



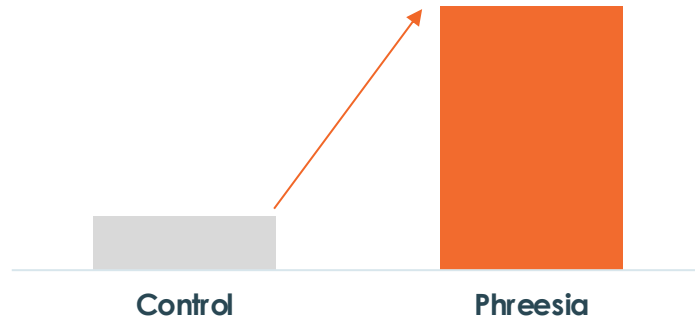
## Phreesia campaign results summary: Medication for plaque psoriasis

- **Product:** Biologic drug for the treatment of psoriasis
- **Campaign:** Encourage patients to consider Brand X as a potential treatment for psoriasis

### New patients

## Conversion to Brand X on Phreesia platform at 3 months

**4.9x** lift over control

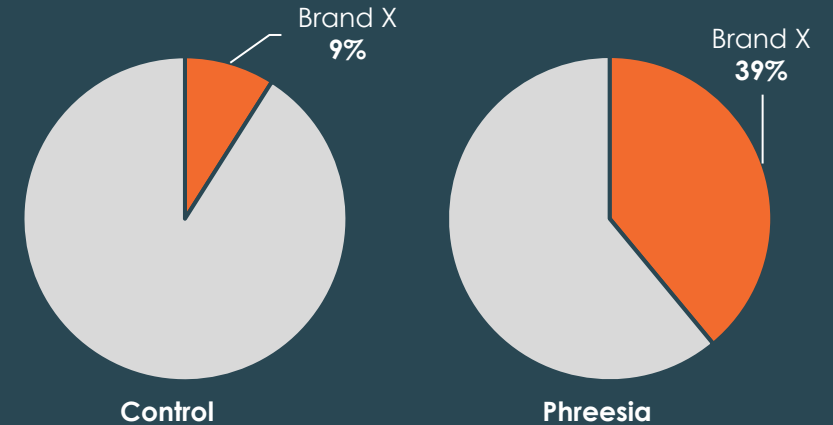


Phreesia patients converted to Brand X at a rate **4.9 times higher** than the control.

Results statistically significant at 100% confidence level

## Phreesia's impact on market share

Share of market conversions



**4.3x**

Among patients converting to any Rx in the PsO category, **Brand X's share of market conversions was 4.3 times** greater in Phreesia patients vs. control

Results statistically significant at >90% net confidence level