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Tern Plc

("Tern" or the "Company")

Talking Medicines New DrugVoice Application

Tern Plc (AIM:TERN), the company focused on value creation from Internet of Things ("IoT") technology businesses, is pleased to note that Talking Medicines Limited ("Talking Medicines"), a company in which Tern currently holds 23.8% of the equity, has today announced the launch of a new application, 'Intent to Prescribe' within its DrugVoice™ platform. Talking Medicines' DrugVoice is designed to connect Talking Medicines' Message Resonance Score™ with near-real-time point-of-care intent signals and aims to reveal what resonates with healthcare professionals ("HCPs"), how it relates to the intent to prescribe, and where patients could benefit.

Extracts from the Talking Medicines announcement:

Talking Medicines, the advanced data science and AI company for life sciences, today announced the launch of the new Intent to Prescribe application within DrugVoice, enabled through new partnerships with point-of-care data providers.

By combining message resonance intelligence with point-of-care signals, the DrugVoice application helps pharmaceutical companies identify which HCPs are aligned with their messaging and examine the association between that alignment and prescribing intent in near real time.

Pharma invests billions each year in communications intended to inform HCPs and influence decision-making. Yet brand, medical, and insights teams often lack an evidence-based way to understand which individual HCPs are most aligned with their messages or whether that alignment is associated with an increased intent to prescribe.

Put simply, traditional measures such as reach and engagement do not answer the bigger question: Which messages resonate with the HCPs that matter, and is stronger resonance associated with greater intent to prescribe?

Talking Medicines addresses this blind spot by bringing together two distinct intelligence layers:

- *Message Resonance Score™ identifies alignment between HCPs and specific messages using curated real-life data and advanced data science, revealing what resonates, with whom, and why.*
- *Point-of-care data provides near-real-time signals of prescribing intent within the clinical workflow.*

Bringing these layers together enables teams to identify HCPs showing stronger alignment with priority messaging and examine how that alignment relates to prescribing intent at the point of care.

The intelligence can help Pharma companies and their agency partners:

- *Identify the HCPs most aligned with priority messages*
- *Understand what resonates across HCP personas*
- *Examine associations between message alignment and intent to prescribe*
- *Reveal potential gaps between prescribing intent and subsequent behaviour*
- *Inform more relevant medical and commercial communications*
- *Monitor changes around launches, campaigns, congresses, and other key moments*

"Pharma has no shortage of engagement data, but engagement alone does not show which HCPs are genuinely aligned with its messaging," said Jo Halliday, CEO of Talking Medicines.

"The bigger opportunity is understanding whether a message resonated, whether that resonance is associated with intent to prescribe, and where that intent could translate into more appropriate patients reaching treatment.

"DrugVoice creates an intelligence layer between HCP messaging, prescribing intent, and patient opportunity."

Intent to Prescribe is one of several applications of DrugVoice Message Resonance Score™. The proprietary framework can also be used to benchmark positioning and messaging, validate personas, compare resonance across HCPs, opinion leaders, patients, and consumers, and monitor changes over time, helping Pharma companies move beyond communication activity to understand what resonates and what to do next.

As pharmaceutical leaders gather in Philadelphia to discuss the future of marketing, medical affairs, commercialisation, data, and AI, the ability to connect communications intelligence more closely with HCP decision-making and patient opportunity is becoming increasingly important.

"Message performance should not stop at whether content was seen or clicked," Halliday continued. "The more valuable question is whether the message aligns with the right HCP and whether that alignment is associated with intent to act. Understanding what resonates, with whom, and why gives Pharma a stronger intelligence layer for deciding what to do next."

DrugVoice transforms curated, unstructured real-life HCP, patient, and consumer data into structured, governed intelligence using advanced data science and AI. Its natural-language interface allows teams to ask questions in their own words and receive clear, evidence-based answers grounded in the underlying data.

Know what resonates. Understand intent. Unlock patient uptake.

The Intent to Prescribe application is available through tailored DrugVoice intelligence programs for pharmaceutical companies and their agency partners, with point-of-care intent signals enabled through Talking Medicines' new data partnerships.

About Talking Medicines

Talking Medicines is an Advanced Data Science and AI company for life sciences. Its DrugVoice™ platform transforms real-life voice data from HCPs, patients, and consumers into structured, governed intelligence that helps pharmaceutical companies and their agency partners understand audiences, quantify message resonance, and make more evidence-based commercial and medical decisions. Through its proprietary DrugVoice Message Resonance Score™, Talking Medicines identifies what resonates, with whom, and why, helping pharma connect healthcare voice with intent and patient opportunity.

For more information, visit: https://talkingmedicines.com

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