



Born out of a Passion to Connect Patients with Care

iSwarm accelerates patient acquisition through social media activation technology.

SOLUTION HIGHLIGHTS

- **Millions** of health-related **online and social media** conversations **analyzed daily**
- **Clinically qualified patient personas** enhanced by natural language processing
- Compliant access to **thousands of new patients and customers**
- Compliment cross-channel marketing efforts with engagement options that activate **new audiences**
- Accurate and efficient patient conversions lead to a **low-cost** engagement

TESTIMONIAL

"EPAM is a trusted partner who helped us to innovate in the digital world by engaging customers using social media platforms. I highly recommend their work not only for their professional and processed orientated approach, but also for their mindset to understand our marketing needs and their deep knowledge of the digital environment"

Nicolas Renard – Global Marketing Director of Diversified Brands, MSD

FAST FACTS

75%

Typical candidate conversion rate that meet **mandatory screening** requirements

90 Days

Typical **time to reach ROI** from engagement and activation targets

5% to 15%

Typical **engagement boost** of online assets over 90 days (PDFs, Videos, Surveys, Forms)

1% to 3%

Typical candidate **activation boost** over 90 days (Treatment Acquisition, Pre-Enrollment, Trial Registration)

Consider **iSwarm** as a patient accelerator on your next digital engagement venture.

Life Sciences & Healthcare

Our cutting-edge digital solutions help Life Sciences and Healthcare organizations improve the drug development lifecycle, speed access to essential therapies, engage customers and deliver better patient outcomes.

HOW WE CAN HELP

- Claims, Case Management & Clinical Effectiveness Platforms
- Product Development & Physical/Virtual Hospital Experiences
- Applied Mathematics & Scientific Informatics Workflows
- Analytics & Big Data including Population Health Management, Evidence-Based Decision-Making, Machine Learning, Wearable Device Integration & Embedded Software Development
- Knowledge Management, Content Management & Digital Asset Management
- Patient & Provider Portals
- Integrated Health Solutions including ACOs, Care Management & Value-Based Care
- Algorithm Development
- Precision Medicine
- Translational Research & Clinical Trials Support
- Regulatory-Compliant Software for 21 CFR Part 11 & GxP
- Consumer Engagement & Incentives including Patient Care, Gamification, Mobile Apps, Telemedicine Platforms & Medication Adherence

FAST FACTS

9/10

We Work With 9 out of the 10 Largest Pharmaceutical Companies

3/5

3 out of the Top 5 US Health Plans Rely on EPAM

4/10

We Serve 4 out of the Top 10 Healthcare ISVs

1,900+

Life Sciences & Healthcare Professionals

WANT TO TALK TO US ABOUT YOUR BUSINESS NEEDS?



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