

## Amplify the Impact of Your Modular Content Strategy

Drive therapy initiation and adherence with AI-enabled dynamic modular content

When there are many components to a patient's outreach, it's not humanly possible to accurately account for all the variations. AI-enabled dynamic modular content can get the job done.

The diagram shows an email interface with the following components labeled:

- SUBJECT LINE:** "How well do you know your condition?"
- PREVIEW TEXT:** "An up-close-and-personal look at migraines"
- HEADER:** "How well do you really know migraines?"
- IMAGE:** A photo of a woman and a child looking at plants.
- INTRO:** "Hello Vivian," followed by a paragraph of placeholder text.
- MAIN BODY:** Contains a section titled "Did you know?" with a heart image and a list of bullet points, and another section titled "More Things to Share" with a pill icon and a "Getting Started" sub-header.
- CTA:** A button labeled "VISIT THE PATIENT STARTER KIT".

AI further enhances the effectiveness of your modular content strategy by dynamically personalizing the best combination of modules for patients at the individual level – at scale, further personalizing communication and driving initiation and adherence.

Any digital modules can be tailored including email subject lines, preview text, text blocks, images, CTAs, SMS messages, and more.

### MODULES

The modules shown are:

- Image of a woman and child with the Biomedic Health Center logo.
- A pie chart with the text "BioMedic Title" and a paragraph of placeholder text.
- A text block with a "Call to Action" button and an image of a woman and child.
- A text block with an image of three people and a paragraph of placeholder text.

### DYNAMIC EMAIL

The dynamic email layout includes:

- A header with an image of a woman and child and the Biomedic Health Center logo.
- A main body section with a pie chart and the text "BioMedic Title" and a paragraph of placeholder text.

