



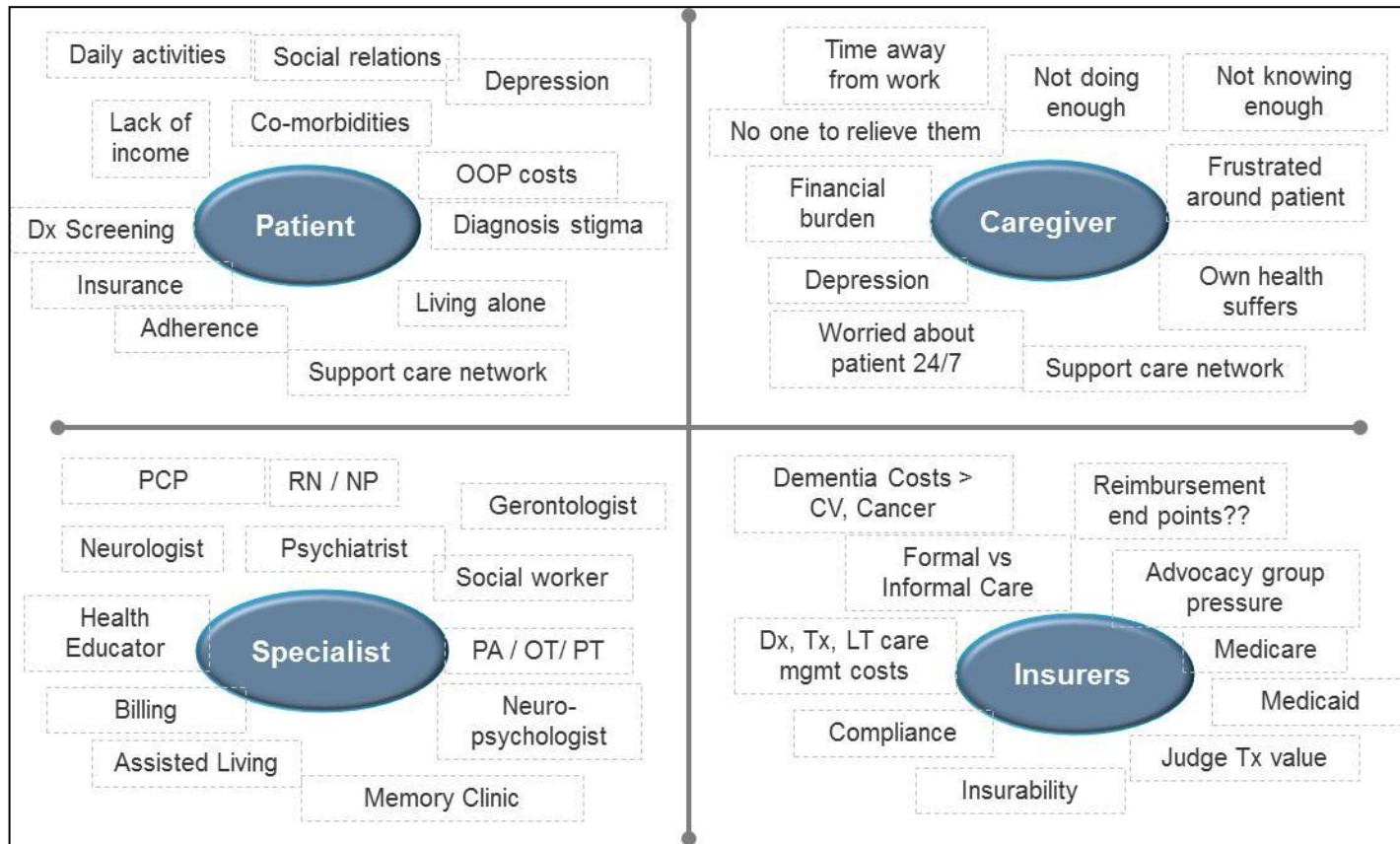
Converge
Advisory Group

Alzheimer's Disease (AD)

Stakeholder Needs

May 2017

We discovered the breadth of stakeholder needs in AD is far more complex than other disease areas...



- ➔ Analyzed 5-years of Pubmed abstracts (2595) and 1-year of news/blogs (1484 articles)
- ➔ Leveraged our AI platform to group abstracts based on common language
- ➔ Identified ~50 articles used to identify stakeholder specific pain points and care model perspectives

...allowing us to ask key 'above the brand' questions to build a formidable AD franchise strategy

