



## PRODUCT FEATURES & DESCRIPTIONS

### PATIENT-LEVEL INSIGHTS

- Access to unique Real-World Data that meets the highest security and privacy requirements

### ALGORITHM HOSTING

- Compliant algorithm hosting can support clinical decision-making

### DATA INTEGRATIONS

- Easy access to and integration of data with client data lakes

### OVERALL USER ENGAGEMENT

- Dashboards can generate usage metrics to track and enhance patient adoption, including:
  - Overall Patient App adoption and recent growth metrics
  - Patient App adoption across key characteristics such as mobile device type, age, gender and geography to identify highly engaged segments and opportunities to increase engagement

### PATIENT RETENTION ON APP OVER TIME

- Patient adoption dashboards can track the retention of Patient App users over time

### CLINICAL INSIGHTS

- Real-World Data shows medication adherence trends for patients who are using the Patient App

## The Compliant Platform You Can Count On

BrightInsight provides the leading global platform for biopharma and medtech regulated digital health solutions.

[brightinsight.com](https://brightinsight.com)



BrightInsight

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