



Brand Standards & Guidelines

ELEVATING OUR BRAND.

JANUARY 2023



Contents

These guidelines are designed to ensure our brand is consistently executed across multiple mediums and platforms. As these brand attributes get repeatedly replicated, we begin to build a recognizable and ownable identity within the market.

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Our brand

Looking and sounding “on brand” is the key to ensuring we communicate the right message to the right people. At all times, we should demonstrate that we are confident, collaborative and caring.



Brand Narrative

USES

INTERNAL UNIFICATION

Let prospects and employees know they have a significant role in something bigger—evolving the brand promise to feel current and abundant in opportunity.

PLACEMENT:

Employee handbook and corporate office wall murals to instill morale.

BRAND GROWTH

Drive brand performance with a narrative that prioritizes the patient and the impact team members have on the industry at large.

PLACEMENT:

Internal communications, quarterly briefing packets and human resources portals.

CREATIVE DIRECTION

The brand narrative will serve as a jumping-off point for creative assets, where greater detail and story arcs come to the forefront.

PLACEMENT:

Introductory pages in the Shields Brand Guide, before purpose, values, mission and positioning statement.

COMPONENTS

EVOLUTION

How people, performance and process have evolved to support the bigger strategy.

PROMISE

The ultimate value of the company to those who interact with it.

RESONANCE

Storytelling that unites through historical understanding and/or emotional connection, evoked by the business strategy.

Brand Narrative

Shielding Our Values

Patient Care	Integrity & Trust
Accountability	Leadership
Teamwork	Kindness

The Shields Brand Narrative

ELEVATING SPECIALTY PHARMACY STARTS WITH THE PATIENT AND OUR PERFORMANCE.

Ten years ago, Jack Shields embarked on a mission to integrate specialty pharmacies in the place that's most helpful to patients—their hospitals. Since then, the patient has remained the grounding factor in everything we are today and what we strive to be tomorrow.

Being the premier specialty pharmacy accelerator in the country means performance is not just about business successes and numbers on a graph; performance is about service and treating people with **integrity and trust** at every turn.

By fostering a culture of **kindness** and **teamwork**, we all share **accountability** for advancing both personal and professional outcomes.

By taking care of our people, we help our partners take care of theirs, elevating our industry to the level patients deserve.

With our **leadership**, health systems improve the path to treatment and reveal opportunities to extend **patient care** every step of the way.

As for the next ten years, and the ten after that, we will continue to innovate so focus can one day shift from long paths to treatment and high expense to what matters most—giving patients their life back and reinvigorating provider purpose. We elevate specialty for the day when outstanding outcomes aren't the exception but the expected.

Brand characteristics

All the words and visual elements we choose help tell our story. They should help define and reinforce our unique core brand attributes. A consistently promoted brand helps break through the clutter and be more memorable.

CONFIDENT

Our outcomes, relationships, expertise, and access speak for themselves. With an unmatched network of health system partners; deep relationships with manufacturers, payers and others; and an unrivaled team, we can let our results and impact do the talking.

DEDICATED

Dedicated to putting in the time and doing the hard work to improve outcomes and solve the tough challenges that others cannot or will not.

CARING

Improving lives is at the heart of everything we do. And we do everything with kindness and integrity. From our partners to our team, people inspire us to deliver on our promise to help take care of the complex patients who need us most.

EXPERIENCED

Our proven history and superior outcomes establish us as THE leader in specialty pharmacy. We helped invent the space and will define its future. Our experience bolsters our success.

Brand purpose

At Shields, people come first. Every interaction, every process, every step is built around the patient. Compassion is embedded in our core and it drives our success. Through this focused approach, we enhance the quality of patient care and improve overall outcomes.



Our logo

Our primary logo is made up of two colors and a custom gradient. In special cases where color reproduction is limited, or where a variation is needed, we have a white-only logo available. The white logo can be placed on black or one of our brand colors.

PRIMARY LOGO



Color breakdown



Charcoal



Deep Blue



Custom Gradient

SECONDARY LOGO



Secondary white for use on brand approved colors.
(See core color page.)

Our logo files

Logos are provided in multiple colors and several file formats. These logos have been created at specific sizes common to their media, and the native logo files should not be altered, recolored, or modified in any way.

The chart on the right details which files are intended for which uses.

		EPS/AI Vector	PNG - Bitmap	JPG - Pixel
Print	Color CMYK	●		
	Black CMYK	●		
	Reversed CMYK	●		
On-screen	Full Color RGB		●	●
	Black RGB		●	●
	Reversed RGB		●	●

Incorrect usage

 DO NOT ROTATE



 DO NOT ALTER FONT



 DO NOT PLACE ON POOR CONTRASTING BACKGROUNDS OR IMAGERY



 DO NOT PLACE IN SHAPES



 DO NOT CHANGE POSITION OF LOGO ELEMENTS



 DO NOT CHANGE SCALE OF LOGO ELEMENTS



 DO NOT USE IN EDITORIAL CONTEXT



 DO NOT ALTER COLORS



Alignment

There are three horizontal guides of alignment, and two vertical guides of alignment. A few are illustrated here and should be used whenever possible.



Ugiae con plique non porro et la aut quis mi, cus acceprat enienimet mi, quae consequo corem faces natiasp eligendio quia nihiciditas mo optatet .



Lorem ipsum dolor



Logo clear space

Our logo requires a clear space - please be sure nothing intrudes or obstructs this space.

Try to use simple and uncluttered backgrounds within this space whenever the logo is used on top of an image or graphic.



Clear space for print

For use in printed media use the Shield as reference for clear space.



Clear space for web

For use in digital media use the letter "H" as reference for amount of clear space.

Typography

Typography is an essential part of the Shields brand. It helps to unify messaging and create familiarity. A consistent typographic style is essential in creating a distinctive identity. Gotham is our primary typeface and should be used whenever possible.

See guidelines for recommendations for instances when our primary font cannot be used.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;?!@#\$%^&* -)

Typography

We use three variations of the Gotham font to create hierarchy and improve legibility. The following pages outlined the preferred usage of these varying font weights.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@#\$%^&*-))

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@#\$%^&*-))

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@#\$%^&*-))

Typography Substitute

In cases where Gotham is not available, Arial should be used as a substitute. These cases may include digital applications such as HTML Emails, Word documents, or digital presentations (such as PowerPoint) which cannot embed fonts. When styling text with Arial, all the same guidelines and standards listed within this document apply.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;!@#%^&*-)

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;!@#%^&*-)

Color palette

The colors outlined here make up our full palette. Our palette offers the opportunity to enhance our brand with vibrant and unique color options for all assets. While our primary colors are used the most, accenting with colors from our secondary palette can help differentiate content and further distinguish ourselves from our competition.

Since individual printers and computer screens show colors differently, the color swatches on this page should not be used for color-matching purposes. Always use the values provided here. Also note that the colors specified may not be modified or substituted.

PRIMARY PALETTE

CMYK 94 33 22 9
RGB 21 97 130
HEX 156182

CMYK 62 6 0 0
RGB 95 181 205
HEX 5FB5CD

CMYK 41 58 23 9
RGB 137 83 121
HEX 895379

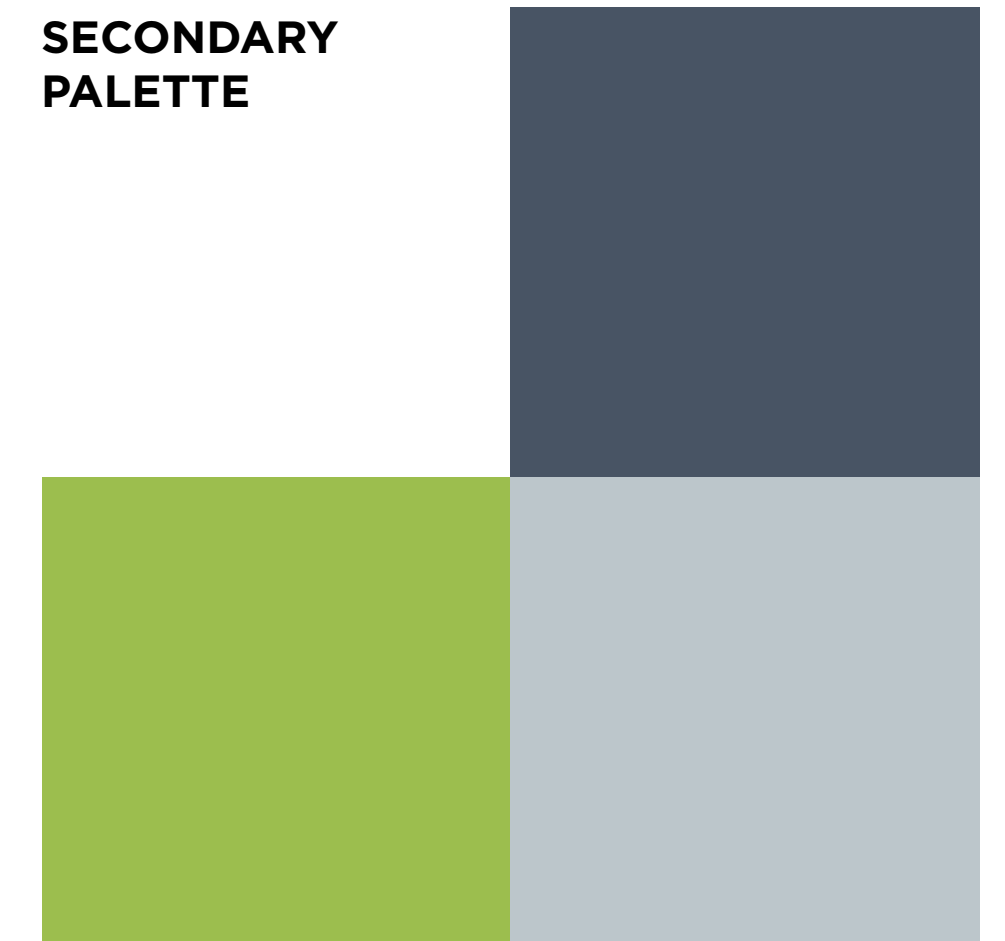


CMYK 4 20 63 0
RGB 244 201 86
HEX F4C956

CMYK 50 27 11 0
RGB 128 151 180
HEX 8097B4

SECONDARY PALETTE

CMYK 66 44 33 20
RGB 72 84 100
HEX 485464



CMYK 39 10 71 0
RGB 156 190 78
HEX 9CBE4E






CMYK 26 14 10 0
RGB 188 198 203
HEX BCC6CB

Website color palette

This color palette will only be used for our website. All colors follow the ADA Compliance guidelines for visual contrast to ensure people with disabilities will be able to access, use, and enjoy our website.

ALL other marketing collateral, whitepapers, brochures, videos, social graphics, etc. will remain using our original outlined brand colors.

PRIMARY PALETTE

HEX 184756	HEX 248097	
		
HEX 6E2157	HEX 895379	HEX 5C789C
		

SECONDARY PALETTE

HEX 0D263E	HEX 485464
	
HEX 5E8139	HEX BCC6CB
	

Tagline

Our styled treatment visually demonstrates our ability to improve lives and elevate performance for our health system partners.

ELEVATING SPECIALTY PHARMACY



Tagline

Like the corporate logo, our tagline has certain replication standards that must be followed. The tagline should never be altered and should always appear on one line.



The wide format of the tagline limits its use to larger applications only. It should never be used when the font size must be replicated smaller than 10pts.

ELEVATING SPECIALTY PHARMACY

Font: Gotham Medium

Kerning: 210

Baseline Shift for ELEVATING: 15% of font size. Example 20pt. font is 3pt. baseline shift.

Note: Underline is 50% tint of text color.



Because of its wide format, always be sure to leave clearspace above and below the tagline. The space should be at least equal to the total height of the tagline.

Program logos

In addition to our core mark, complimentary logos have been created to leverage our brand identity and promote additional endeavors under the Shields umbrella.

Always use an approved logo file when a program logo is displayed. Do not re-create or alter the original to create a different version.

Please contact the Marketing Department for access of these files.



ERG logos

Our employee resource groups have their own identity, these logos should be used as is, without modification.



BE GREAT Mission Statement

To create an inclusive and voluntary environment for all African American/Black employees through our offerings of educational opportunities, networking, cultural events, community service, and social gatherings



AWARE Mission Statement

To bring together a diverse and supportive mix of women who, through discussion of topics relevant to today's issues, educate, inspire, and encourage women to reflect on their own goals and status as they strive to move higher in their organization.



ICON Mission Statement

To promote personal growth and support for all members and create a safe and welcoming workspace for all Shields employees. We aim to make all members feel heard and respected within the workplace and beyond, regardless of experience, sex, gender, orientation, race, or religion.



VILLAGE Mission Statement

To build a community around Shields' working caregivers providing support, resources, and guidance to alleviate the pressures of caring for loved ones while they work towards and advance their careers



LOVE Mission statement

To foster an inclusive and voluntary environment for all Hispanic, Latino, y amigos where employees support one another professionally and personally through social gatherings, networking, cultural events, and community service.



HAAPI Mission Statement

To foster a strong sense of belonging and community at SHS and provide members with the ability to share their cultural heritage through cultural events, offer educational and professional development opportunities, networking, and social gatherings.



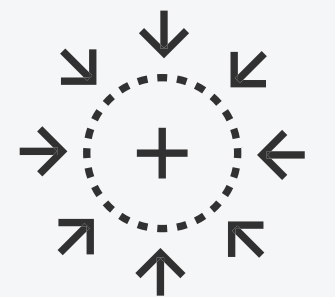
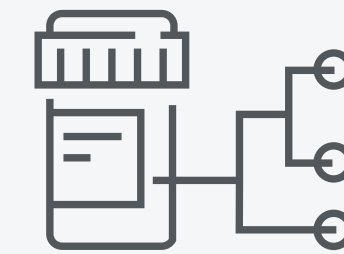
EMPOWER Mission Statement

To empower employees and enhance organizational health by creating a safe environment to encourage mental and emotional awareness. We aim to encourage healthier lifestyles, both mental and physical, and provide educational opportunities to improve the overall quality of life for all SHS employees

Icons

Icons enable users to navigate tasks and ideas with intuition, speed, and ease. Simple and friendly, our icons work equally well in solid color or reversed from our darker core colors.

A simple line style keeps them concise and free from complexity.



Our icon system use simple lines to create each icon. Each line should be consistent in stroke width. Solid fills should be avoided to ensure the visual weight of the icon is consistent across its entire footprint.



Our icons can be used in reverse form as well. Be sure to only use our darker core colors as a base.

Never use less than 1pt. stroke width to ensure that the lines used do not become muddy when reproduced on screen or in print.

Application

The following examples outline ways our brand expression has been executed. Many of these examples have templates created to ease development of additional assets in the same, consistent style.



Imagery

Photography is one of the most widely used assets that help define our brand.

In this section we'll explain the various categories of imagery and how they can best be used to further define our purpose.



The warmth and character of a subject should come through a confident yet friendly expression and a realistic wardrobe. Use photography with natural light when possible. Natural lighting reinforces the authenticity of the image. People should always look comfortable and candid, never unnaturally posed, stiff, or staged.

Graphic Expression

The Shield as container

Photography should capture a diverse and uplifting expression of the human condition. A natural and un-staged scene (without props) helps promote authenticity. The following examples illustrate the ways the imagery can be displayed via any media.



The full Shield as container

The silhouette of our full Shield can be used as a container for photographic images. Be sure to use images with enough saturation to fully define the edges of the shape.



The cropped Shield as container

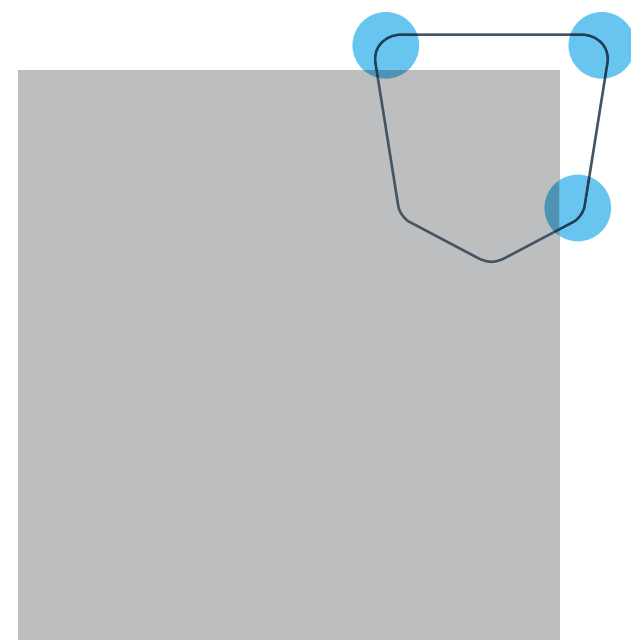
The silhouette of our Shield can also be used as a page header in both the top-right or top-left corner of the page. Use caution with image selection, as this unique shape requires some clearspace around the edges of the imagery around the crop area.

Graphic Expression

Single Shield container as anchor

The graphic expression offers many different ways to build a story in various formats. From simple two-part configurations to multi-graphic layouts, these formats accommodate different levels of content and hierarchy.

The primary expression is a single Shield as the anchor to the piece. It should always contain a single visual component and should always be cropped as shown from the top two corners.



When using the Shield as a cropped visual anchor, always be sure to completely crop the rounded corners of the mark. The radius of each cropped corner must not be visible — only straight lines bleed off of all formats.



Graphic Expression

The Shield as container for data points

Shields quantifies our results with data, and that data can be uniquely displayed within our Shield graphic. The following guidelines help ensure legibility and easy absorption of our data points.

Outlined Shield

Using any of our core colors, a data point can be optically centered within the Shield. It is important to keep the data simple. A single digit is preferred.

The outline thickness should be the equivalent of the width of the text strokes. A consistent color must be used for all components of the graphic.



**HEALTH SYSTEM
PARTNERS**



**ANNUAL
SPECIALTY
PRESCRIPTION
OPPORTUNITY**

Gotham Medium is used for both the data point and the complimentary text. Please use center-aligned, all caps for complimentary text.

A complimentary identifier can be placed within the Shield if needed.

Solid Shield

A solid silhouette of our Shield can also be used as a container. The font used within the Shield is solid white, Gotham Medium.

All other guidelines apply when using this execution.



**PATIENTS
REPRESENTED**



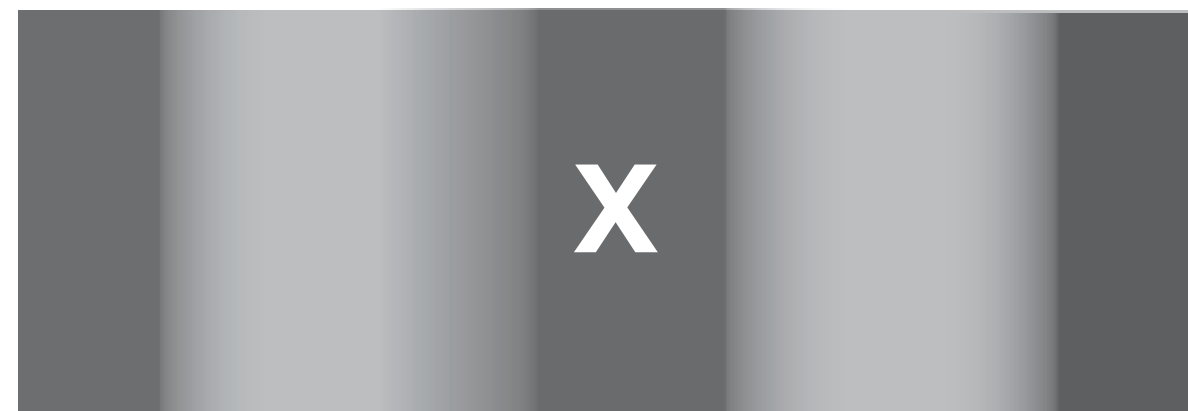
**INTEGRATED
DISEASE STATES**

Graphic Expression

Gradient Banner image blend

Imagery can be used within a gradient banner. Our core colors are available and must be the only ones used for this technique.

The gradient must dissolve consistently across its range and should not overlap any key subjects of the image.



YES

NO

YES

Always anchor the primary image to one end of the banner. Never use a double-sided gradient within the center of the banner.



Graphic Expression

Gradient Banner without image

These gradient banners can be used to accent headers and footer, body-copy blocks or call-outs. Both print and web media can benefit from these banners. Be sure to use these color models for each end point as they gradate to a darker tone to allow for knockout text.



These Gradient Banners can be used in combination with the Shield image container.

Be sure the gradient bleeds off both ends of the blend. (Off the page, and/or completely behind the Shield.)

Be sure Gradient Banner is aligned to the top of the page when used in tandem with the Shield image container.



CMYK 49 5 100 0
HEX 9CBE4E

68 25 100 21
557200



CMYK 78 70 48 43
HEX 485464

73 75 55 67
281F2B



CMYK 53 92 35 18
HEX 895379

61 84 50 57
411E33



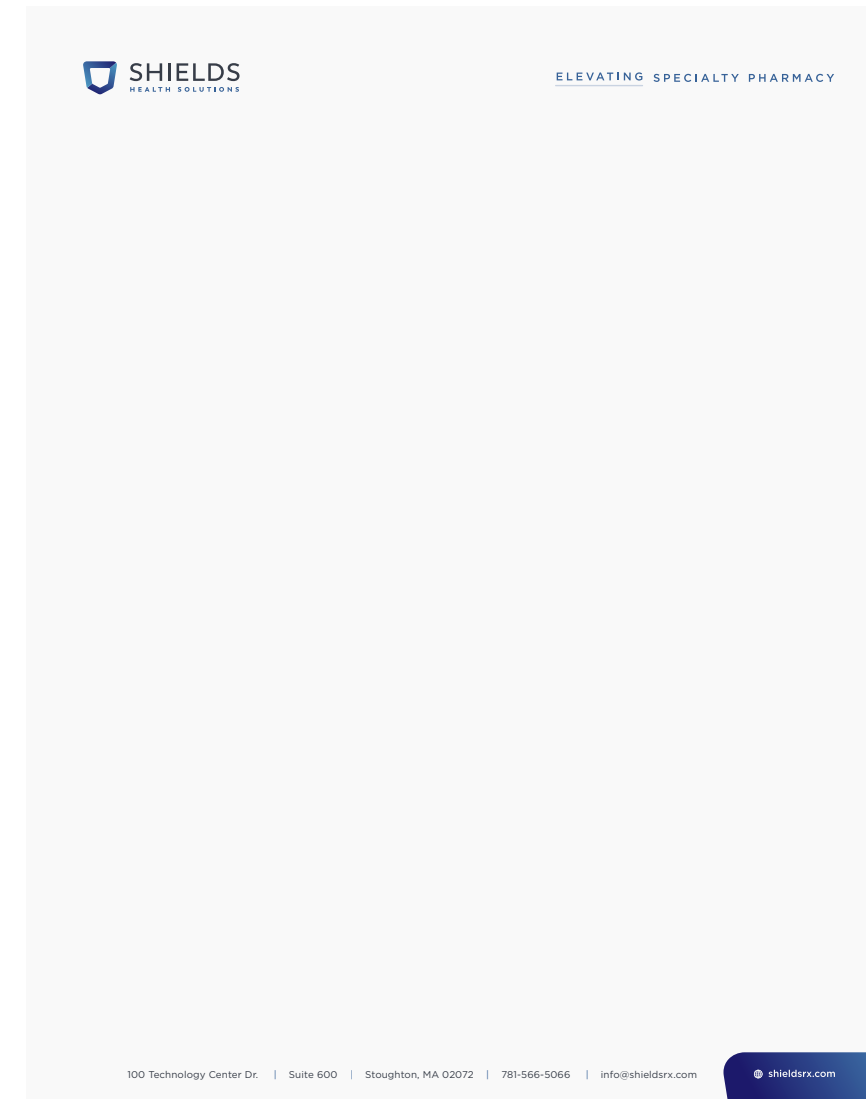
CMYK 94 68 38 24
HEX 156182

96 80 47 52
0D263E

Stationary

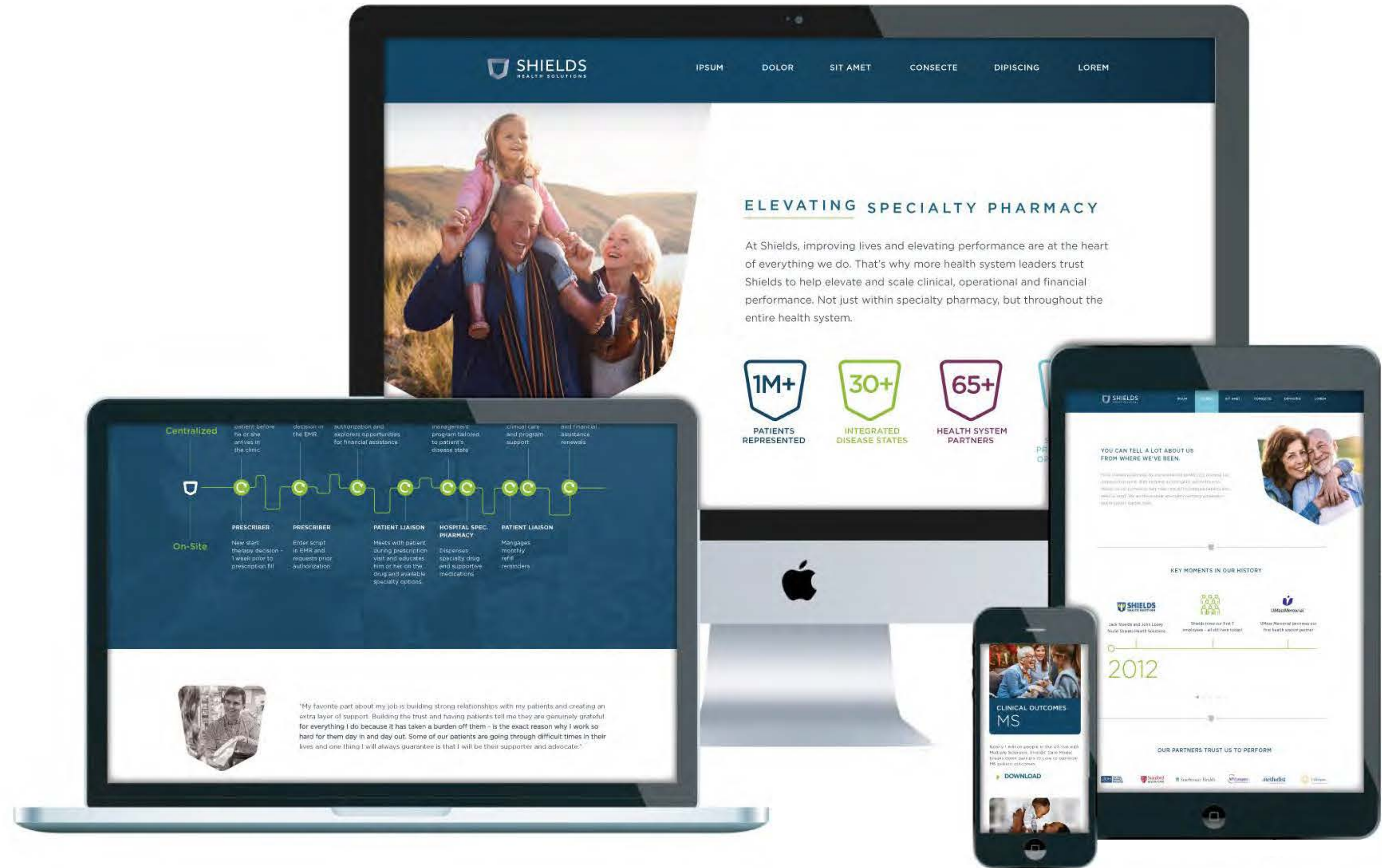
Shields has created a suite of documents to be used in communication. Always use supplied templates for all communications, never create your own.

Please contact Marketing for access to these documents.



Digital

Website



Presentations

PowerPoint

SHIELDS
HEALTH SOLUTIONS

ELEVATING SPECIALTY PHARMACY

OUR VALUE
We transform specialty pharmacy into a powerful growth engine and produce superior outcomes.

Improving lives and elevating performance are at the heart of everything we do. That's why more health system leaders trust Shields to elevate access, outcomes, and growth within specialty pharmacy — delivering value throughout the entire health system.

- Expand payer and medication access
- Improve therapy management and care coordination
- Deliver superior patient experiences and outcomes
- Generate incremental net operating income and accelerate growth

OUR PARTNERS
We keep good company.

We reach and offer services to health systems across the U.S. who represent nearly one million patients with complex and chronic conditions.

WHO IS SHIELDS
We are the premier specialty pharmacy accelerator in the country.

From humble beginnings to unprecedented growth, our purpose has remained the same. With kindness and integrity, we continue to deliver on our promise to help take care of the complex patients who need us most.

2012 2017 2019 2020 2021

OUR CULTURE
At Shields, people come first.

Every interaction, every process, every step is built around our partners, patients and our team. Jack Shields built this company with kindness and compassion embedded in the core and it continues to drive our success. By taking care of our people, we can take care of others. With this focus, we enhance the quality of patient care and improve outcomes for health systems across the country.

WHAT WE DO
We elevate specialty pharmacy in health systems with our Shields Performance Platform.

Leveraging our proven Shields Performance Platform we help you produce the superior outcomes your patients deserve and the financial results your health system demands.

SHIELDS PERFORMANCE PLATFORM
We are the partner of choice for health system leaders who want to transform specialty pharmacy into a powerful growth engine and produce superior patient outcomes.

We elevate access with the Shields Health System Network, expertise and programs.

- 70+ HEALTH SYSTEM PARTNERS
- 700+ HOSPITALS
- \$30+ BILLION ANNUAL SPECIALTY OPPORTUNITY

SHIELDS PERFORMANCE PLATFORM
We elevate health outcomes through the Shields Care Continuum.

Leveraging our dedicated experts, proven collaborative care model and integrated care technologies we help produce the superior outcomes patients deserve and the financial results health systems demand.

A wide array of page designs are available to help craft memorable presentations that tell our story succinctly. Be sure to use established layouts when possible.

Print Collateral

Outcome Sheets

SHIELDS HEALTH SOLUTIONS

SHIELDS OUTCOMES HIV

OUR PROVEN CARE MODEL BREAKS DOWN BARRIERS TO CARE TO OPTIMIZE PATIENT OUTCOMES. Shields Health Solutions' dedicated clinical team of pharmacists, liaisons and patient support advocates, engages patients and their families to help educate, coordinate care and ensure patients receive specialty medication without significant delays.

SHIELDS OUTCOMES HIV

Human immunodeficiency virus (HIV) is a virus spread through contact with certain fluids of an infected person, attacking the immune system and affecting the body's ability to fight infections and certain cancers. HIV is incurable and can progress to the most advanced disease stage if left untreated, known as Acquired Immunodeficiency Syndrome (AIDS).¹

TREATMENT
There is no cure for HIV, but with proper medical care and the use of a potent combination of medications known as antiretroviral therapy (ART), HIV has become a manageable chronic condition. This combination therapy has proven to reduce health complications associated with the disease, increase life expectancy and prevent transmission.²

What is the goal of therapy? The goal of therapy is to reduce the amount of HIV in the body (viral load) to a very low or undetectable level, which keeps the immune system working and prevents complications. When the viral load reaches this level, it is referred to as viral suppression, or having less than 200 copies of HIV per milliliter of blood.^{3,4}

AVERAGE % OF PATIENTS WHO REACH VIRAL SUPPRESSION

Why viral load matters. Keeping a patient's viral load low is essential in helping them live longer, healthier lives while also reducing their chances of transmitting the virus to others. To maintain a low viral load, patients must adhere to ART and keep up with routine appointments. Nonadherence to ART may reduce treatment response, increase drug resistance and morbidity, and even result in death.⁵

1.2 MILLION HIV PATIENTS IN THE U.S.

3 Common Barriers to the Treatment & Management of HIV

- Lack of financial resources
- Lack of personal support (stigma, etc)
- Lack of education on disease state and treatment

Breaking Down Barriers to Care | **OUR SHIELDS CARE MODEL**

\$3
Majority of Shields HIV patients have a copay of \$3 or less.

<24
Shields average time to therapy is less than 24 hours for patients with HIV.

>150
HIV Clinics

11,000
HIV patients with access to the Shields Care Model

SHIELDS OUTCOMES HIV

OUR PROVEN CARE MODEL BREAKS DOWN BARRIERS TO CARE TO OPTIMIZE PATIENT OUTCOMES. Shields Health Solutions' dedicated clinical team of pharmacists, liaisons and patient support advocates, engages patients and their families to help educate, coordinate care and ensure patients receive specialty medication without significant delays.

ENGAGE
Our clinical team engages with patients at the clinic and through telehealth appointments, stressing the importance of therapy adherence and routine lab work.

INTERVENE
Our clinical team intervenes to improve the patient's care plan, mitigates side effects, monitors drug interaction(s), and analyzes lab results early to prioritize medication therapy.

COORDINATE
Our team investigates patient benefits, completes prior authorizations and identifies financial assistance, minimizing barriers to optimal therapy.

ENHANCE
Through clinical interventions, we can enhance patient care by providing support, education, and optimizing therapy to help patients achieve and maintain a viral load suppression.

RENEW
Proactively identify opportunities to improve patient care, monitor patient progress, and outcomes at each touchpoint.

¹ About HIV (CDC) (Web Page) | HIV/AIDS | CDC. Accessed 04/12/21.
² About HIV (CDC) (Web Page) | HIV/AIDS | CDC. Accessed 04/12/21.
³ About HIV (CDC) (Web Page) | HIV/AIDS | CDC. Accessed 04/12/21.
⁴ Treatment (Living with HIV) (Web Page) | HIV/AIDS | CDC. Accessed 04/12/21.
⁵ Primary Care Guidelines for Persons With Human Immunodeficiency Virus, 2020 Update for the HIV Medicine Association of the Infectious Diseases Society of America | Clinical Infectious Diseases | Oxford Academic | September 2020. Accessed 04/12/21.
⁶ Health Resources and Services Administration. Ryan White HIV/AIDS Program Annual Client Level Data Report 2019. Published December 2020. Available at <https://www.hrsa.gov/data-reports>. Accessed March 14, 2020.
⁷ Harris MC, Johnson AL, Han C, Kang YK, et al. Viral Significance Status of Human Immunodeficiency Virus Testing, Viral Suppression, and HIV Prevention Practices—United States, 2010–2016. *Emerging Infectious Diseases* 2019;25(11):2111–2118. Accessed March 14, 2020.
⁸ Treatment Goals (Web Page) | CDC. Accessed 04/12/21.

SHIELDS HEALTH SOLUTIONS

SHIELDS OUTCOMES Rheumatoid Arthritis (RA)

OUR PROVEN CARE MODEL BREAKS DOWN BARRIERS TO CARE TO OPTIMIZE PATIENT OUTCOMES. Shields Health Solutions' dedicated clinical team of pharmacists, liaisons and patient support advocates, engages patients and their families to help educate, coordinate care and ensure patients receive specialty medication without significant delays.

RA is an autoimmune and inflammatory disease where the immune system attacks healthy cells in the body, causing inflammation and painful swelling in the affected parts of the body.¹

TREATMENT
Treatment for RA includes a combination of provider exams, laboratory work, and various combinations of medications that help slow disease progression and prevent joint damage. These treatments also aim to slow or stop disease activity and ultimately slow disease activity or help maintain with lower or no RA symptoms, which is the goal of therapy.²

What we measure: To measure the progress of treatment, Shields Rheumatoid Arthritis (RA) patients undergo the Routine Assessment of Patient Index Data 3 (RAPID3) at baseline and ongoing throughout treatment to measure the patient's level of disease activity or severity. Shields assesses three questions, and based on their answers, a score is calculated that correlates to level of disease activity. Disease severity is defined as moderate, low, moderate or high activity. The disease severity of their patients is measured in which our Shields pharmacists conduct follow-up assessments with patients to monitor their treatment progress.

Why it matters: Monitoring a patient's disease activity is vital in treatment. It allows the patient's care team to adjust their treatment regimen based on how they respond to medication and how they're feeling. The RAPID3 provides the patient-reported insights needed to make these adjustments and allows the patient to stay on schedule in their care, leading to improved outcomes and increased treatment adherence.

1.3 MILLION RA PATIENTS IN THE U.S.

3 Common Barriers to the Treatment & Management of Rheumatoid Arthritis

- Lack of financial resources
- Lack of knowledge of disease progression
- Medication adherence

Breaking Down Barriers to Care | **OUR SHIELDS CARE MODEL**

\$10
Majority of Shields RA patients have a copay of \$10 or less.

3
Shields average time to therapy is less than 3 days for RA patients.

93%
Shields RA patients report that they feel very well and have fewer RA symptoms.

>14,500
RA patients with access to the Shields Care Model

SHIELDS HEALTH SOLUTIONS

SHIELDS OUTCOMES Multiple Sclerosis (MS)

OUR PROVEN CARE MODEL BREAKS DOWN BARRIERS TO CARE TO OPTIMIZE PATIENT OUTCOMES. Shields Health Solutions' dedicated clinical team of pharmacists, liaisons and patient support advocates, engages patients and their families to help educate, coordinate care and ensure patients receive specialty medication without significant delays.

MS is a chronic, autoimmune disease of the central nervous system, affecting the communication between the brain and other parts of the body.¹

TREATMENT
There is currently no cure for Multiple Sclerosis, establishing and following a treatment plan is the best way to manage MS and enhance one's quality of life. Treatment plans for MS often include medications to prevent the number of relapses and help treat symptoms.²

What we measure: Patient-reported relapses, and called an annualized relapse rate (ARR), are used to measure disease progression and progression of MS. A lower ARR is considered with slower disease progression and improved quality of life. Clinical pharmacists engage patients with relapse prevention strategies to provide information on the number and severity of relapses.

How we measure ARR: We measure the number of patient-reported relapses over 1 year to measure disease progression and progression of MS. A lower ARR is considered with slower disease progression and improved quality of life. Clinical pharmacists engage patients with relapse prevention strategies to provide information on the number and severity of relapses.

Optimal ARR Range: 0.00-0.05

Why it matters: Reducing the number of relapses over time can delay the progression of disability and maintain independence.³

How monitoring ARR helps: A patient reports a relapse, our pharmacists will monitor their relapse and their clinical medical record to determine if the relapse could be due to medication-related concerns, such as non-adherence, and intervene with the patient and family to improve their medication management.

1 MILLION MS PATIENTS IN THE U.S.

3 Common Barriers to the Treatment & Management of Multiple Sclerosis

- Lack of financial resources + non-integrated specialty pharmacies average copay is \$100*
- Inadequate care coordination between Multiple Sclerosis care and non-specialty pharmacies
- Lack of disease information and support for families/caregivers for someone with Multiple Sclerosis.

Breaking Down Barriers to Care | **OUR SHIELDS CARE MODEL**

\$5
Majority of Shields MS patients have a copay of \$5 or less.

4
Shields time to therapy is less than 4 days for MS patients.

>100
MS Clinics

>5,000
MS patients with access to the Shields Care Model

SHIELDS HEALTH SOLUTIONS

SHIELDS OUTCOMES Hepatitis C

OUR PROVEN CARE MODEL BREAKS DOWN BARRIERS TO CARE TO OPTIMIZE PATIENT OUTCOMES. Shields Health Solutions' dedicated clinical team of pharmacists, liaisons and patient support advocates, engages patients and their families to help educate, coordinate care and ensure patients receive specialty medication without significant delays.

Hepatitis C is a liver infection caused by the hepatitis C virus (HCV) and is spread through contact with the blood of an infected person. The virus can cause both acute and chronic hepatitis, ranging in severity from a mild illness lasting a few weeks to a serious, lifelong illness.¹

TREATMENT
HCV infection is treated with antiviral medications intended to clear the virus from the body. These antiviral medications are highly effective and cure an average 95% of patients after 8-12 weeks of treatment.²

What we measure: Chronic hepatitis C can be serious, resulting in long-term health complications, including liver damage or liver cancer, cirrhosis or even death. Achieving SVR is not only important in reducing the risk of these long-term health problems, but it is also key in helping to slow the spread of the virus.³

2.4 MILLION WITH HCV IN THE U.S.

3 Common Barriers to the Treatment & Management of Hepatitis C

- Poor awareness and education of hepatitis C and treatment options
- Lack of adherence to treatment and appointment follow-up
- High economic barriers such as medication costs and lack of insurance

Breaking Down Barriers to Care | **OUR SHIELDS CARE MODEL**

\$5M
Financial assistance patients have accessed through our program.

97%
Percentage of Shields patients who achieved SVR.

7
Shields Hepatitis C Specialists

5,600
Patients with HCV infection with access to the Shields Care Model

Print Collateral

Backgrounder



ELEVATING SPECIALTY PHARMACY



Shields is the foremost expert in the health system specialty pharmacy industry

At Shields, improving lives and elevating performance are at the heart of everything we do. That's why more health system leaders trust Shields to help elevate and scale clinical, operational and financial performance. Not just within specialty pharmacy, but throughout the entire health system.



1M+
PATIENTS REPRESENTED



30+
INTEGRATED DISEASE STATES



65+
HEALTH SYSTEM PARTNERS



\$30 BILLION
ANNUAL SPECIALTY PRESCRIPTION OPPORTUNITY

How we accelerate system-wide growth

Leveraging our dedicated experts, proven collaborative care model and integrated care technologies we help produce superior outcomes patients deserve and the financial results their system demands. We work alongside a health system's pharmacy team to break down barriers to affordable care; scale specialty pharmacy services, retain more patients and scale system-wide growth.

Trade Relations
Develop and grow deep relationships with manufacturers to facilitate market access for existing and pipeline limited distribution drugs

Accreditation
Our experienced team gains dual accreditation within the first 18 months, facilitating one of the many payer and drug access requirements with a 100% success rate

Operations
Leveraging our purpose-built technology platform, TelemetryRx, we work with health system pharmacy and clinic teams to successfully develop specialty pharmacy programs in targeted clinics

Implementation
Defines strategic goals, integrates with existing resources and executes efficient implementations to drive operational success

Payer Contracting
Navigates complicated payer requirements to unlock access and expand care to more patients

Revenue Cycle
Fully supports the pharmacies revenue collections process

340B Strategy
Handles strategic services related to 340B, helping systems capture value through clinic and script qualifications



What makes Shields different

Shields has shown demonstrated success partnering with leading health systems across the country - more than 65 and counting. The collective knowledge and influence of our partners and our vested interest in delivering measurable results leads to outcomes that are unmatched in the industry.



Providing better patient health and hospital health through a true, secure partnership is our mission.



PATIENT HEALTH

- Time to Therapy: 2 Days vs. 7-10 day avg.
- Average Copay: \$10 avg. vs. \$131 national avg.
- Patient Satisfaction: 84 Net Promoter Score vs. 26 avg.
- Provider Satisfaction: 91% vs. <50% avg.
- Medication Adherence Rates: 92% vs. 65% avg.
- 9-13x more patient care interactions vs. industry avg.
- 35-40% Reduction in Physician / ED visits
- 13% Reduction in Total Healthcare Costs



HOSPITAL HEALTH

- 20 hours/week avg. clinical team time-savings
- 95% Clinical Intervention Acceptance Rate
- 90%+ payer access
- 90%+ LDD access
- 2x faster dual accreditation
- <90 days to program go-live
- 90%+ Patient Retention
- 30+ disease states serviced

Specializing in Specialty

Shields helps hospital leaders accelerate their specialty pharmacy programs, allowing health systems to provide fully-integrated patient care. Since 2012, we have created and enhanced more health system-owned specialty pharmacies than anyone in the country. Using that experience, we help provide the best clinical results in the shortest amount of time using the lowest risk model for health systems.



shieldsrx.com

Special Executions

MentorCare

A special visual system has been created for the MentorCare program. It's design system leverages slightly different visual assets while still conforming to the core brand standards.

A suite of templates has been created to help initiate the creation of multiple assets within the program.

PRIMARY PALETTE



PRIMARY ICON



SYSTEM ICONS



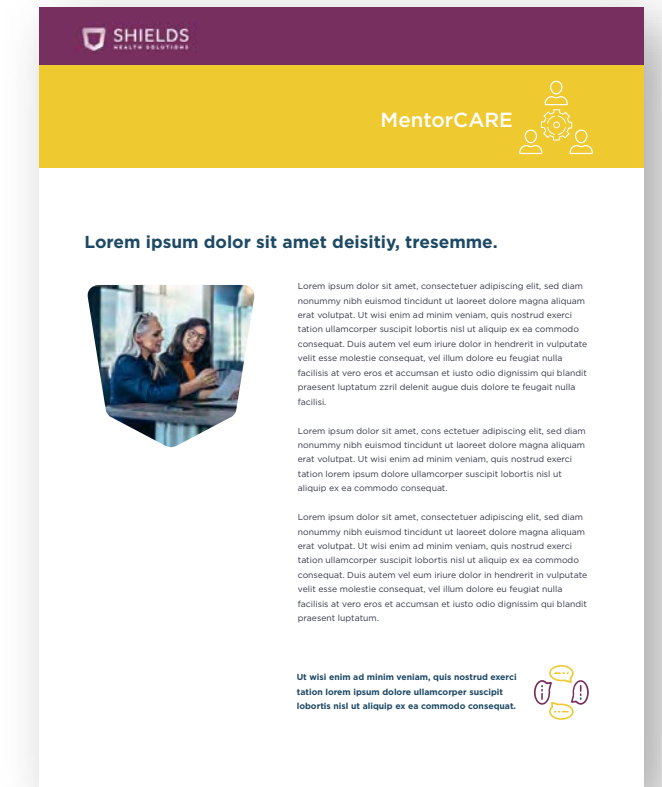
PPT



Pamphlet



Poster



Word Template

