic.

Kinetic is our modern customer engagement capability, built by Syneos Health to address business-critical challenges by creating more meaningful healthcare interactions. Through advanced targeting, personalized experiences and an obsession with analytics that drive business-critical insights, Kinetic connects intelligence across channels, platforms and content to make fully integrated omnichannel solutions accessible to healthcare organizations.

Kinetic is powered by a team of data scientists, behavioral experts and channel strategists.

Together, we deepen insights into customer behavior that make more personally relevant communications possible, optimizing business performance by achieving greater precision, efficiency and effectiveness.

When creating Kinetic, we leveraged four distinct Syneos Health advantages:

- Integrated Clinical-to-Commercial Modeling
- Deep Domain and Therapeutic Knowledge
- Sophisticated Technology Stacking
- Human Behavior Expertise

In other words, we built Kinetic
as only Syneos Health can.

Kinetic is centered on Audience Intelligence, Synchronized Experience and Performance Intelligence—three pillars that are mission-critical for success in today's technology-enabled, customer engagement landscape.



Audience Intelligence

Advanced Targeting

Ability to identify the highest value-driving stakeholders at the individual, influencer and focused-cohort levels



Synchronized Experience

Unified View

Mastery in automatically collecting and connecting an individual's behavior across channels

Triggered 1:1 Automation

Sequencing the right messages in the right (personal/nonpersonal) channels across delivery platforms with **Digital Amplifier**, a precise surround sound digital overlay to amplify sales teams and existing call plans

Matrixed Content

Fluency in how to develop, approve, archive and activate motivating, personal content at speed and scale



Performance Intelligence

Performance Analytics

Consistency in decoding causal effects between activities, investments and outcomes

Another thing that sets Kinetic apart?

We elevate performance by accessing the latest in data science and technology via an open, source-agnostic and highly flexible architecture.

We call this operating philosophy Dynamic Assembly®.

In other words, we do not have to bend legacy in-house assets to a task they were not originally designed to perform. We are able to be truly customer-first and consultative in our approach. We efficiently assess the nuances of your product launch and respond with flexible, right-sized technology- and data-enabled solutions to improve your performance.

We also know that healthcare customers are more than targets.

They are people to whom relationships matter. Their decisions protect health and save lives. Trustworthy, accurate information—delivered to the right person, in the right place, at the right time—means everything.

Kinetic enables us to segment experiences and content to get closer and closer to each individual's personal source of identity and motivation. We built Kinetic to leverage the deep behavioral science and therapeutic expertise that exists throughout Syneos Health, across the clinical-to-commercial spectrum.

Want to learn more?

syneoshealth.com/kinetic

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. We bring together approximately 25,000 clinical and commercial minds with the ability to support customers in more than 110 countries. Together we share insights, use the latest technologies and apply advanced business practices to speed our customers' delivery of important therapies to patients. To learn more about how we are **Shortening the distance from lab to life**®, visit syneoshealth.com.

