Medidata Acorn AI Supports EUSA Pharma's Relaunch of SYLVANT® in the US Market

Medidata Acorn AI's commercial data management technology helps identify previously untreated and undiagnosed patients

New York, NY – March 24, 2021 – Medidata, a Dassault Systèmes company, the global leader in creating end-to-end solutions supporting the entire clinical trial process, announced that its Acorn AI commercial data management technology was used by oncology biopharmaceutical company EUSA Pharma for the U.S. commercial relaunch of SYLVANT (siltuximab).

[Medidata Acorn AI Commercial Data Solutions](#) provides commercial pharmaceutical organizations with the data management and insights needed to maximize brand success. EUSA Pharma is using Medidata's STRATA® end-to-end commercial data management platform and LUMEN Insights™ to empower its sales and marketing teams with data-driven insights to identify previously untreated patients, remove barriers to treatment, and improve patient adherence.

"We consider Medidata Acorn AI technology to be the cornerstone of our digital commercial analytics platform. This helped us maintain a lean infrastructure, and more importantly better understand our business," said Mickey Baker, Head of U.S. Market Access & Operations at EUSA Pharma. "Medidata Acorn AI Commercial Data Solutions worked as a trusted extension of our team, not only from a technological viewpoint, but for their data expertise as well."

The commercial data model developed through the Medidata Acorn AI Commercial Data Solutions team is designed to scale with new indications and products, which will complement EUSA Pharma's planned commercial strategy and operations. The commercial data model will enable people at all levels of EUSA Pharma to access a single source of truth and create readable, intuitive reports about SYLVANT's commercial performance.

"Our Commercial Data Solutions team completed a fully remote implementation of STRATA and LUMEN to support EUSA Pharma's SYLVANT relaunch," said Frank Lane, Medidata Acorn AI, vice president, Customer Success and Delivery Excellence. "It speaks to our team's technical expertise and ability to be nimble and adjust during the COVID-19 pandemic, as we continue to help pharmaceutical companies execute on their launch strategies."

From identifying and retaining patients, discovering biomarkers, accelerating diagnosis, and delivering insights into complex patient populations, Medidata is advancing oncology and rare

disease trials by expediting outcomes and improving experiences. These diseases are often poorly understood with limited treatment options and data for physicians to select the most appropriate therapy for patients. For example, Medidata published research, in collaboration with the Castleman Disease Collaborative Network, which used Rave Omics to identify potential biomarkers for early response to treatment.

Medidata is a wholly owned subsidiary of Dassault Systèmes, which with its 3DEXPERIENCE platform is positioned to lead the digital transformation of life sciences in the age of personalized medicine with the first end-to-end scientific and business platform, from research to commercialization.

About Medidata

Medidata is leading the digital transformation of life sciences, creating hope for millions of patients. Medidata helps generate the evidence and insights to help pharmaceutical, biotech, medical device and diagnostics companies, and academic researchers accelerate value, minimize risk, and optimize outcomes. More than one million registered users across 1,700+ customers and partners access the world's most-used platform for clinical development, commercial, and real-world data. Medidata, a Dassault Systèmes company (Euronext Paris: #13065, DSY.PA), is headquartered in New York City and has offices around the world to meet the needs of its customers. Discover more at www.medidata.com and follow us @Medidata.

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