

Outcomes®

MARKETING YEAR IN NUMBERS



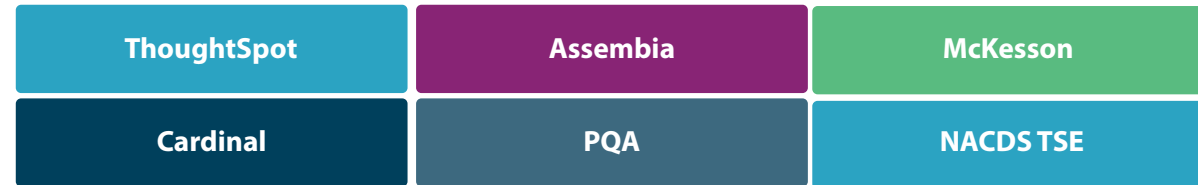
28

TOTAL SHOWS
ATTENDED

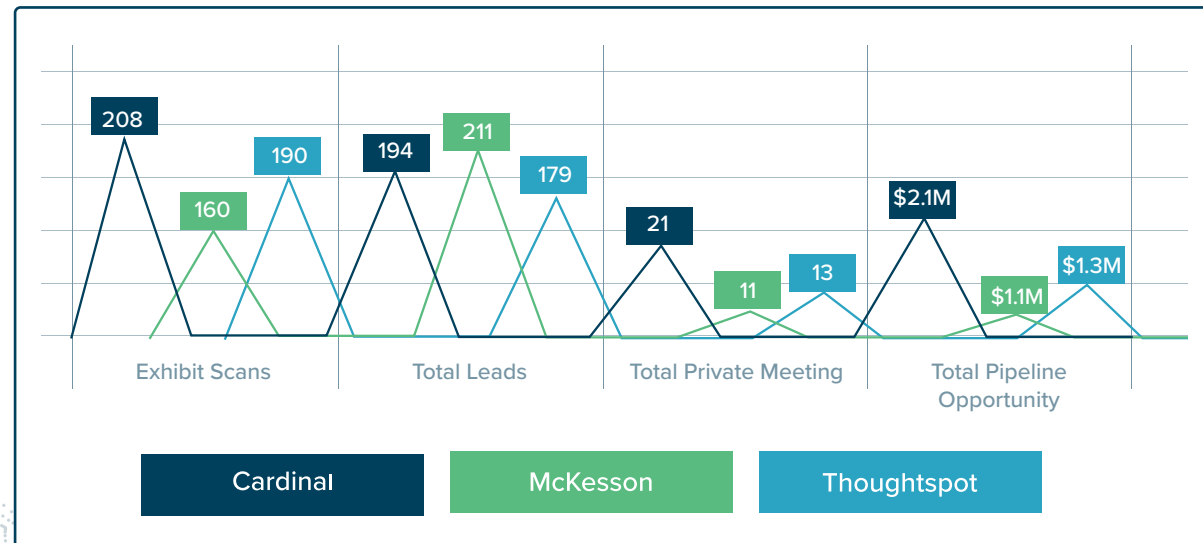


Big wins and NACDS TSE were KVAT, Walmart, and Kroger in addition to the 30 meetings with clients and companies.

TOP SHOWS



ENGAGEMENT



THOUGHT LEADERSHIP



PQA Annual: Cigna + Outcomes MTM solution presentation

Ross Frei: Co-presented the value associated with our MTM solution to alleviate cost concerns across a commercial health plan.



AMCP Annual: PerformRx + Outcomes SDoH solution presentation

Meron Gartner: Co-presented the full capabilities of our SDoH solution.



NCPA: Innovation Board Seat selection

Alex Miguel: Nominated in October and was selected to serve on the 2025 innovation board for NCPA.

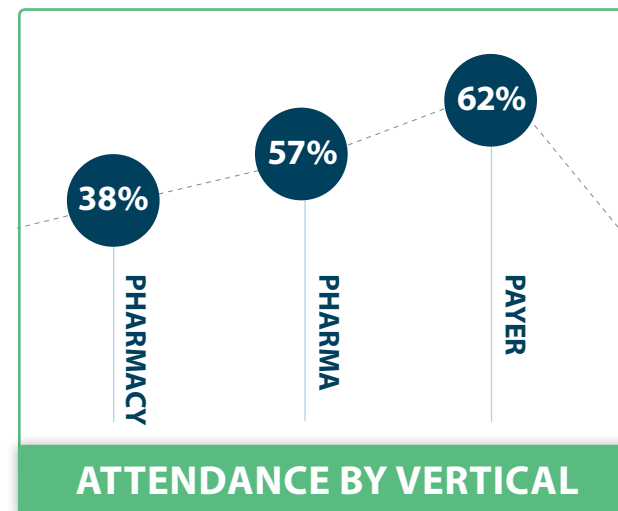
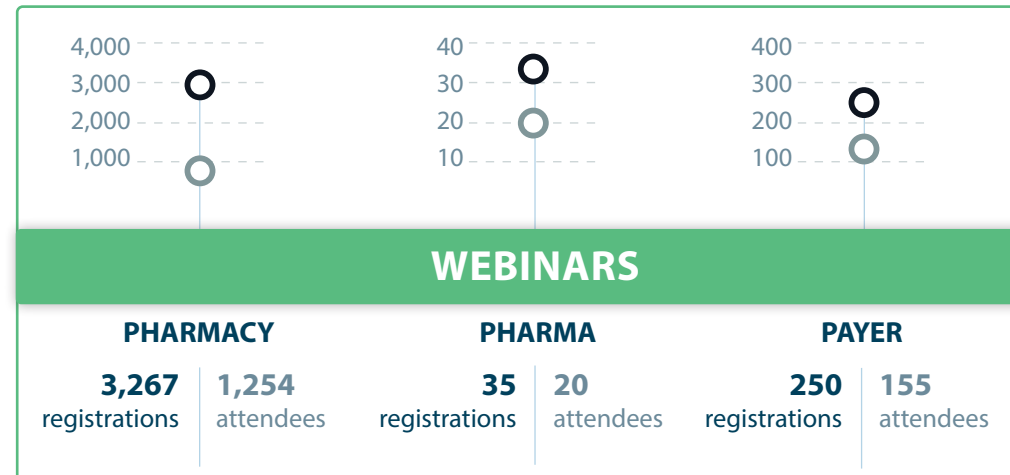


ComputerTalk Interview

Brandon Gerleman talks about the importance aligning technology and understanding community needs to create a successful vaccination program.

WEBINARS

Audience members get the opportunity to engage with the brand, increasing stickiness and likelihood to buy.



253
TOTAL REGISTRATIONS INVITEE

22
EXHIBITORS

20
SPEAKERS

46
SESSIONS

5
CE'S

98.4%
CONVERSION RATE*



*Supplied by Cvent event data

WEBSITE ENGAGEMENT

4,955
TOTAL FORM
SUBMISSIONS*

3,708
CONTACT US

1,114
PHARMACY REQUEST A DEMO

91
OUTCOMES PREMIUM

29
PAYER REQUEST A DEMO

13
PHARMA REQUEST A DEMO

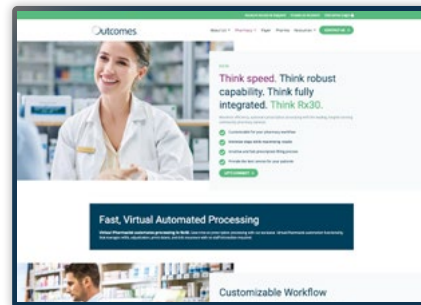
TOP 3 VISITED PAGES



PrescribeWellness



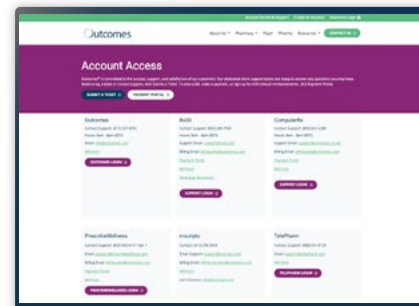
Average time on site
3.4 minutes



Account Access



Average time on site
2.7 minutes



Rx30



Average time on site
102 seconds

*Coming from 61 landing pages

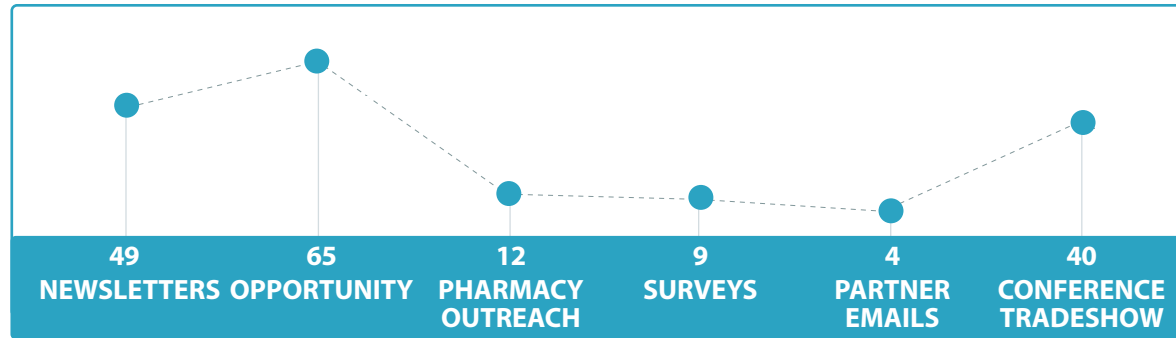
EMAIL MARKETING

In 2025, the number of email users is expected to reach 4.6 billion.

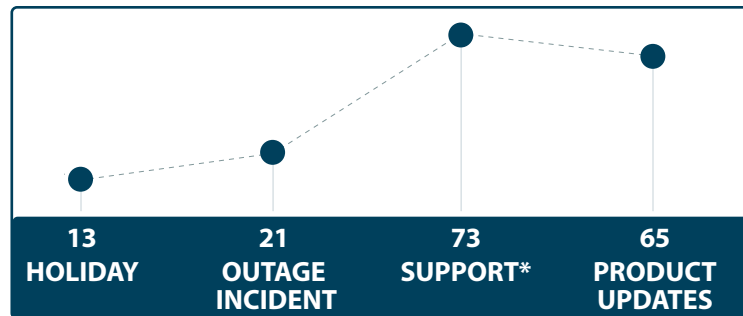
<https://www.sixthcitymarketing.com/email-marketing-stats/>

448

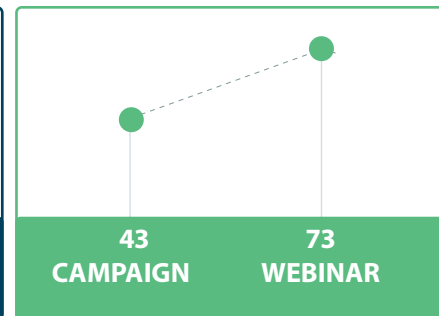
TOTAL
EMAILS
SENT



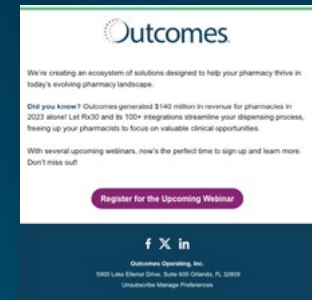
MARKETING



CORPORATE COMMUNICATIONS



SALES SEQUENCE



* Examples: MTM Fees, ACH Info, Outages, WorldPay, TIP CMR Fees, Remote Backup, Change Healthcare, Redhat, Payware, Support Fees, National Disaster

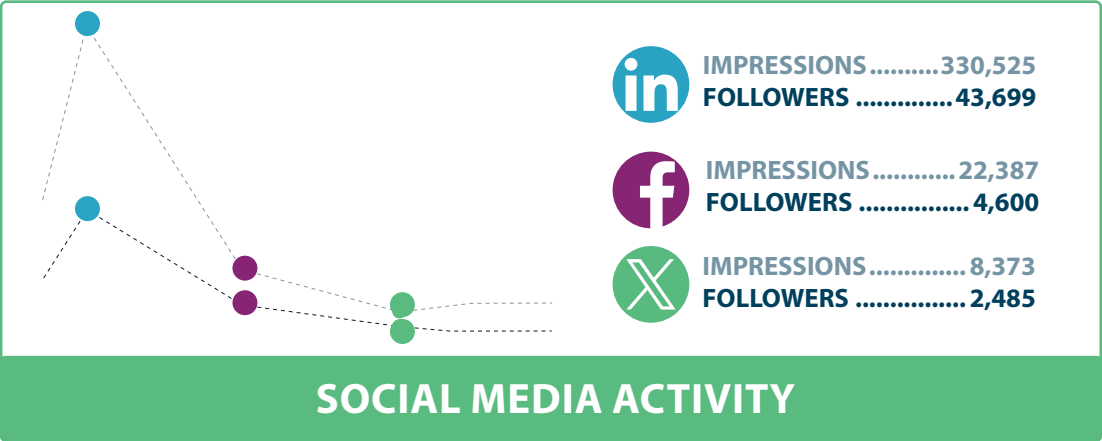
SOCIAL MEDIA MARKETING

48%
LINKEDIN
ENGAGEMENT
RATE*

361,285
COMBINED
TOTAL IMPRESSIONS

50,784
COMBINED
TOTAL FOLLOWERS

LinkedIn has proven to be our most significant social channel for audience engagement.



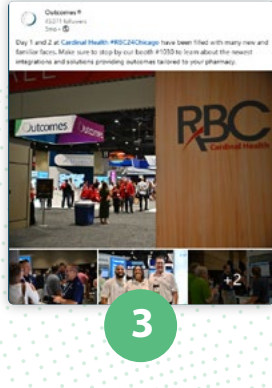
SOCIAL MEDIA ACTIVITY

TOP 3 LINKEDIN SOCIAL POSTS

Pharmacy Encounter reshare
Impressions 18,126
Engagements 1,156

AMCP Attending Photos
Impressions 7,058
Engagements 1,416

RBC Conference Photos
Impressions 5,748
Engagements 2,338



*Average across all LinkedIn posts in 2024

ADVERTISING PAID MEDIA

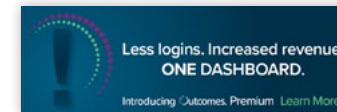
83
TOTAL
PAID MEDIA
PLACEMENTS

3,025
TOTAL SESSIONS*

2,335
NEW SITE VISITORS

70%
NEW VISITOR
SESSIONS*

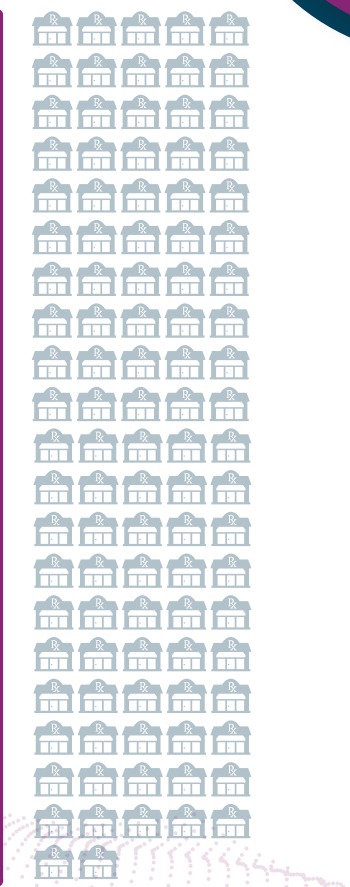
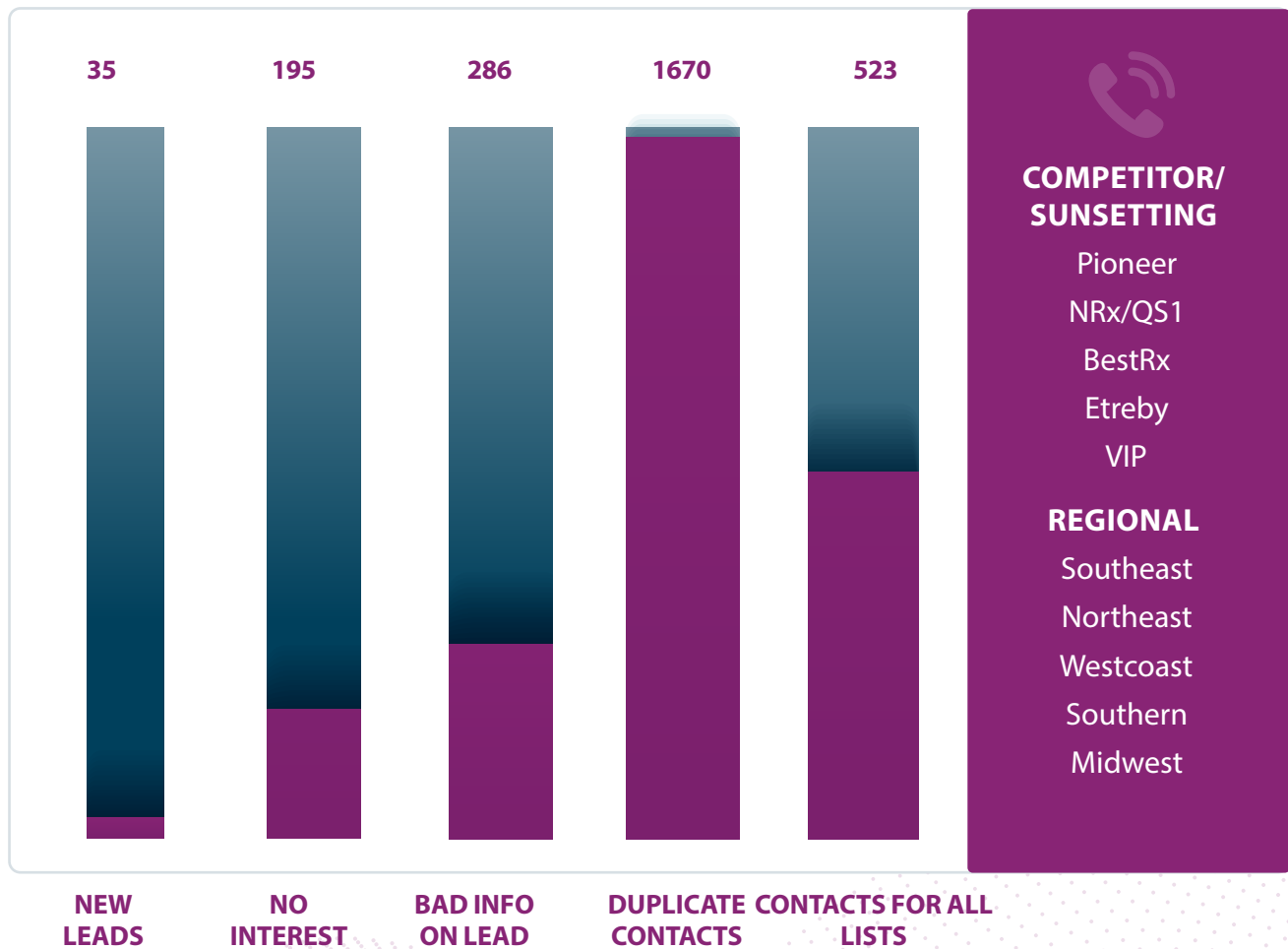
Total sessions is a metric that measures how many times a user interacts with a website. Sessions include page views, clicks on calls to action (CTAs), and form submissions.



COMMERCIAL DEVELOPMENT

523
TOTAL CONTACTS FOR ALL LISTS*

2024 CALLING CAMPAIGNS*



102
TOTAL ROOFTOPS GENERATED*

*Content tallied from middle Q3 through end of Q4