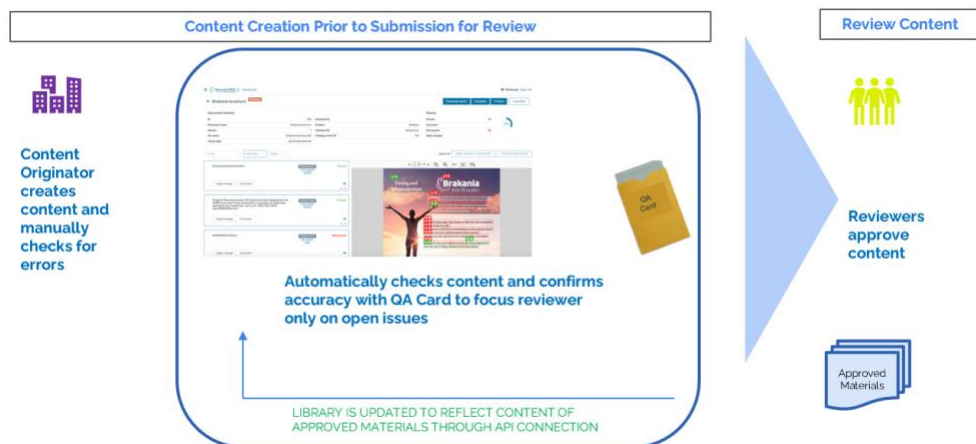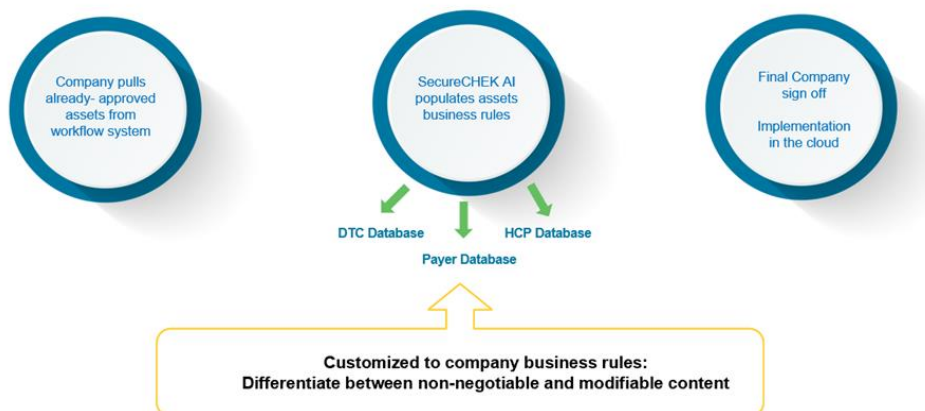# SecureCHEK® AI

SecureCHEK AI automates an inefficient, decades-old manual process for reviewing promotional content. The cloud-based software uses artificial intelligence (AI) and machine learning (ML) to eliminate all preventable errors in derivative content, and to provide decision-support. The software reduces re-reviews, comments, and initial rejections in 3 ways:

Always current Claims Library is electronically populated with already-approved content	➜	**Source of Truth**
Matching algorithms visualize deviations in real time for corrections, decision-making	➜	**Actionable Data**
Quality Assessment Report reduces scope of review with focus on open items	➜	**Telegraphic Explanations**

SecureCHEK AI causes no distruption to the workflow, with connectivity to Veeva PromoMats through an API connection.

SecureCHEK AI helps to ensure that business rules and corporate compliance policies are followed.

General Questions about Review Functionality

How does SecureCHEK™ AI improve the quality of submissions?
SecureCHEK™ AI provides a quick/easy upload of draft materials for instant quality checks against approved content in ever-growing SecureCHEK™ AI Library. Implementation is under one month. Training on the system takes one hour.

How does SecureCHEK™ AI reduce repetitive errors?
 The product utilizes business logic to highlight errors for action, including:
- o Deviations from approved text for claims
- o ISI and brief summary not matching approved language
- o Inaccuracies (i.e., numerical errors, omission of qualifiers as matched to the approved language)
- o Missing text from approved promotional claims (i.e., omission of required text from approved indication, failure to include dosing recommendations for special populations, etc.)
- o Spelling, typos and grammatical errors as matched to the approved language
- o Lack of appropriate references, annotations or disclaimers

What kinds of documents can be uploaded?
Any file in a pdf format can be uploaded.

Who is data restricted?
Users will be restricted by company, Brand, market, and pre-defined access limitations as defined by the administrator.

SecureCHEK AI Transforms Operations, Enables Modern Marketing

Tool Accelerates Submission of High Quality, Review-Ready Assets

Increases Speed (Process Acceleration)
- o Fewer errors early in the process saves time spent in development and on rework
- o Greater reuse of already approved content saves time in review discussions
- o Clear-cut business rationale for adjudication speeds up Reviewer decision-making

Increases Agility (Greater Capacity)
- o Centralized, always current claims/phrase Library ensures consistency and access to historical decisions
- o QA Report forecasts amount of time for open items
- o MLR resources deployed where they are needed most because scope of review is significantly reduced
- o Increased capacity enables SMEs to focus on priorities

Eliminates initial rejections; reduces comments and re-reviews