



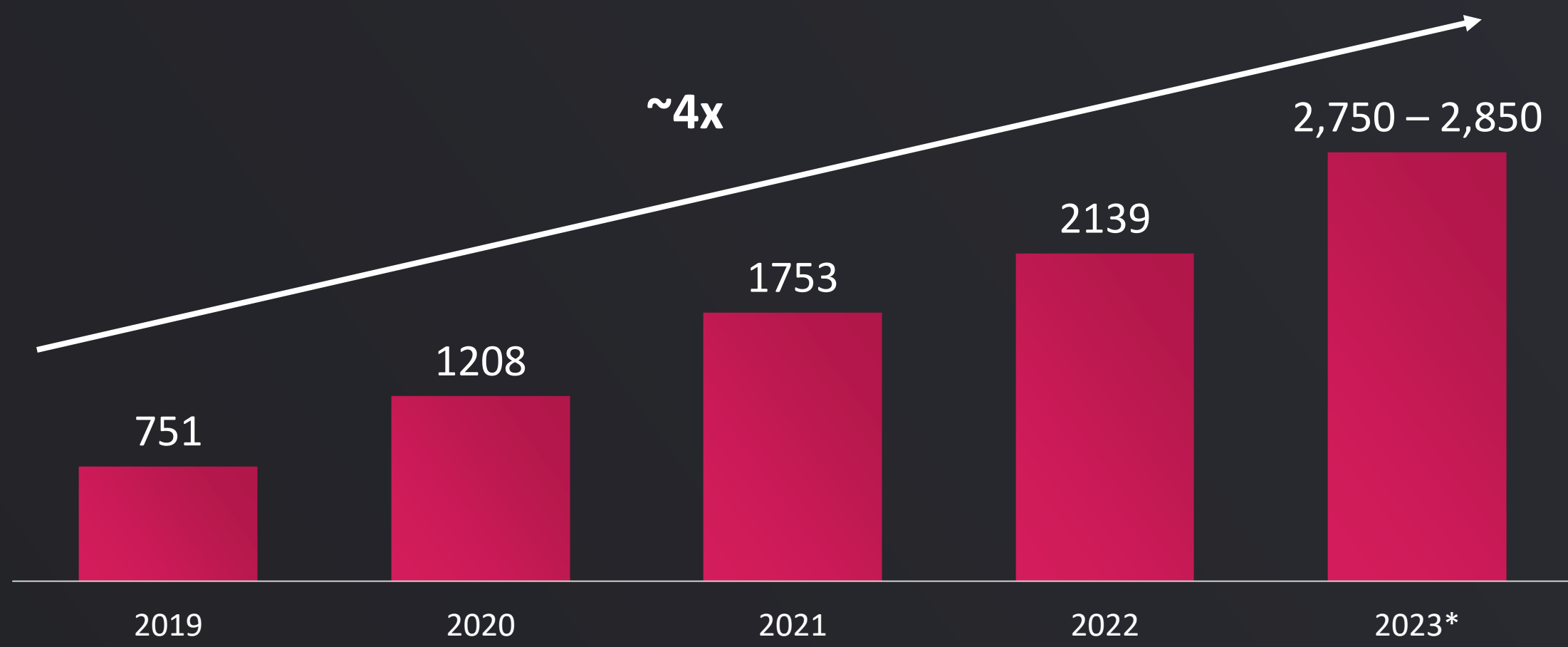
# AGENDA FOR 04/13/2023

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- **Unique Execution: 4 TIMES IN 4 YEARS - Virgilio**
- **How do we retain and motivate our talents – Denis**
- **What is Afya Capital Allocation Strategy - Luis Blanco**
- **Undergrad and Continuing Education - Flavio and Andre Raeli**
- **Digital - Lelio, Bruno and Felipe**

# UNIQUE EXECUTION - 4 TIMES IN 4 YEARS

*Adjusted Net Revenue (R\$ MM)*

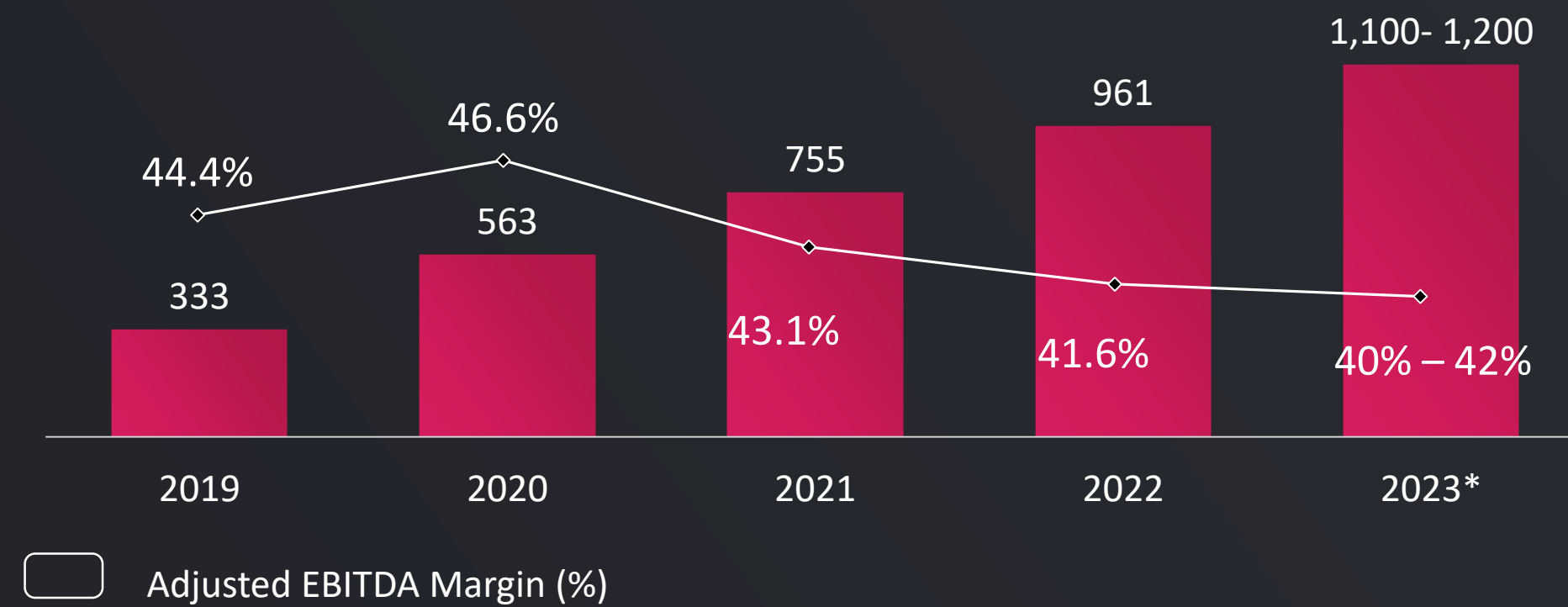


## GROWTH LEVERS

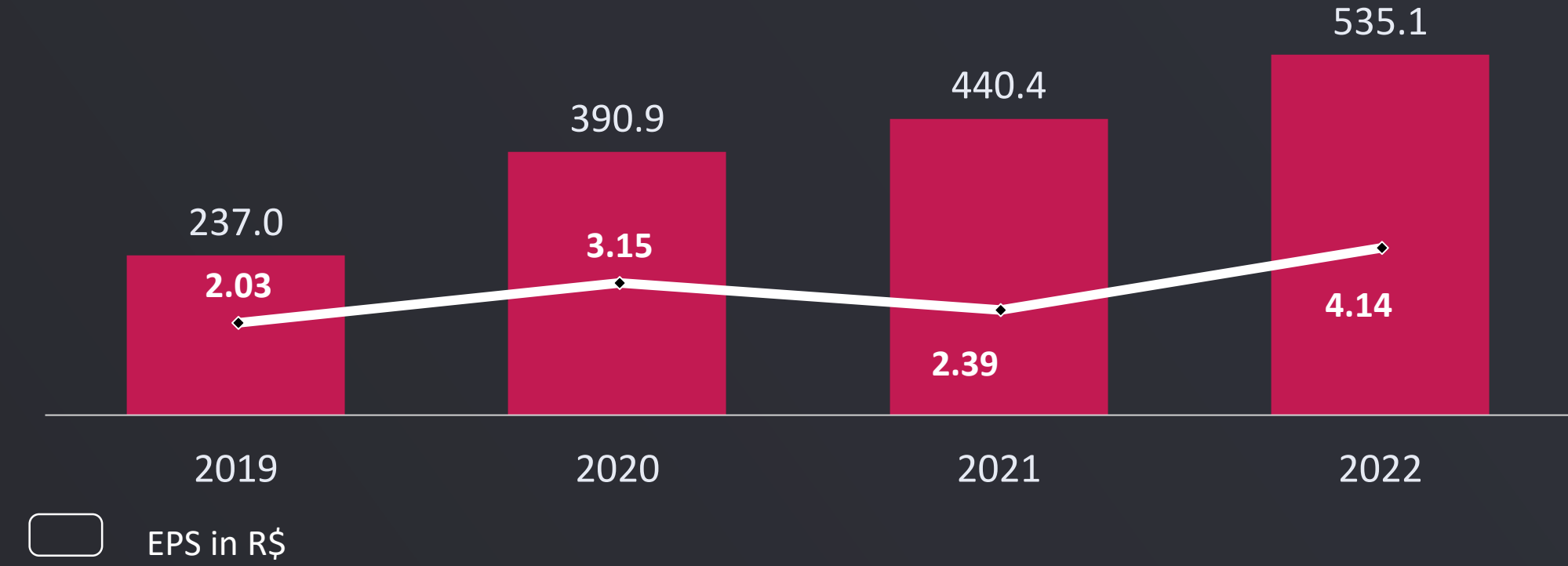
- *Embedded Growth – maturation of 2019 seats*
- *6 Mais Medicos Campuses*
- *9 Medical School Acquisitions: + 1,591 seats*
- *Cont. Education Impressive Organic Growth*
- *New Business Unit: Afya Digital Services*

# GROWTH WITH PROFITABILITY AND CASH GENERATION

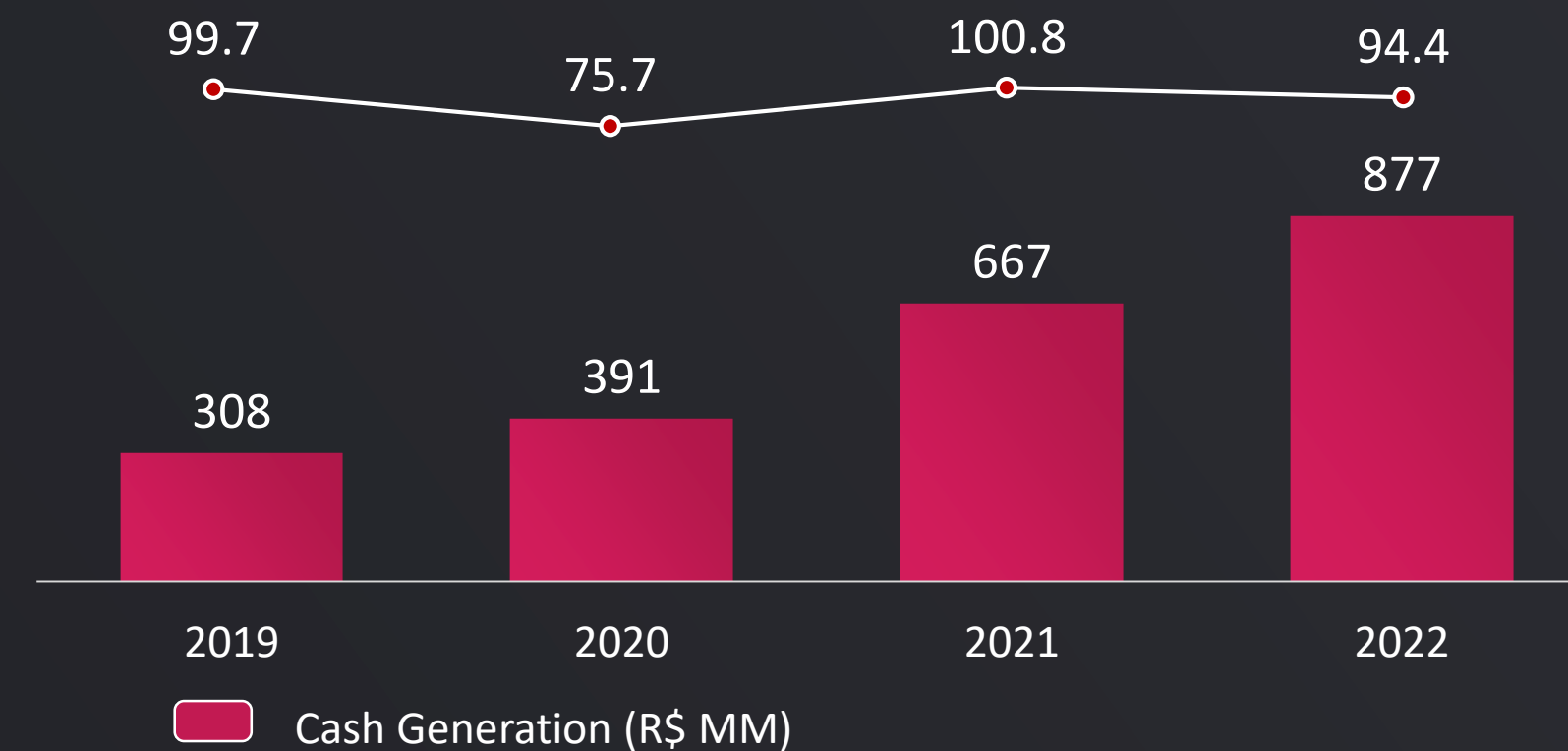
### Adjusted Ebitda (R\$ MM)



### Adjusted Net Income (R\$ MM)

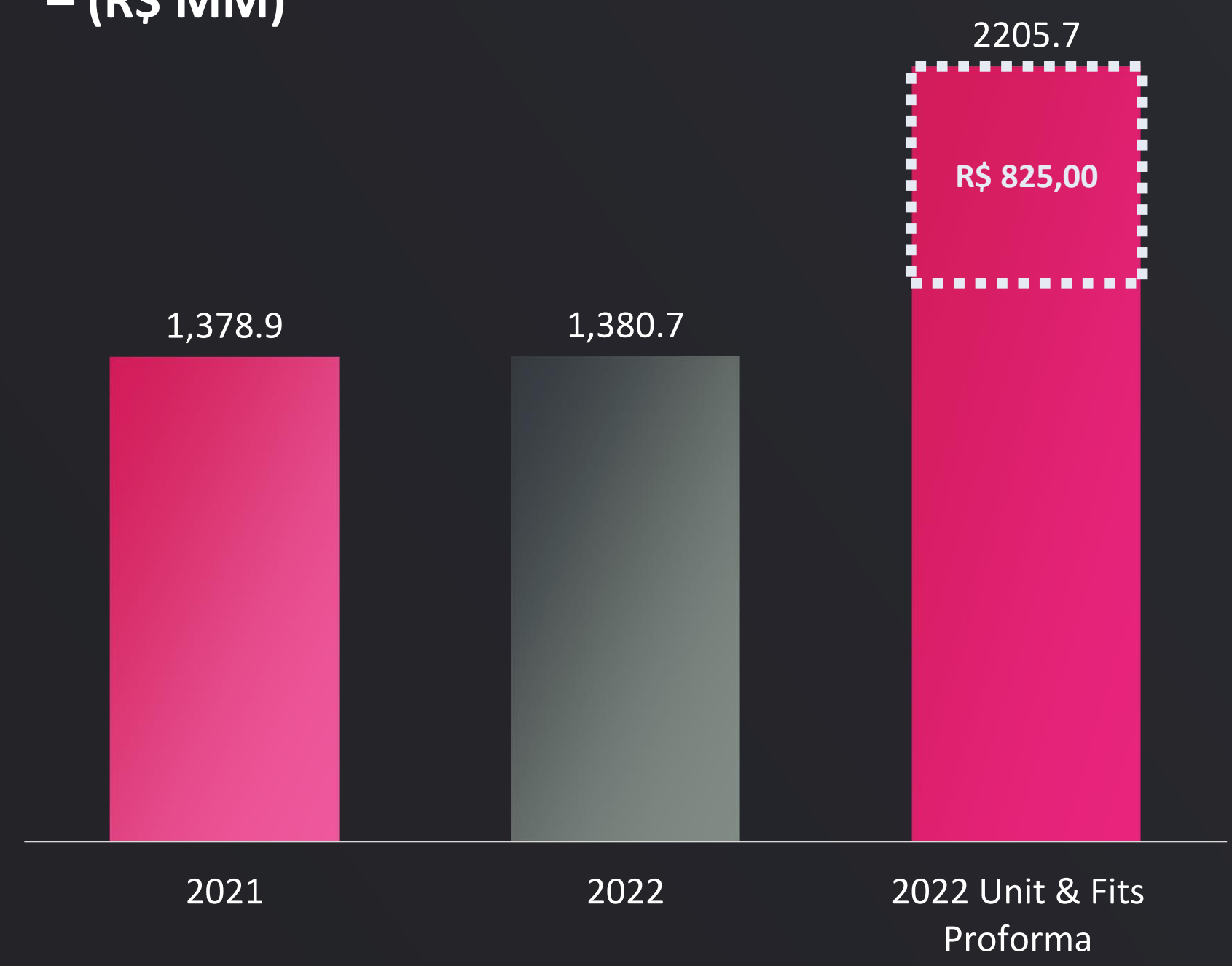


### Operating Cash Generation (R\$ MM) and Cash Conversation Ratio



# SOLID CAPITAL STRUCTURE, CONSERVATIVE LEVERAGING POSITION AND A LOW COST OF DEBT

NET DEBT (CASH) EXCLUDING IFRS 16  
– (R\$ MM)



**1.9X ND/ ADJUSTED EBITDA – WITHOUT 2023 CASH GENERATION**  
Mid Guidance



**LOW COST OF DEBT:**  
83% OF CDI IN 2022

## WHAT ARE THE NEXT STEPS? UNDERGRAD



Update on regulation (Portaria 650):

Medical Courses Expansion: Public Calling

Up to 120 days

Academic Procedures & Regulatory Schedule (Seat Increase)

Up to 120 days

**REINFORCES THE CONTINUITY OF MAIS MEDICOS**

## WHAT ARE THE NEXT STEPS?

### UNDERGRAD

#### *PROMISSES*

Strong Undergrad Growth

Undergrad Gross Margin Expansion

Medicine Pricing power

IPO: to acquire 1,000 med seats up to 3 years

Afya Day 2022: +200 seats per year starting in 2022

Afya Day 2022: Opportunity to increase 1.2k seats  
(expectation to achieve 50% out of it by 2028)

#### *ACHIVEMENTS*

Medical Students (2019 – 2022) 6,597 – 17,968 (+272%)

Undergrad Gross Margin (2019 – 2022) 57.7% - 62.6%

Pricing power (2019 – 2022) Avg of IPCA + 2.5 p.p

1,159 seats in 2 years

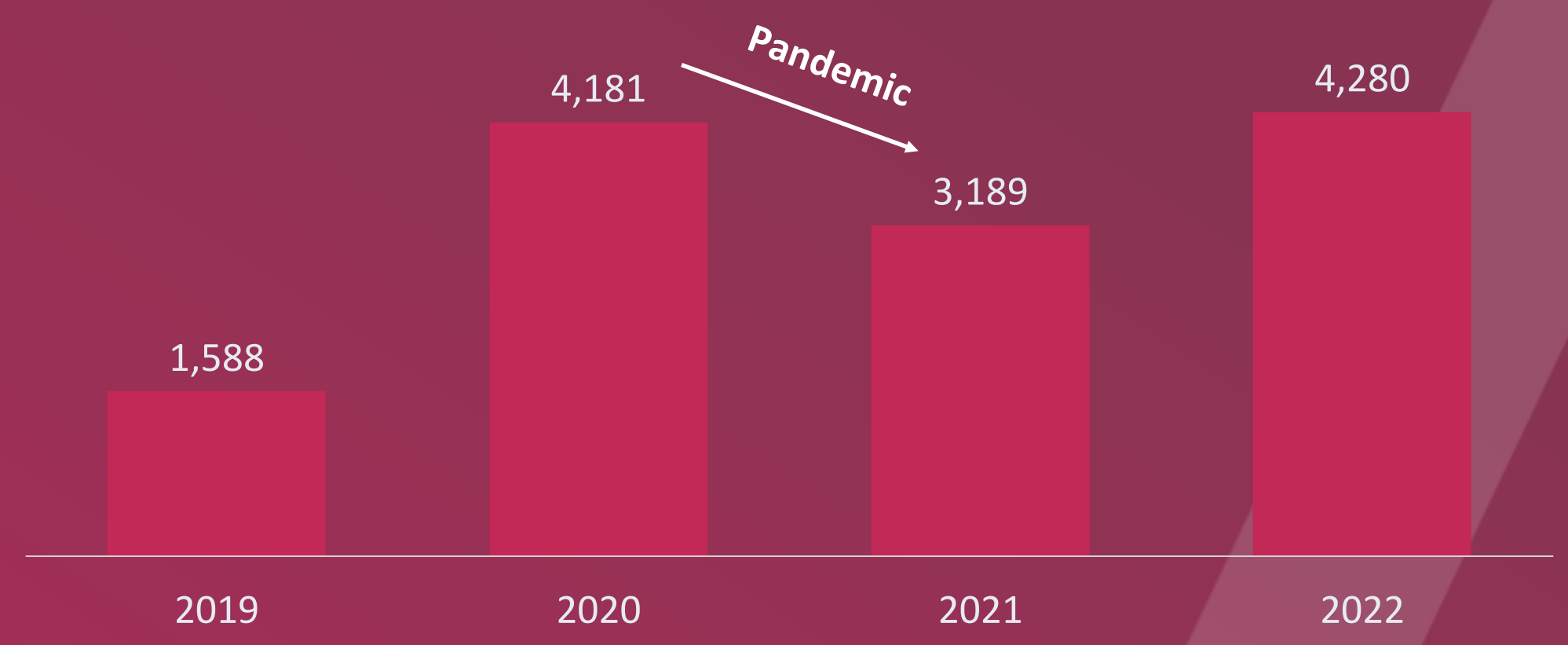
+340 seats acquired in 2022 and closed in 2023

92 organic additional seats in 2022

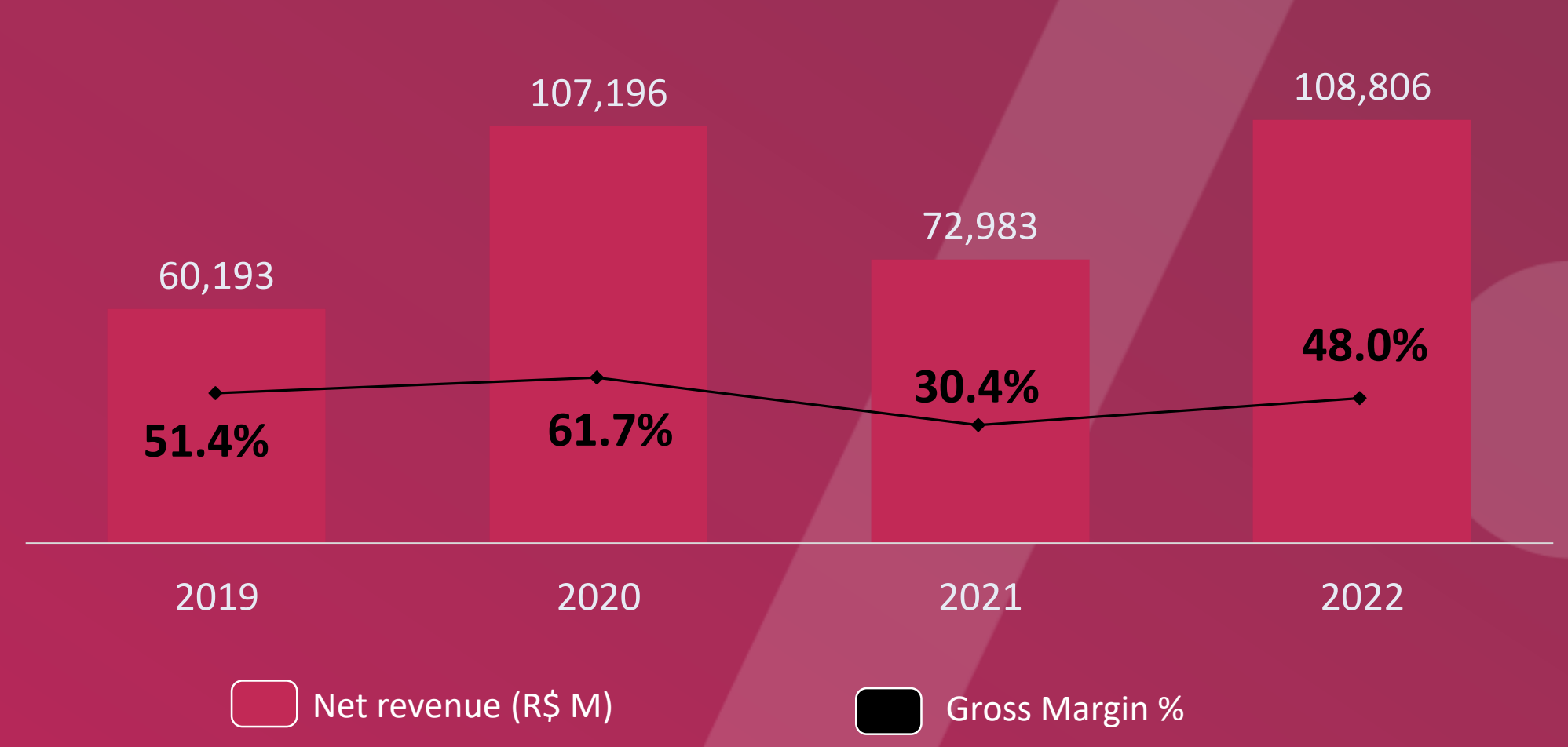
# WHAT ARE THE NEXT STEPS? CONTINUING EDUCATION

- Strong top line growth
- Ramp up of new units
- +50 new courses

### Number of Students (End of period)



### Net Revenue & Gross Margin

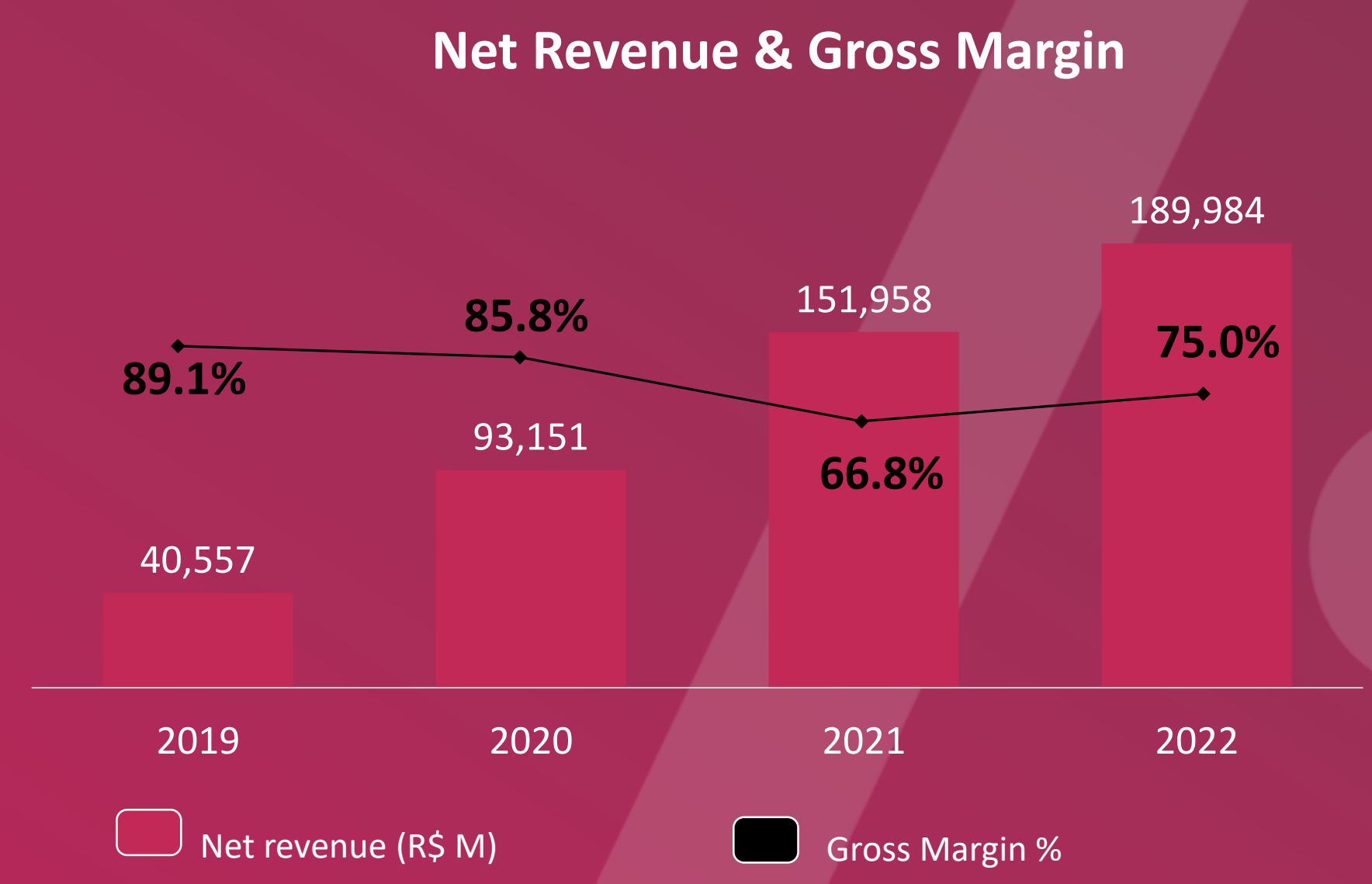
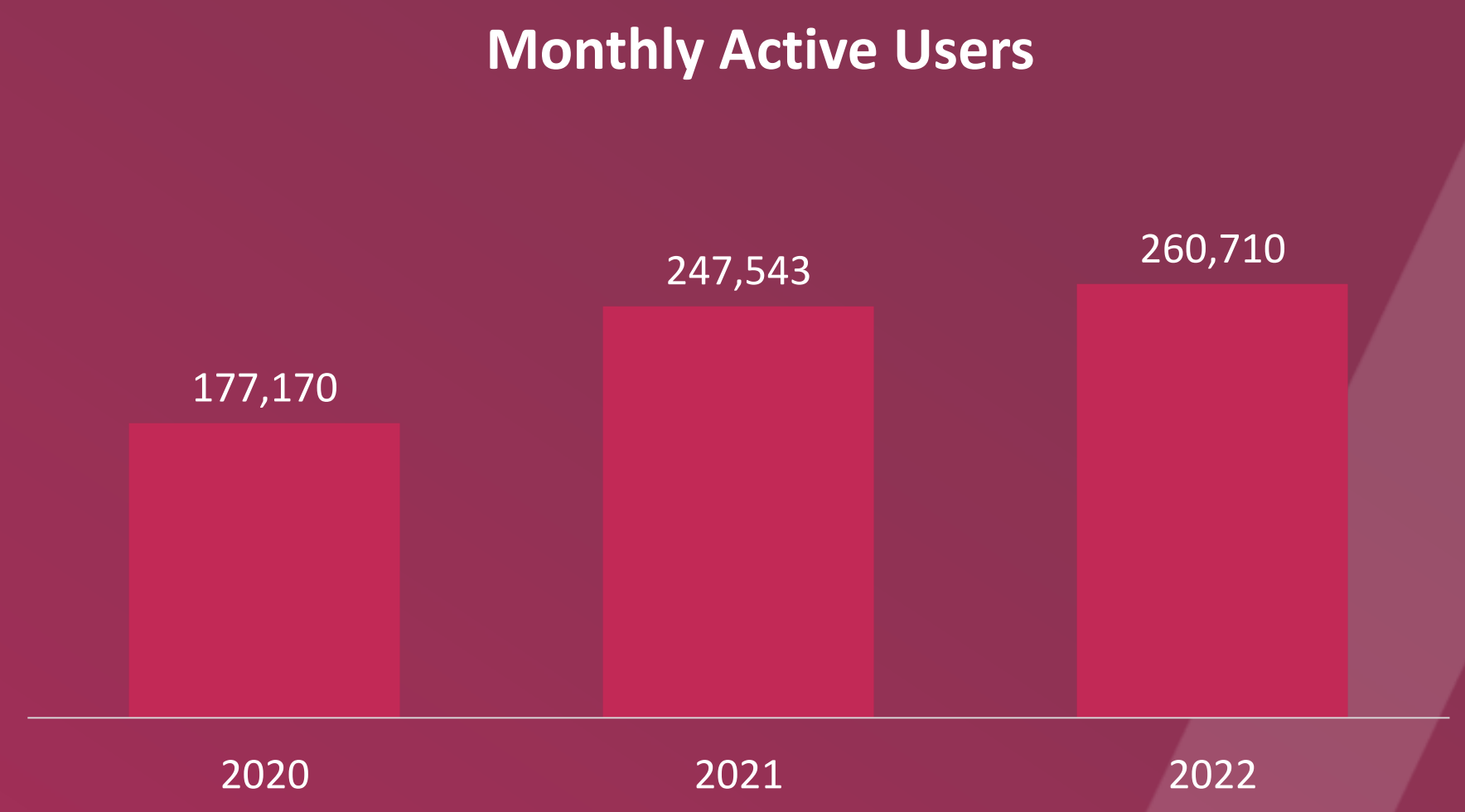


Net revenue (R\$ M)      Gross Margin %



# WHAT ARE THE NEXT STEPS? DIGITAL SERVICES

- Increasing penetration and engagement of physicians
- Developing our services to provide productivity, assertiveness and update to physicians.
- Consolidate our B2B offerings (+100 contracts with + 50 pharmaceutical companies)
- Increasing our penetration – LAND AND EXPAND
- R\$1.2 billion Net Revenue from digital services in 2028



# HOW DO WE RETAIN AND MOTIVATE OUR TALENTS?

Denis Del Bianco



# PEOPLE & MANAGEMENT AGENDA



C-Level Compensation



ESG Initiatives on People



Performance Evaluation &  
Talent Engagement

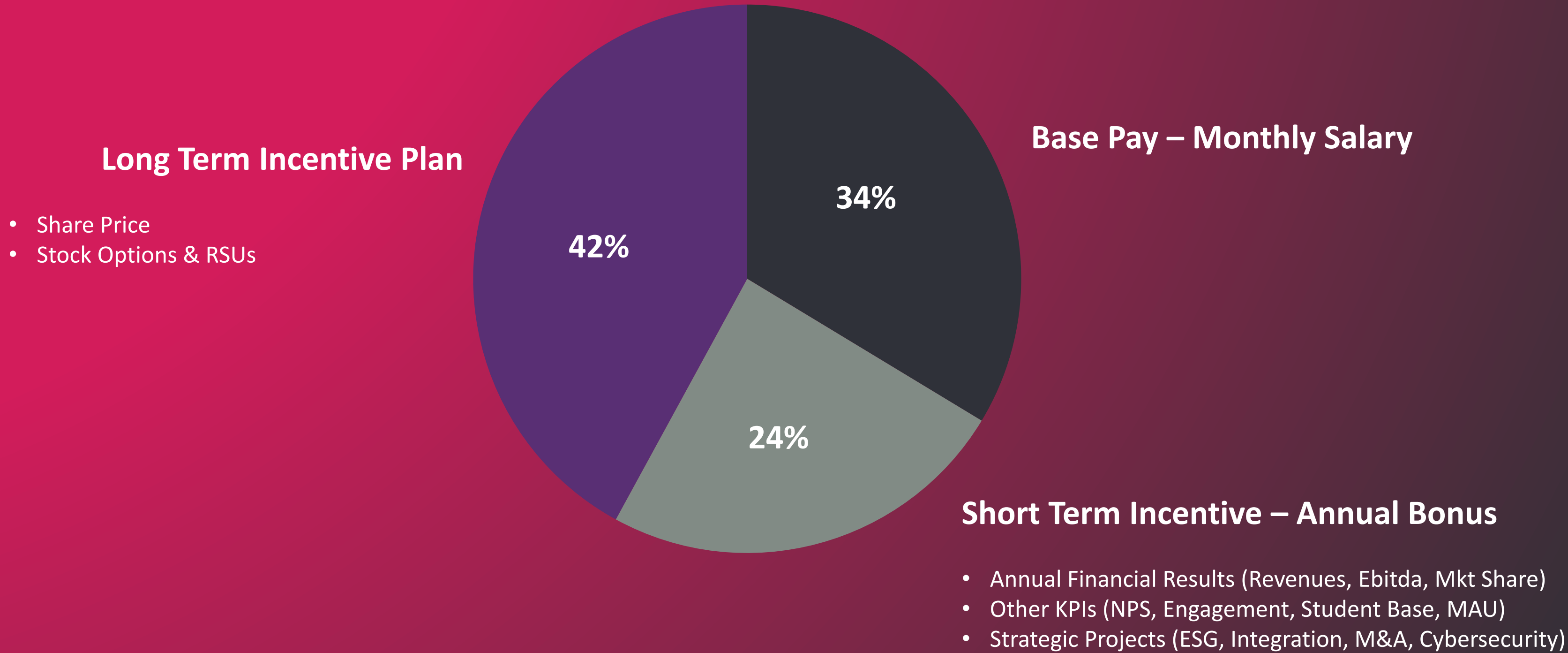




# C-Level Compensation

...

## % of Target Total Compensation



... **PEOPLE & MANAGEMENT**  
AGENDA



C-Level Compensation



ESG Initiatives on People



Performance Evaluation &  
Talent Engagement



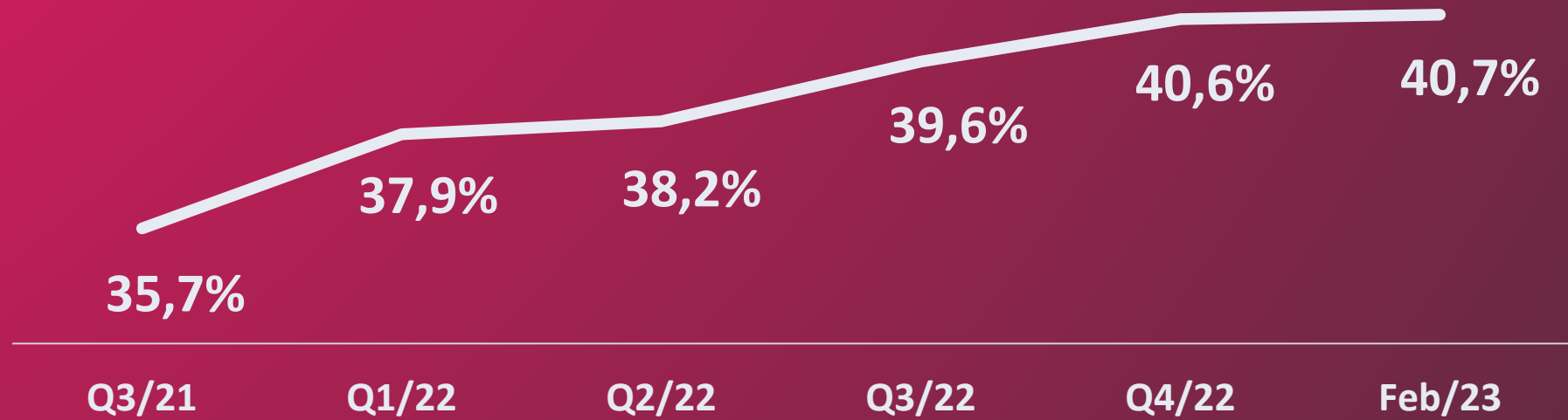
 ESG Initiatives on People

...

Public Commitment – SDG#5



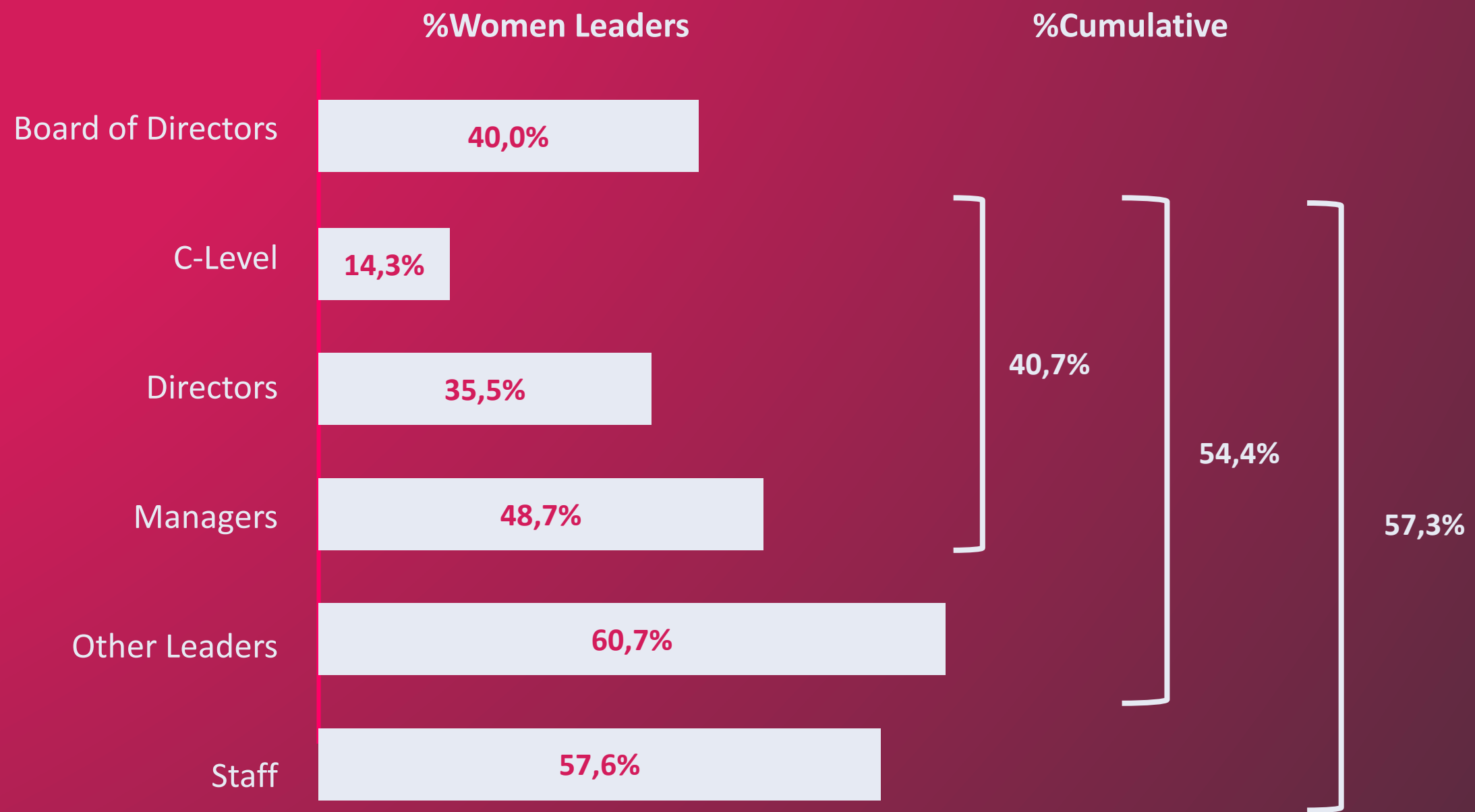
“At least 50% of Women in leadership positions by 2030”




 ESG Initiatives on People

...

Public Commitment – SDG#5



 ESG Initiatives on People

...

Volunteer members of affinity groups



| Disabled people | Sexual orientation | Gender Equality | Ethnic-racial |
|-----------------|--------------------|-----------------|---------------|
| 27              | 16                 | 35              | 20            |





NOV  
2022

Creation of an orientation guide about minority groups “do X don´t” to avoid discrimination situations to leadership



NOV  
2022

Release another document with the Afya´s positioning about Diversity and Inclusion and a mandatory training

AUG  
2022

Creation of editorials with disclosure of the affinity groups' actions;



AUG  
2022

Accessibility of the Corporate University platform with subtitles and sign language software translation for all trainings

... **PEOPLE & MANAGEMENT**  
AGENDA



C-Level Compensation



ESG Initiatives on People



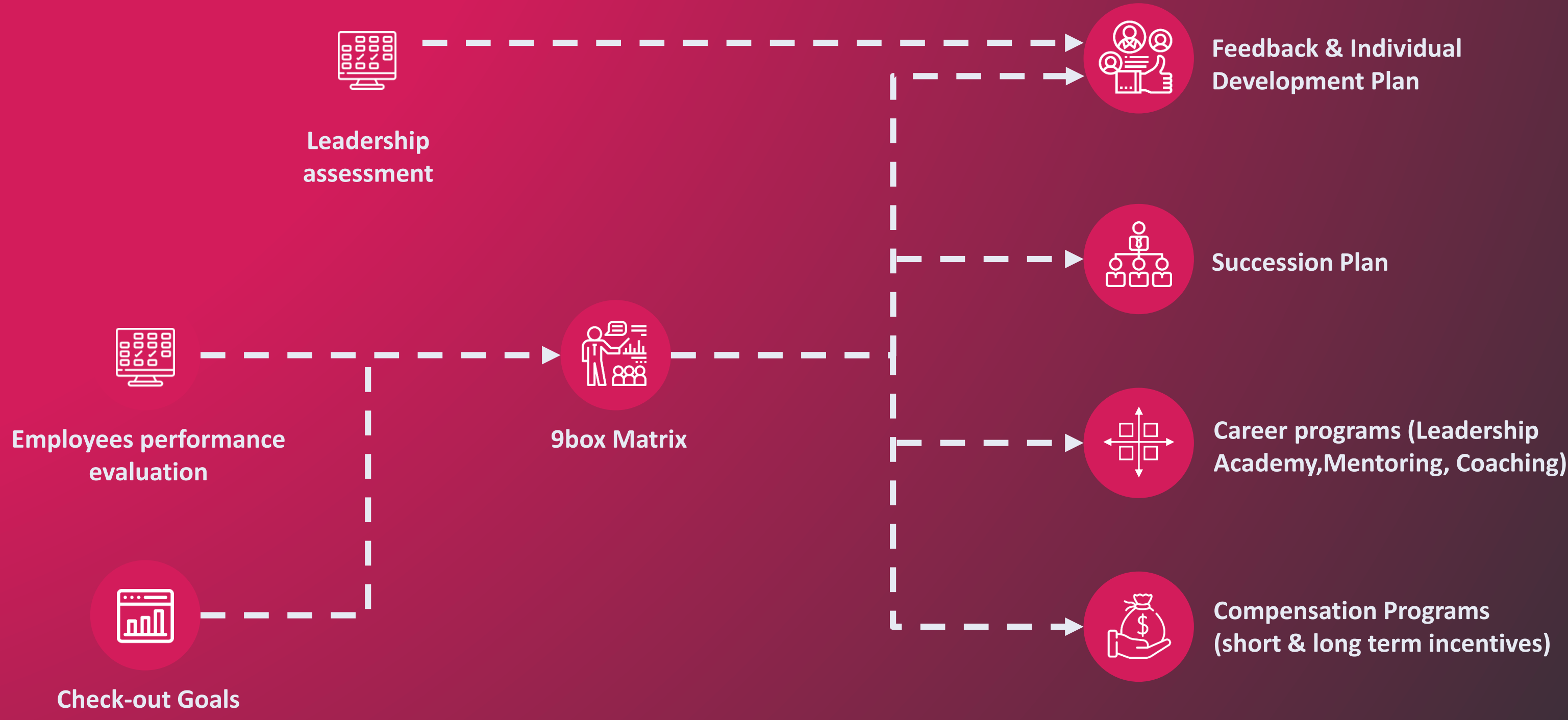
Performance Evaluation &  
Talent Engagement





# Evaluation Cycle & Talent Motivation

...

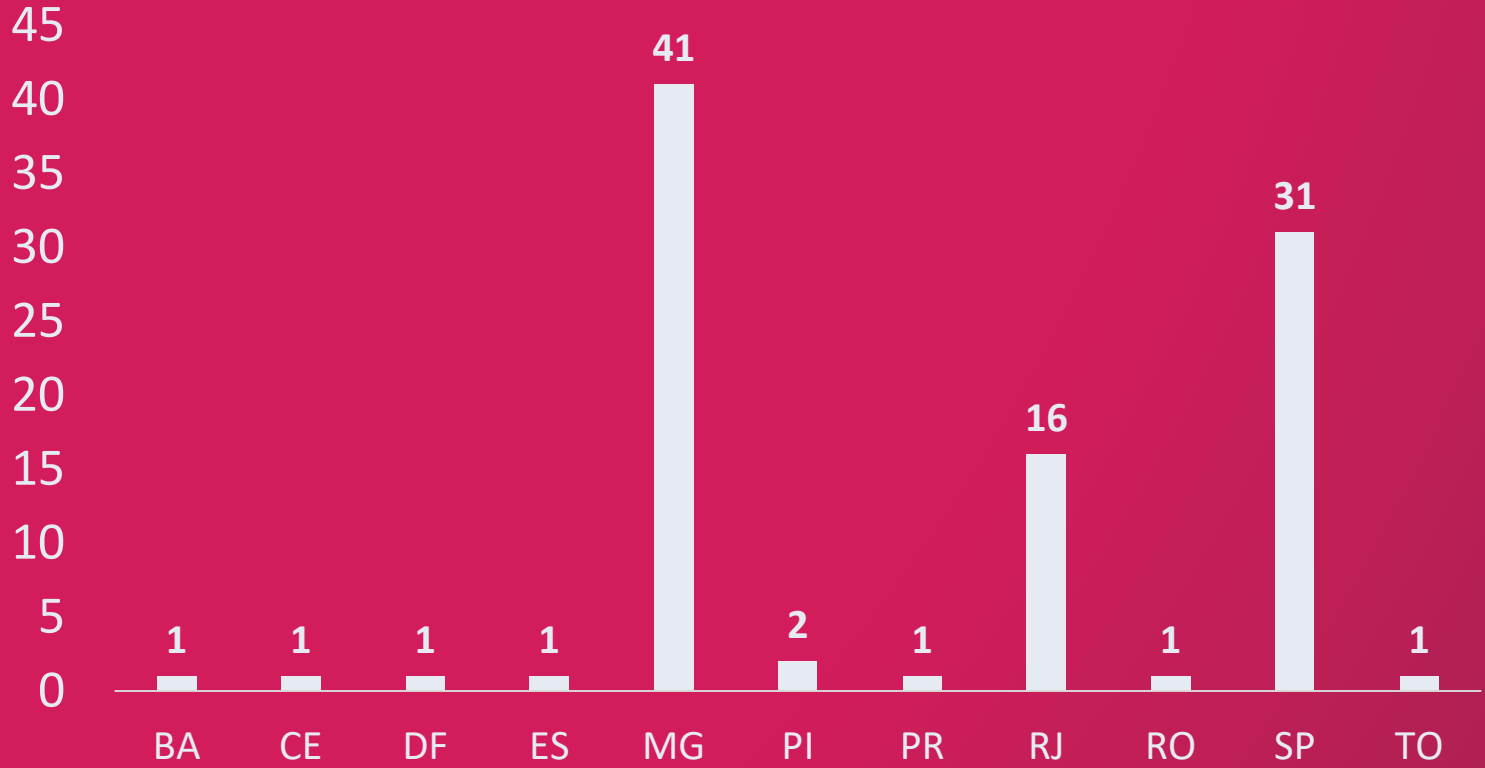


 Evaluation Cycle & Talent Motivation

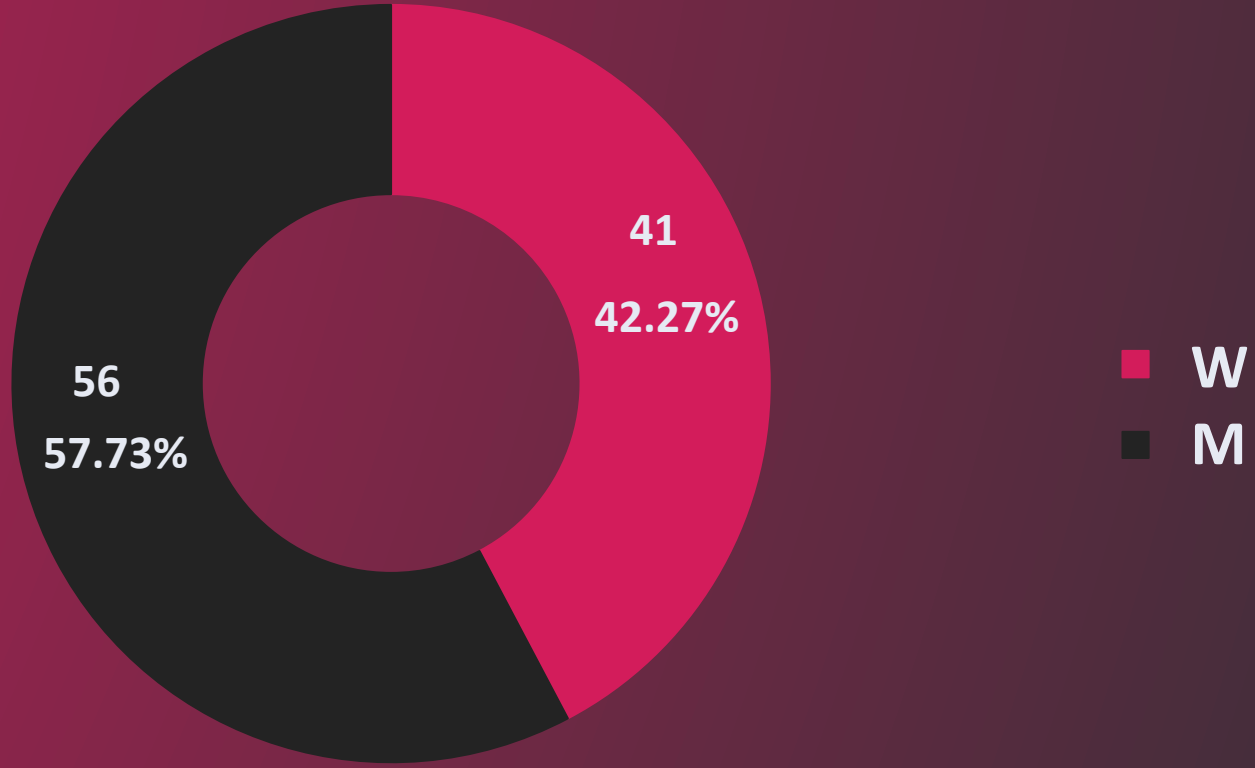
### Succession Plan - Statistics

o o o

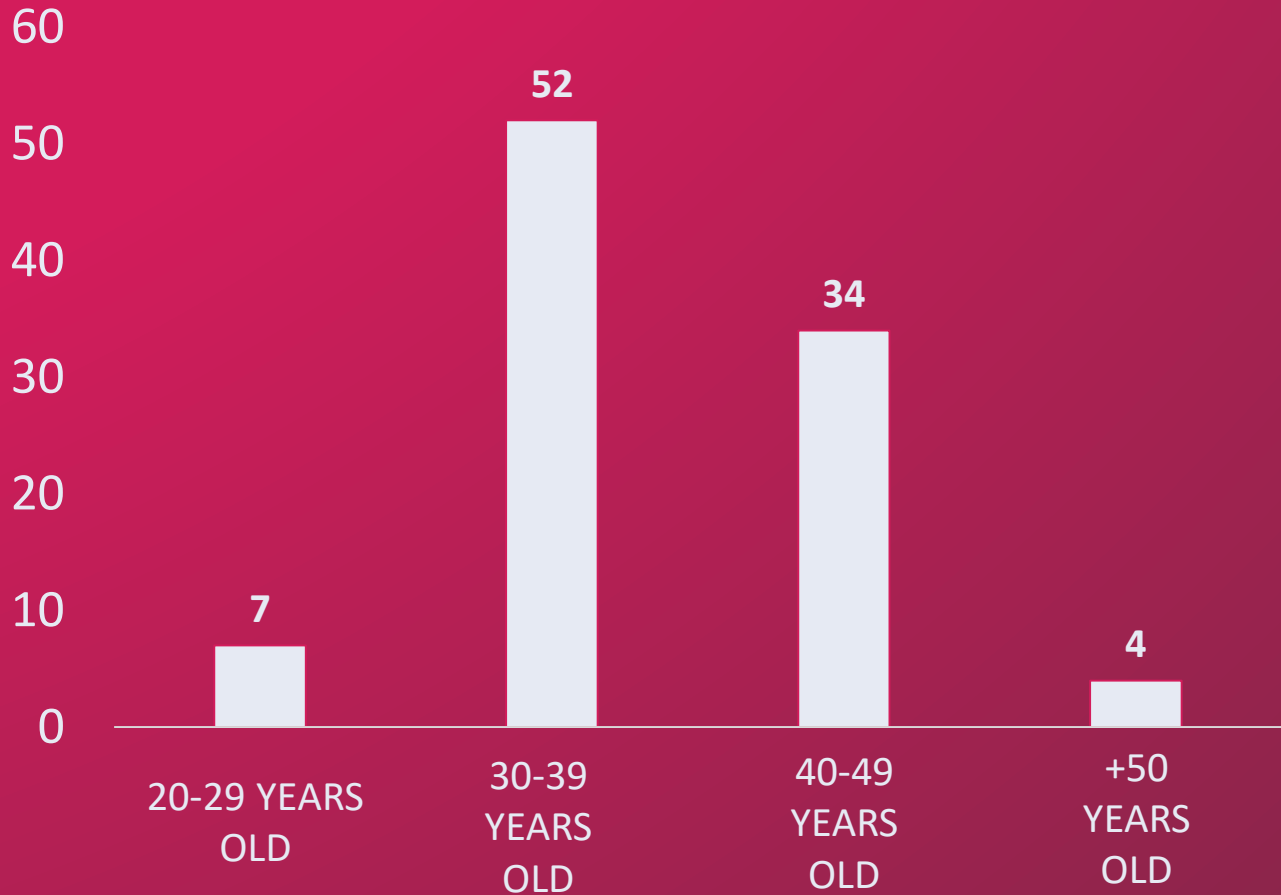
#### Geographic Distribution



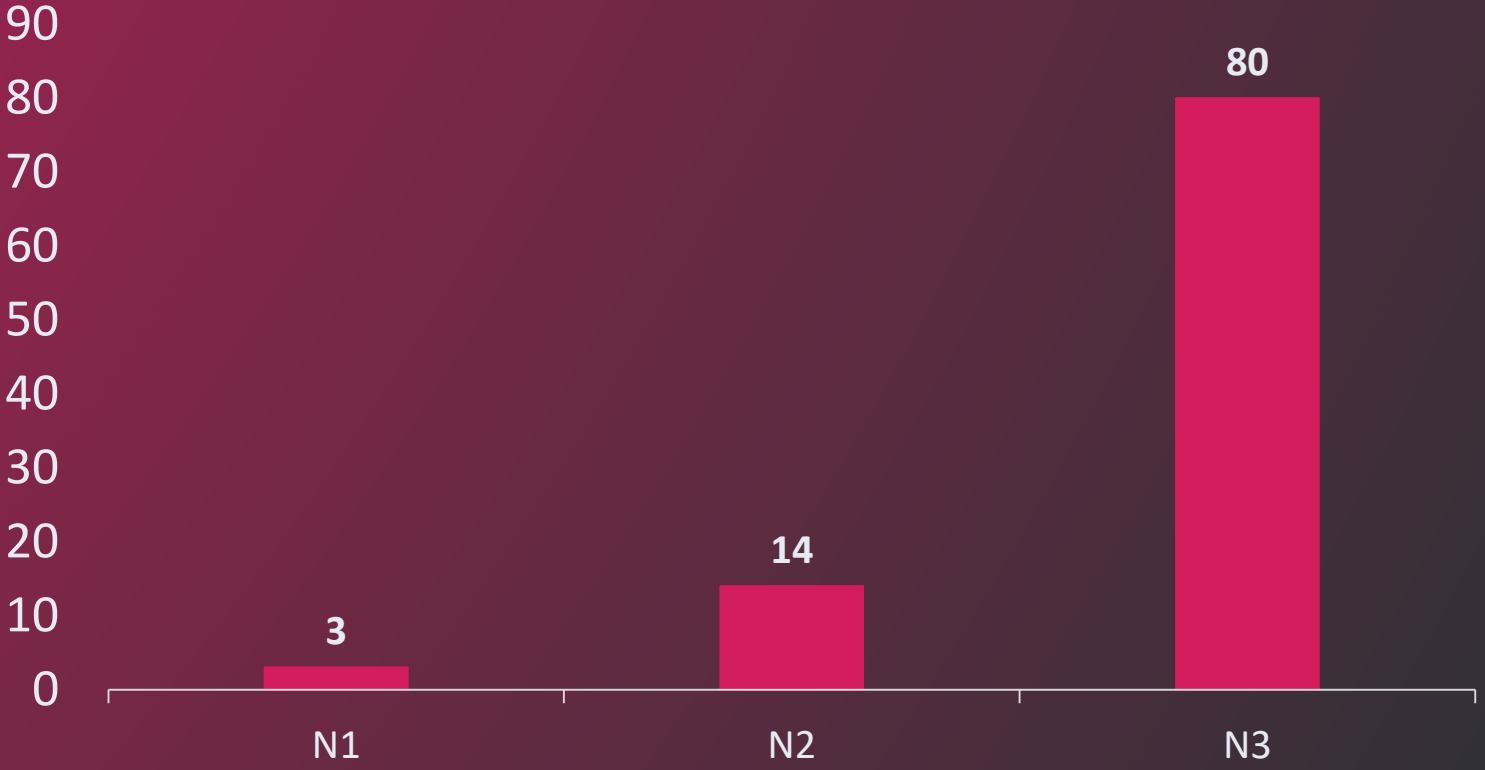
#### Gender Distribution



#### Age Distribution



#### Level Distribution



97

Number of candidates mapped



### GPTW 2022 | Annual certification



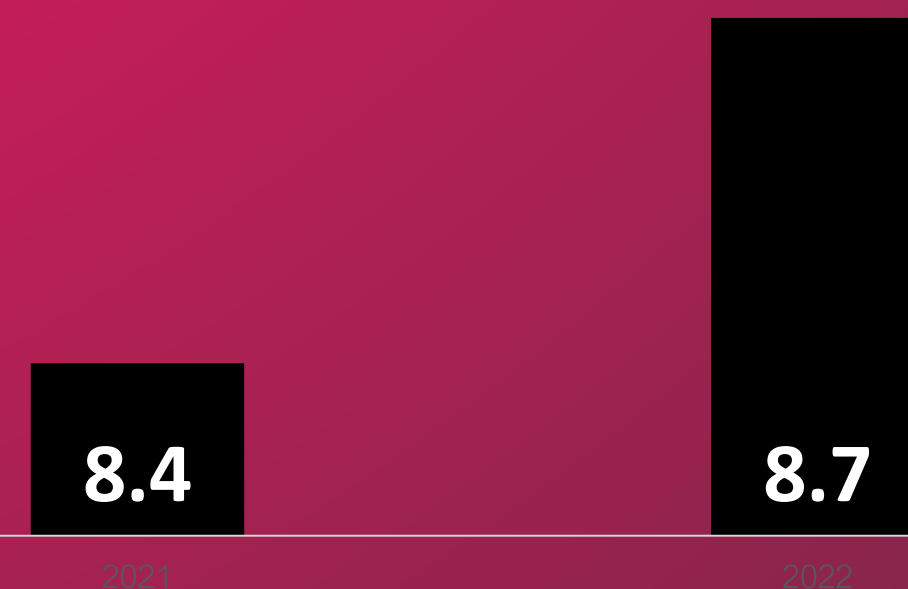
**84**  
**Satisfaction**



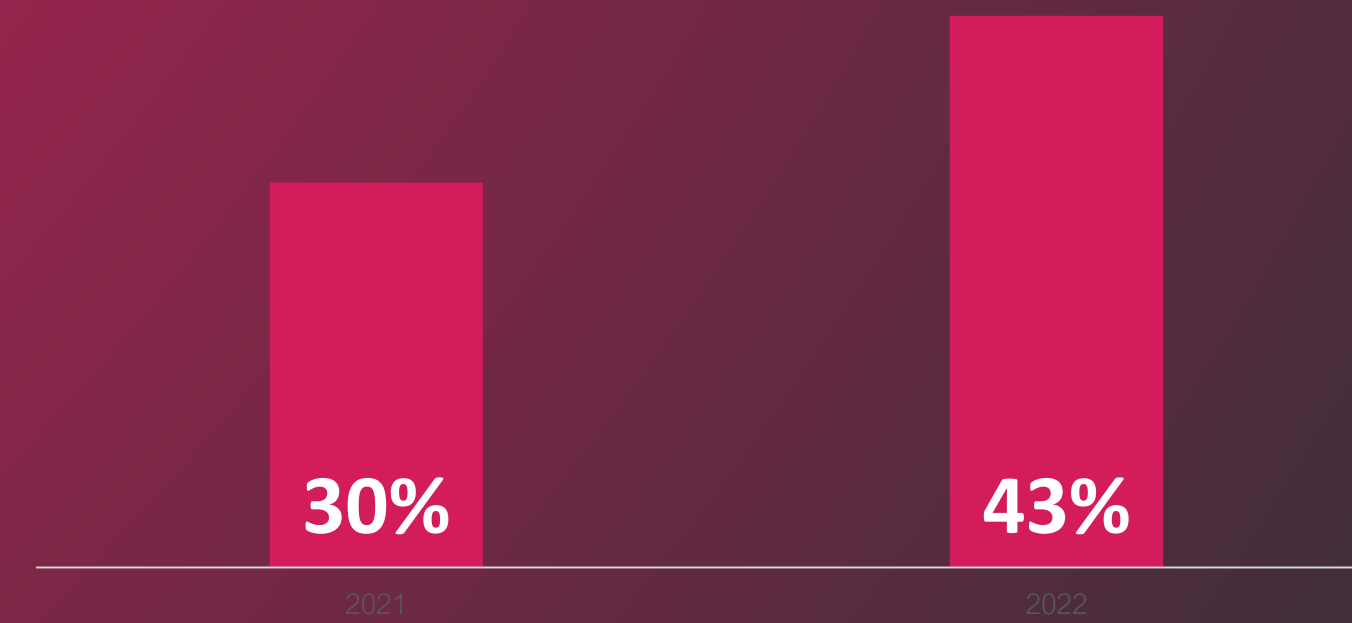
**66%**  
**Adherence**

### PULSES 2022 | Continuous Survey

Satisfaction score



Adherence



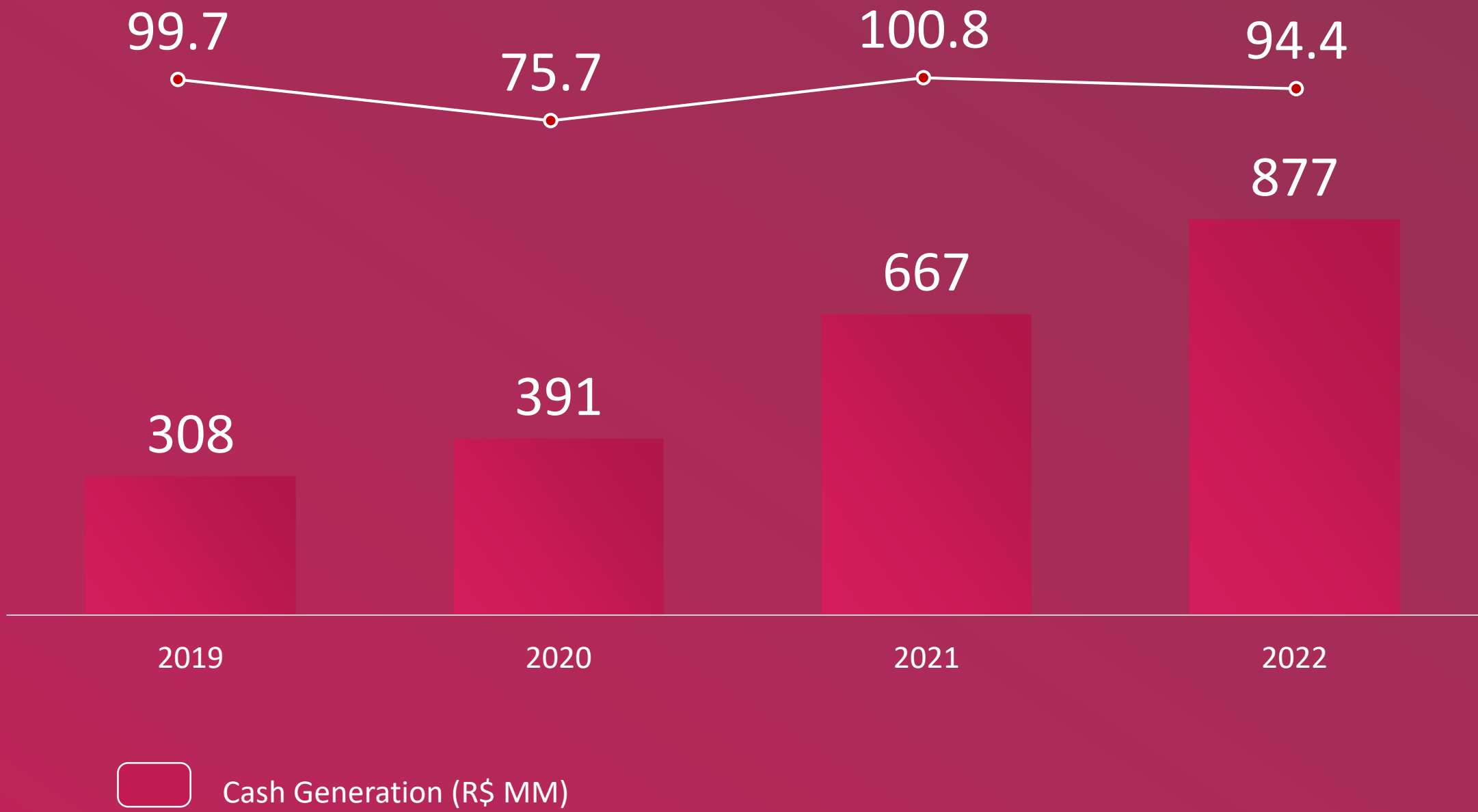
# WHAT IS AFYA'S CAPITAL ALLOCATION STRATEGY?

Luis Blanco



# Afya has an operating cash conversion ratio of more than 90% in the average of the last four years

Operating Cash Generation (R\$MM) and Cash Conversation Ratio



## WHY DOES AFYA GENERATE SO MUCH CASH?

Focus in medicine when compared to other undergrad courses:

- ✓ Higher Ticket and Margins
- ✓ 100% occupancy
- ✓ Lower attrition rate
- ✓ Lower DSO
- ✓ Exposure to better student profile with high income



# What is Afya's Capital Allocation Strategy?



M&A Strategy



CAPEX



Share Repurchase Plans



Liability Management

# M&A Strategy



Focused on Undergrad

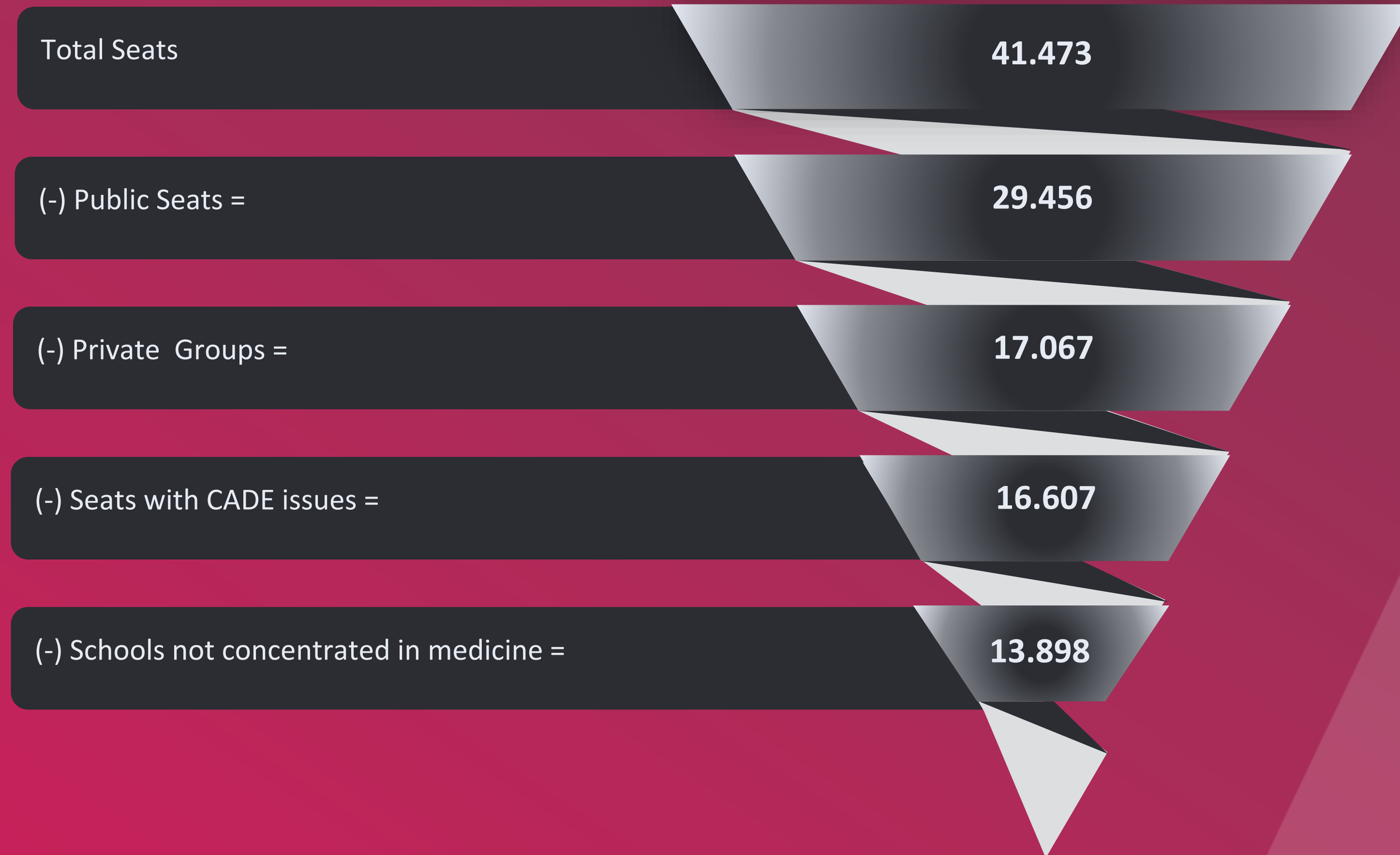


At least 200 seats per year



Minimum 20% Unlevered IRR and Concentration in Medicine

# Medical Schools Opportunities



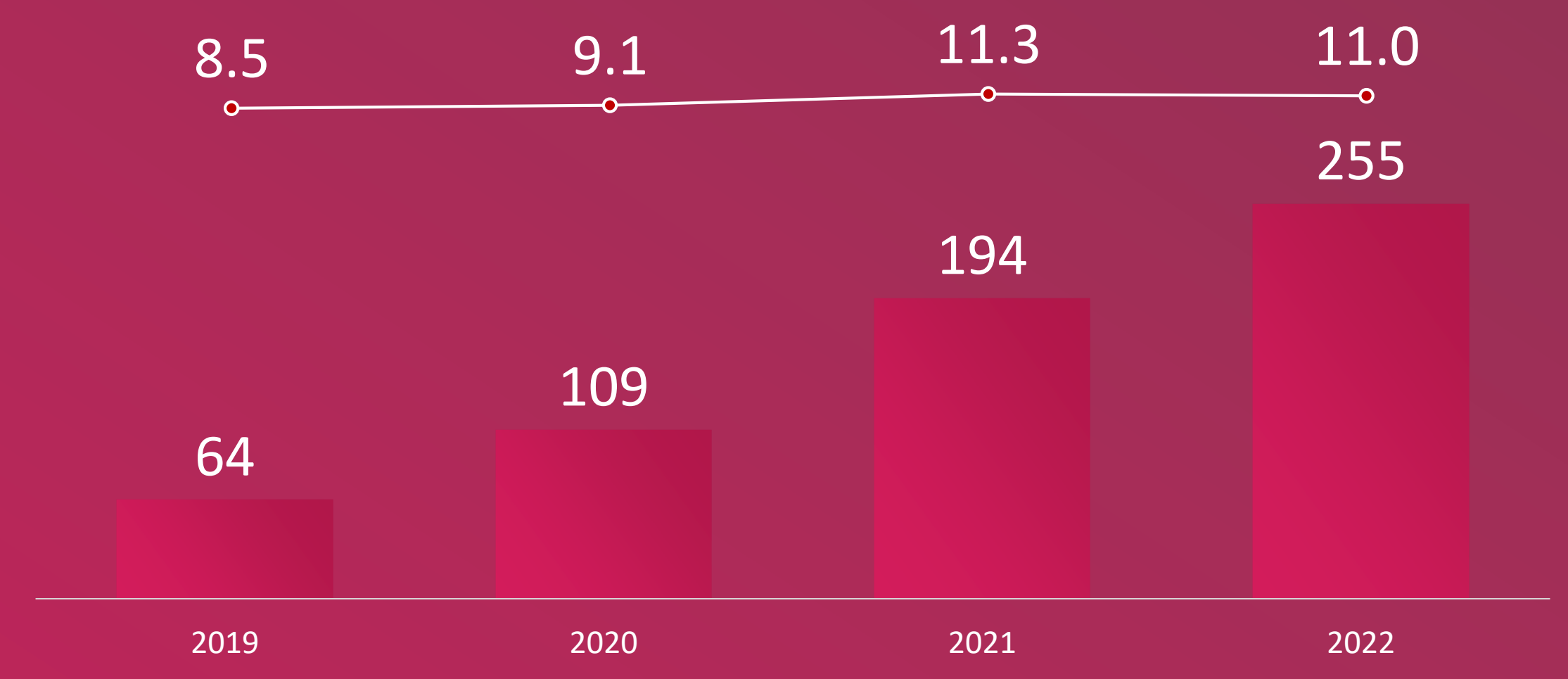
# Unigranrio Successful Integration

| UNIGRANRIO        | 2022<br>(in R\$mm) | 2023<br>BUSINESS PLAN AT THE TIME OF THE<br>ACQUISITION (in R\$mm) |
|-------------------|--------------------|--|
| Net Revenue       | 338,6              | 343,2  |
| EBITDA ex-holding | 170,8              | 169,9  |
| Margin            | 50.4%              | 49.5%  |
| EV/EBITDA         |                    | 4.1x   |

ESTIMATED IRR OF 26.4%

# CAPEX\*

Capex\* (R\$MM) and % of Net Revenue



\*Not including goodwill and license acquisition

# SHARE REPURCHASE PLANS

## Main Rationale:

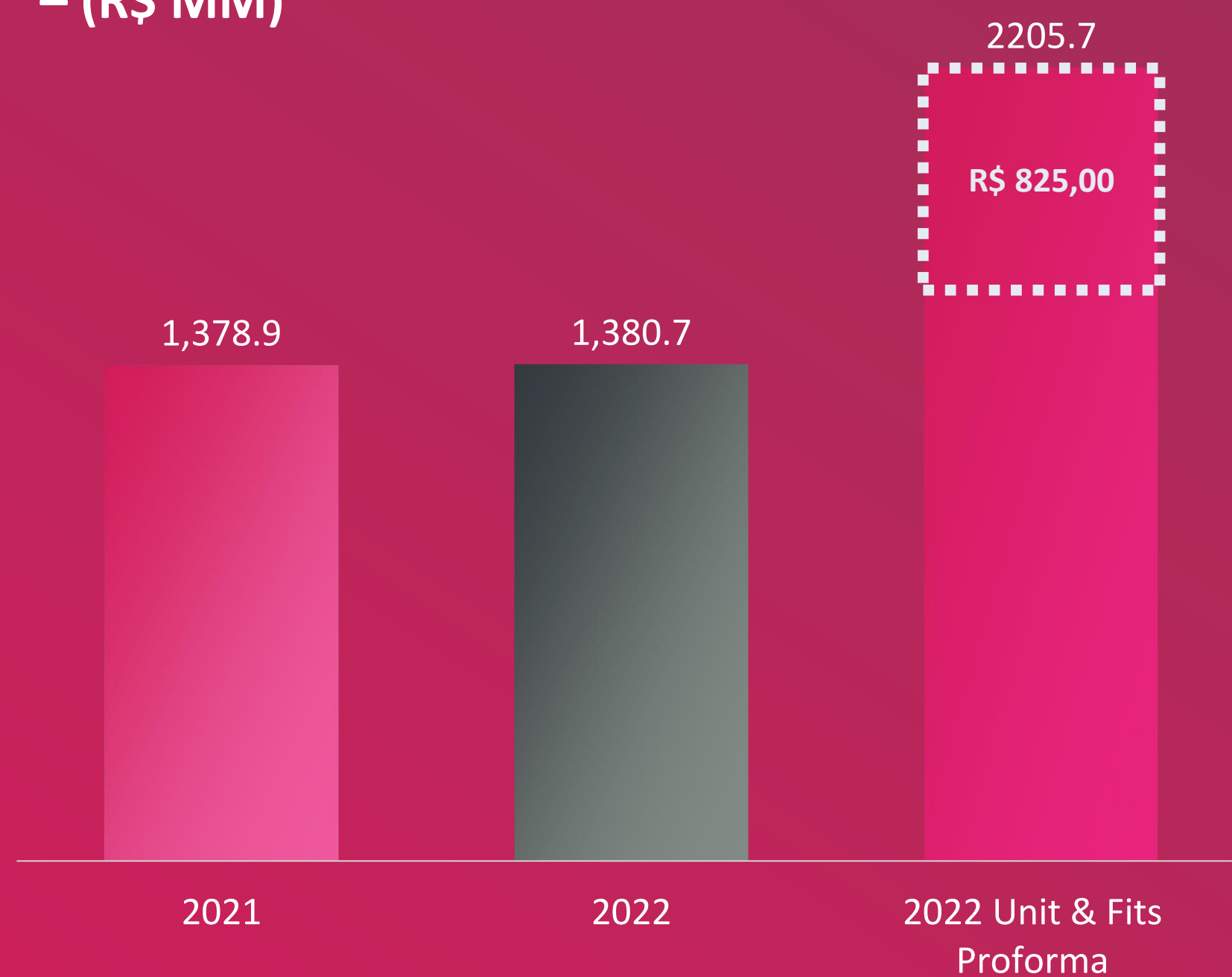
**Sell Side Avg TP: US\$17.6**

**New Program up to 2.000.000 shares**

- Afya intends to repurchase the shares for use in its stock option program, consideration in futures business combinations transactions and general corporate purposes
- The new program will be executed as “Open Market Repurchase”, following the same rules of Bertelsmann active program (10b5-1)
- Period: From Apr/23 to Dec/24

# LIABILITY MANAGEMENT

## NET DEBT (CASH) EXCLUDING IFRS 16 – (R\$ MM)



|   | Cost of Debt        |                  |              |            |
|---|---------------------|------------------|--------------|------------|
|   | Gross Debt (R\$ MM) | Duration (Years) | Per year     | %CDI*      |
| Loans and financing: Softbank   | 824                 | 3.4              | 6.5%         | 53%        |
| Debentures  | 500                 | 4.6              | 15.7%        | 114%       |
| Accounts payable to selling shareholders plus other financial obligations | 529                 | 1.2              | 11.6%        | 94%        |
| Loans and financing: Others   | 621                 | 2.1              | 14.1%        | 113%       |
| <b>Total</b>  | <b>2,474</b>        | <b>2.9</b>       | <b>10.2%</b> | <b>83%</b> |

\*Based on the annualized interbank Certificates of Deposit ("CDI") rate period as a reference. 2022; ~12,39% p.y.

# Undergrad

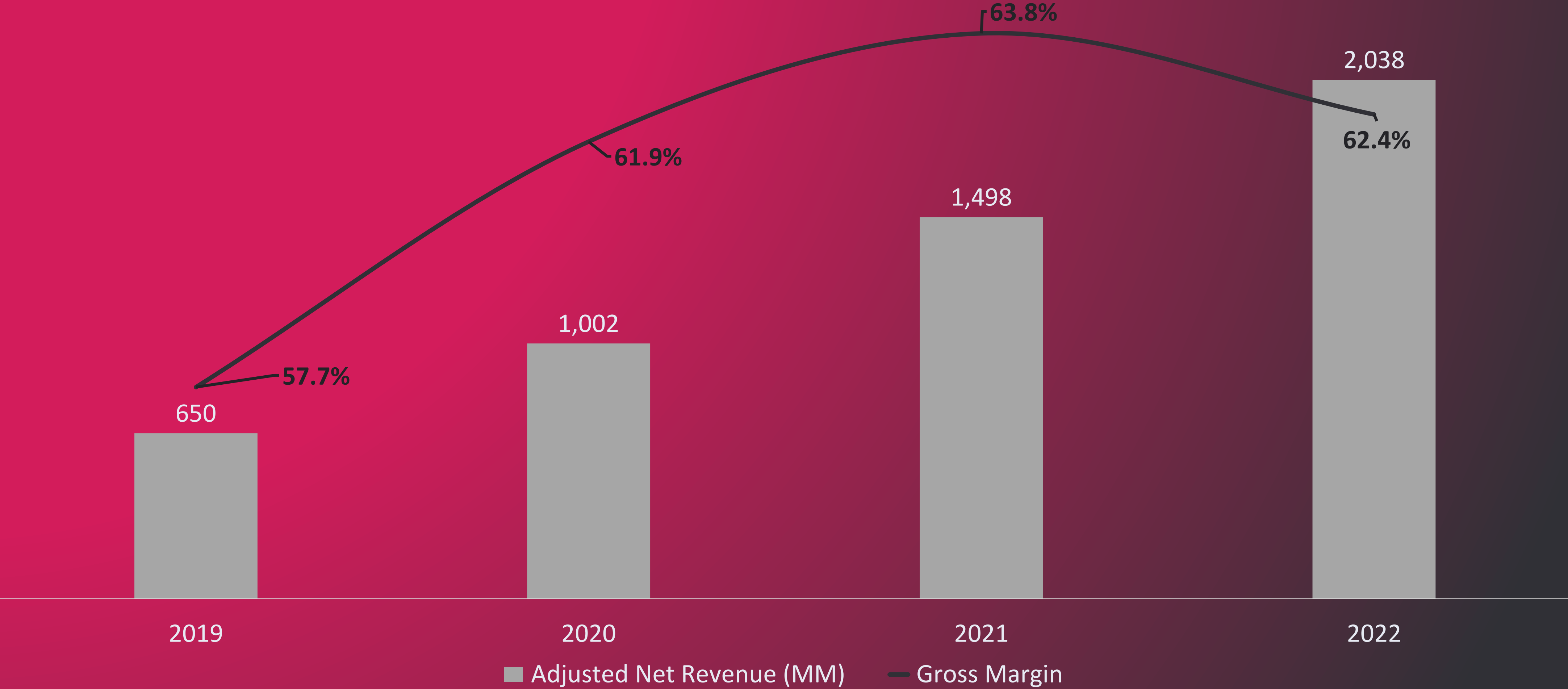
Flávio Carvalho e Pedro Onofre



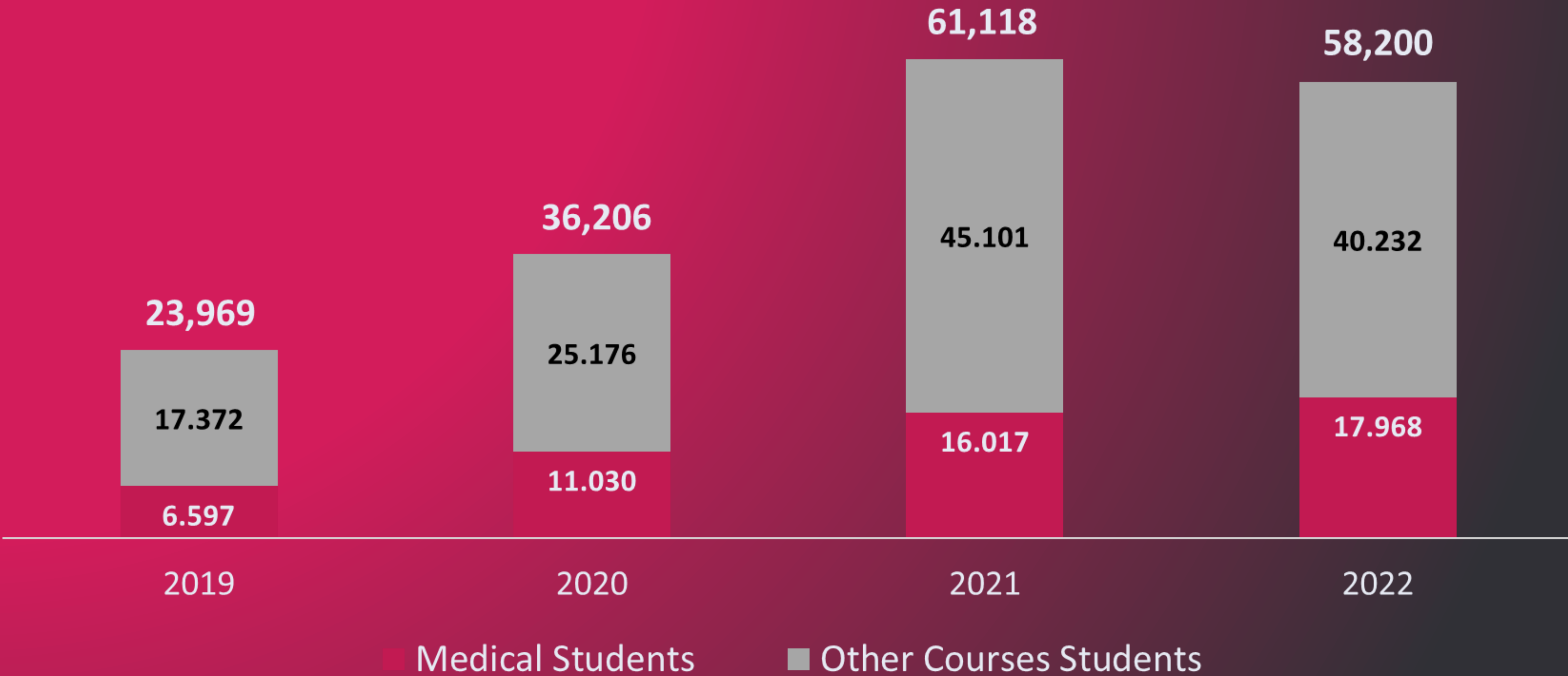




# Undergrad: Adjusted Net Revenue and Gross Margin



### Undergrad: Number of Students

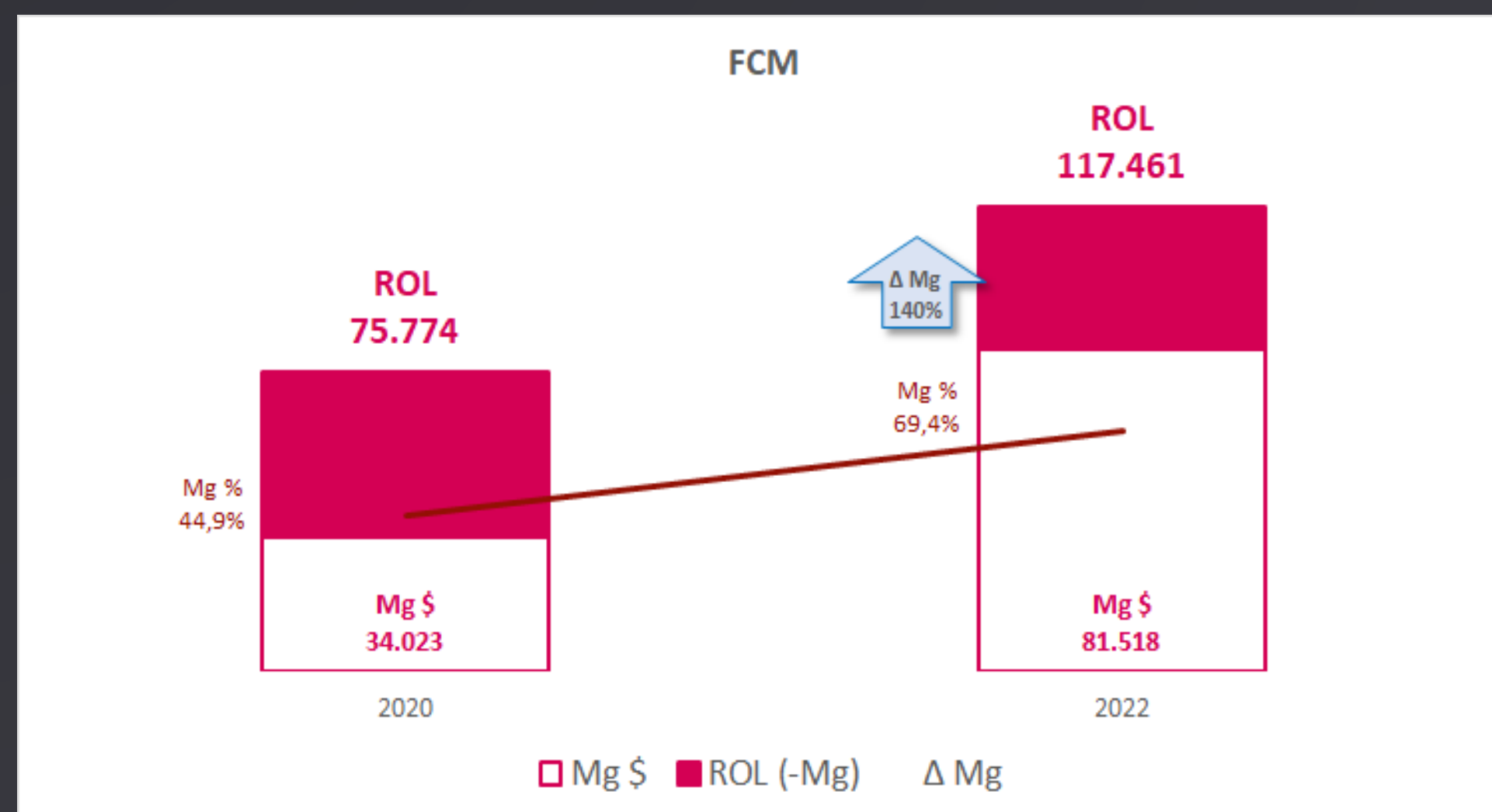




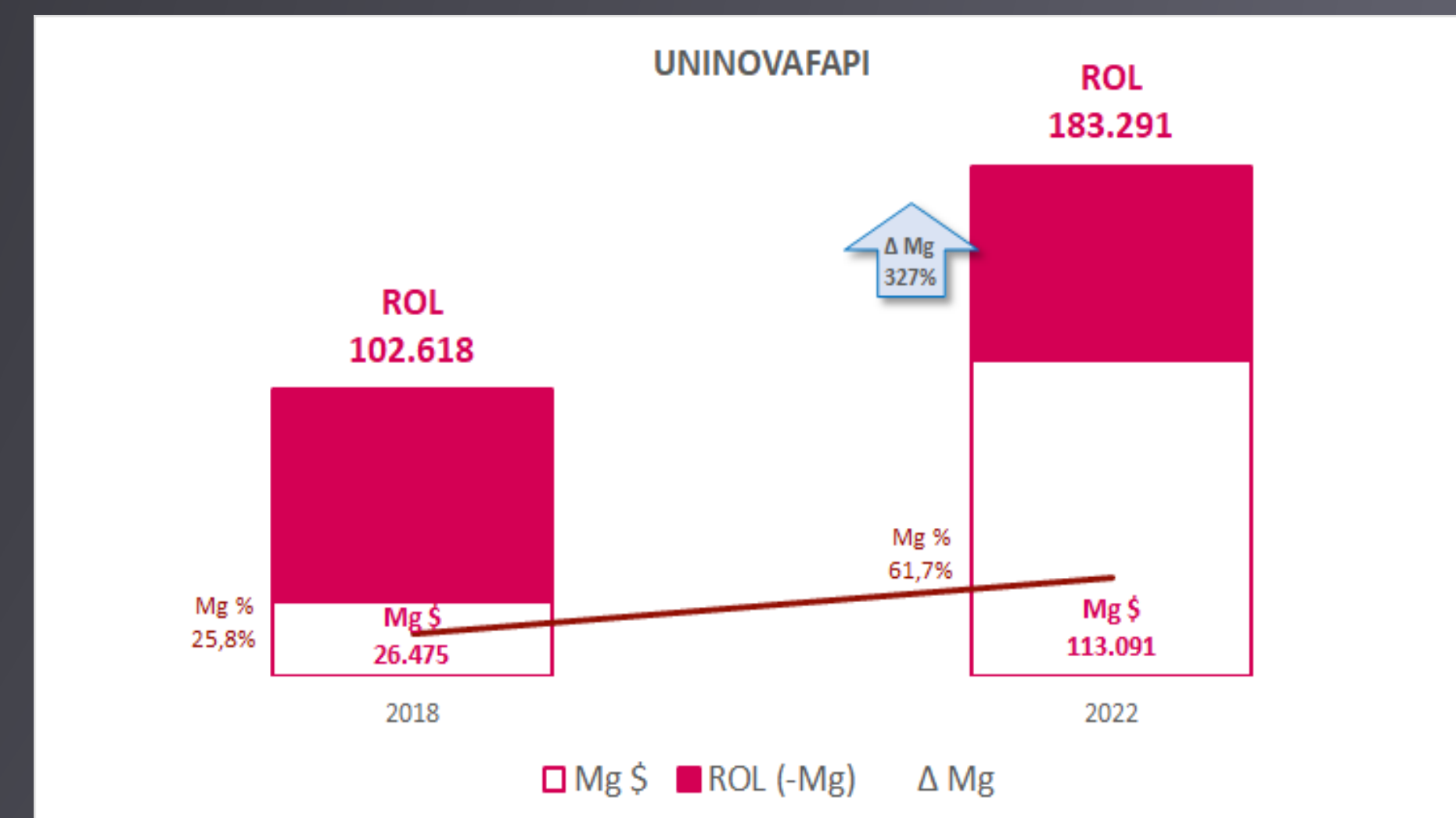
# Overview : Acquisitions



## Faculdade de Ciências Médicas – João Pessoa/PB



## Centro Universitário UNINOVAFAPI – Teresina/PI





# Medical Courses

Education | Technology | Health



# Afya Medical Course

Afya's Undergrad Medical Course brings exclusive methodologies, based on the following premises:

- Active methodologies throughout the medical course
- Integrated and modular curriculum
- Incorporation of the most modern TICs
- Intense immersion in medical practice
- Integration between Extension, Research, Teaching and Innovation
- Medical Internship with exclusive model (EPA Resume\*)
- Health simulation

\*Entrustable Professional Activities





## ASSESSMENT

# INSTITUTIONAL PROGRESS TEST

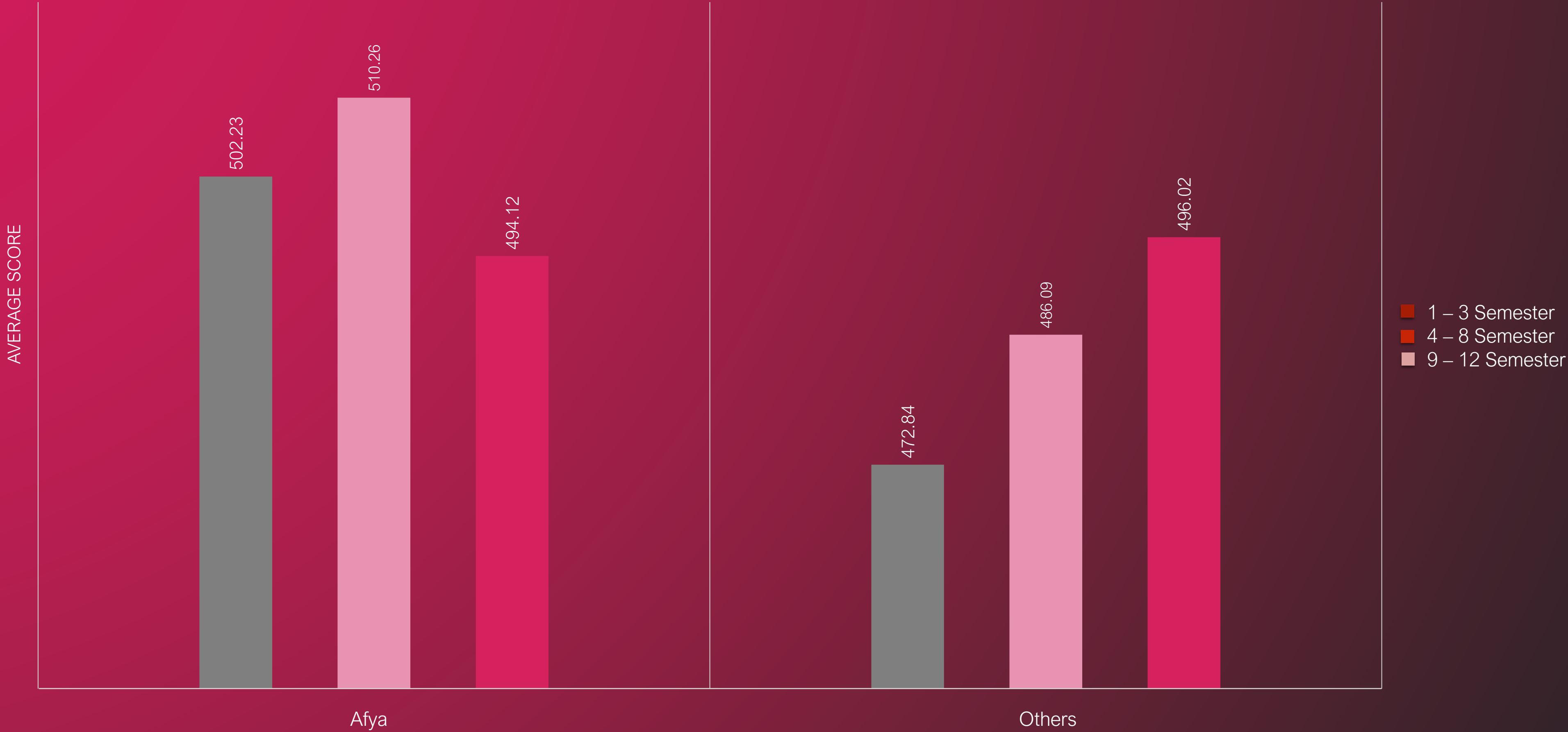


*Purpose of evaluating the cognitive performance of students during the course and the course itself, allowing an analysis of the relationship between content and curricular structure of the undergrad and the development of students.*





# Afya Curriculum vs Others





# 4.0 INTERNSHIP

*EPA curriculum (Entrustable Professional Activities / Reliable Professional Activities), curriculum model that includes 13 (thirteen) specific competencies for physician training.*



## 4.0 Internship

**EPA1** CLINICAL HISTORY AND PHYSICAL EXAMINATION

**EPA2** DIAGNOSIS

**EPA3** COMPLEMENTARY EXAMS

**EPA4** MEDICAL PRESCRIPTION

**EPA5** DOCUMENT THE PATIENT'S CLINICAL VISIT

**EPA6** ORAL PRESENTATION OF A CLINICAL CASE OF A PATIENT  
**EPA7** CLINICAL DILIGENCE

**EPA7** CLINICAL DILIGENCE

**EPA8** PROVIDE/RECEIVE INFORMATION

**EPA9** JOIN A MULTIPROFESSIONAL TEAM

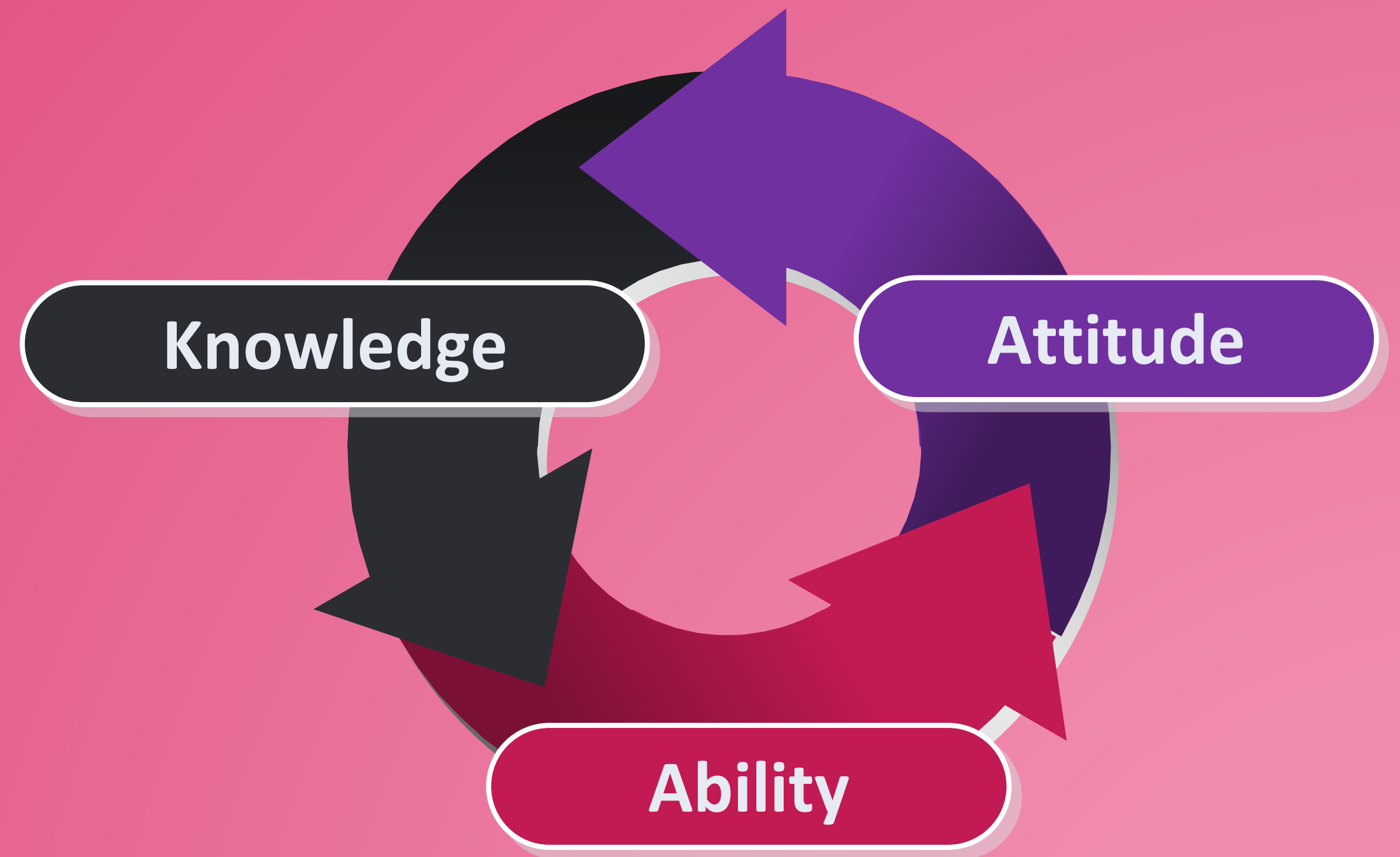
**EPA10** URGENCY/EMERGENCY

**EPA11** INFORMED CONSENT

**EPA12** BASIC MEDICAL PROCEDURES

**EPA13** PATIENT SAFETY

# ASSESSMENT



# SIMULATION IN HEALTHCARE



## The Society for Simulation in Healthcare

*has conferred upon  
Afya ITPAC Palmas*

*for having demonstrated the standards set forth by the Council for  
accreditation of Healthcare Simulation Programs in the areas of  
Teaching/Education*

*the designation of*

### SSH Provisional Accreditation



Society for Simulation in Healthcare  
Accredited Program  
Provisional

A handwritten signature in black ink, likely belonging to the SSH President.

*SSH President*  
2022-18

*Certificate No.* 2022-18  
*Certification Date* November 17, 2022  
*Expiration Date* December 31, 2024



# ANNUAL MEETING TO EVALUATE AFYA'S CURRICULUM



# AFYA SUPPORTS MEDICAL STUDENTS BEYOND THE CLASSROOM

*Supporting the medical career with the best healthtechs in the market*



*providing extraordinary experiences*





**Thank You!**





# IPEMED

FACULDADE IPEMED DE CIENCIAS MÉDICAS



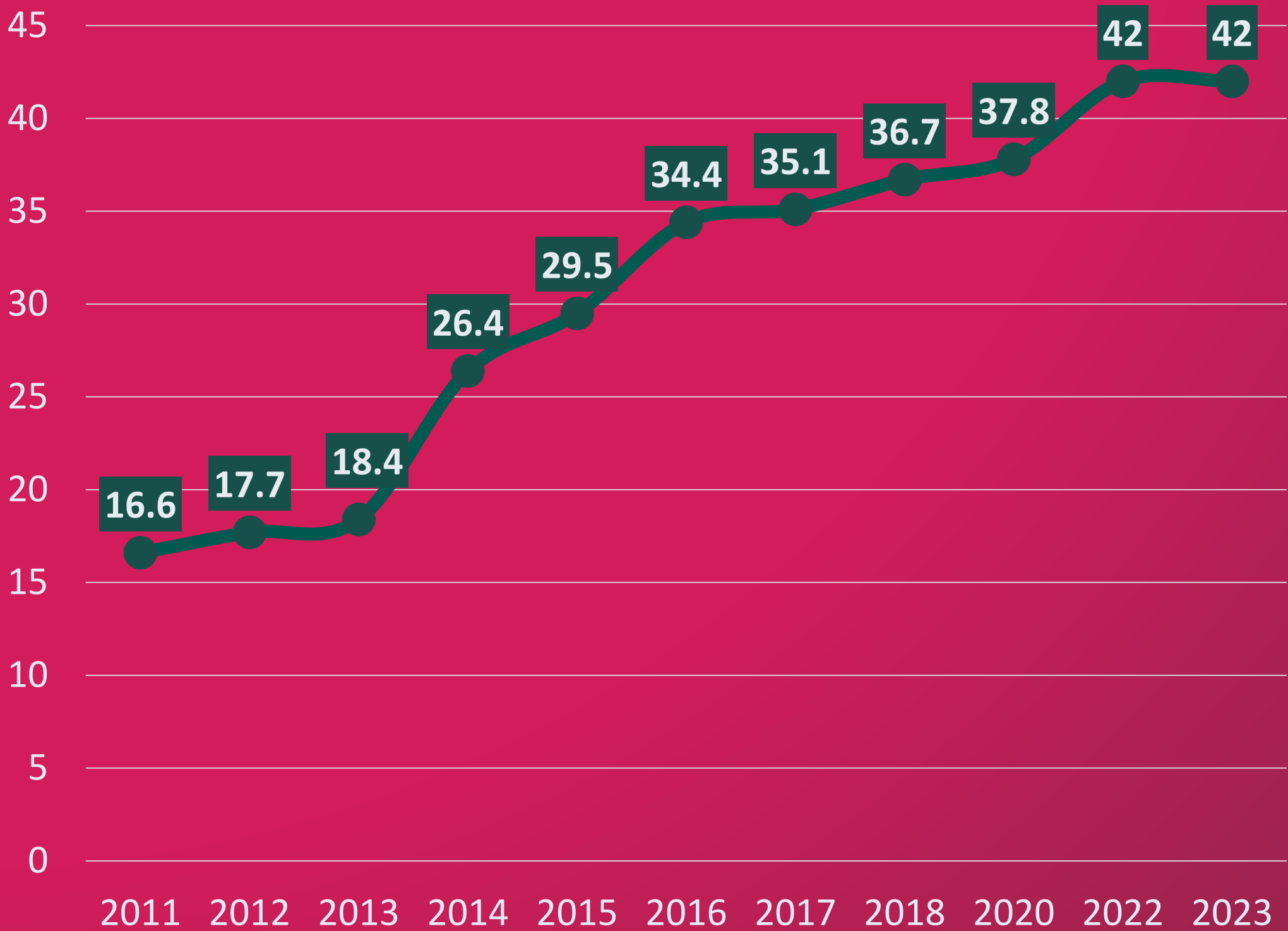
EDUCAÇÃO  
TECNOLOGIA  
SAÚDE



# PROFILE OF PHYSICIANS THAT RECENTLY GRADUATED

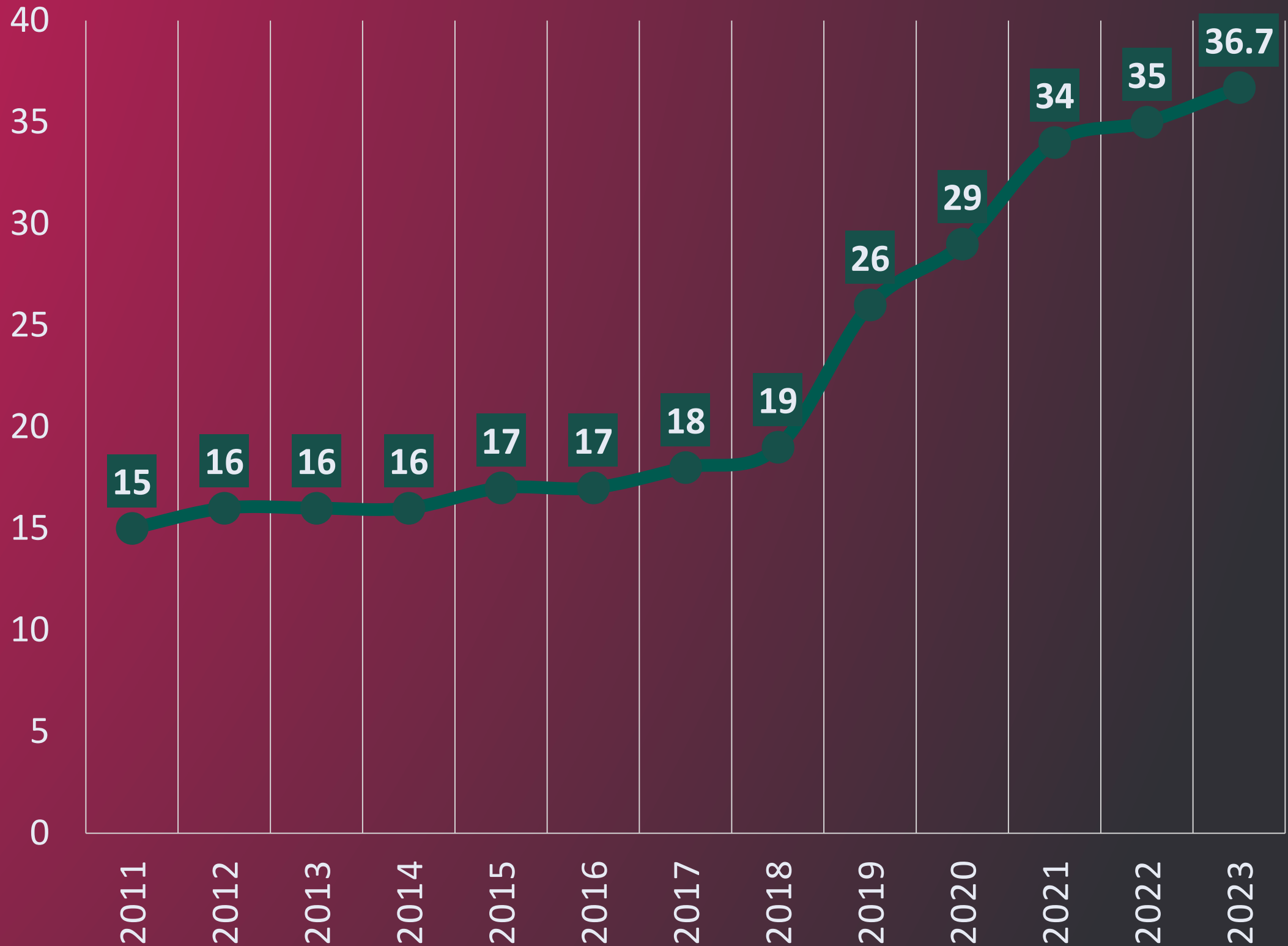


# SEATS



GROWTH OF 153%

# PHYSICIANS GRADUATING EACH YEAR



GROWTH OF 144%

# RESIDENCE COURSE SCENARIO IN BRAZIL



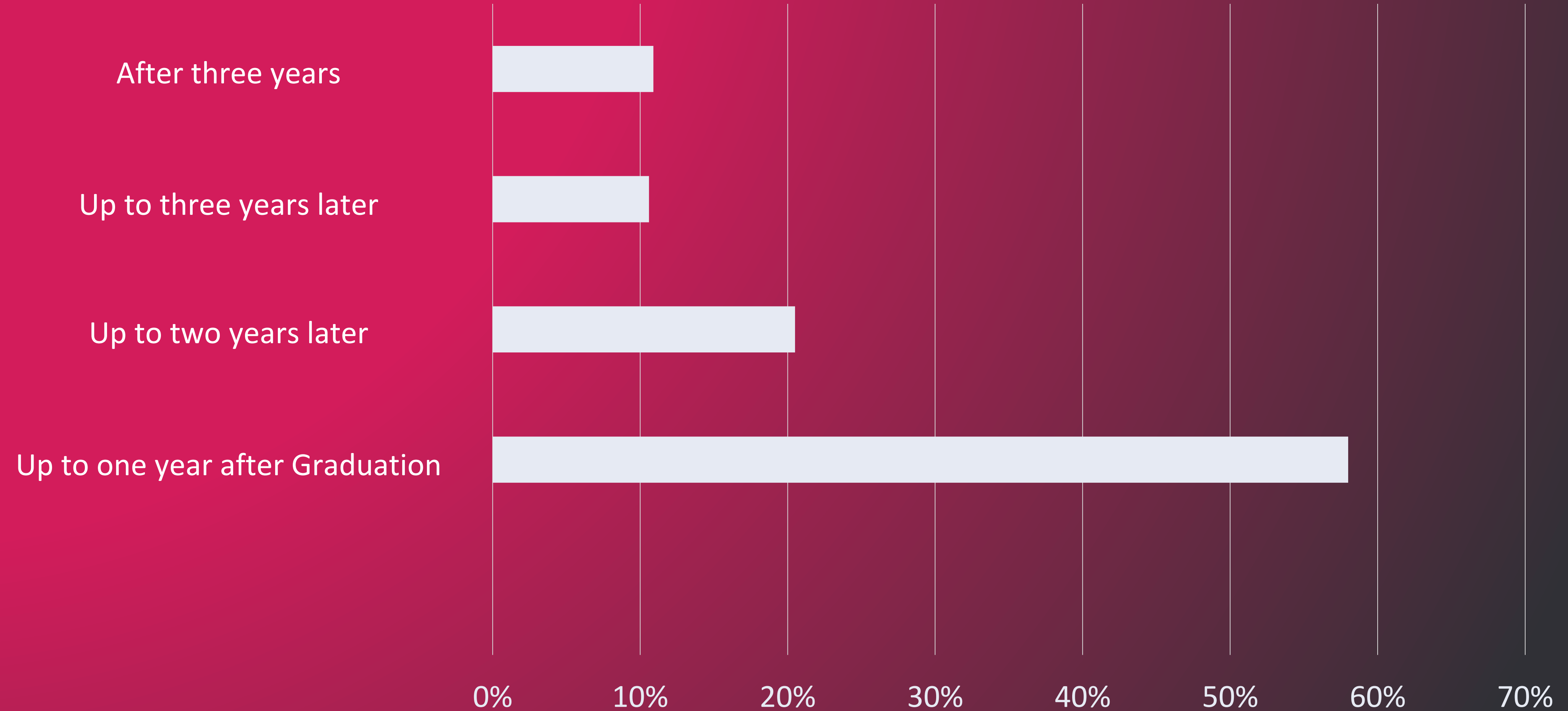
# RESIDENCY

## FIRST YEAR RESIDENCY SEATS (R1)

| Year | First Year Residency Seats in Brazil |          |              |              |
|------|--------------------------------------|----------|--------------|--------------|
|      | Authorized                           | Occupied | Not occupied | (%) Idleness |
| 2018 | 23,179                               | 19,542   | 3,637        | 15.7%        |
| 2019 | 23,315                               | 19,770   | 3,545        | 15.2%        |
| 2020 | 23,460                               | 16,867   | 6,593        | 28.1%        |
| 2021 | 24,417                               | 16,648   | 7,769        | 31.8%        |

# RESIDENCY COURSE

RESIDENT PHYSICIAN PARTICIPANTS IN THE SAMPLE, WITHOUT PREVIOUS SPECIALIZATION  
TIME ELAPSED AFTER THE END OF GRADUATION, IN 2022



# 2021 CONTINUING EDUCATION STRATEGY



# 2021 CONTINUING EDUCATION STRATEGY

**1**

**ANALYSIS OF  
DEMOGRAFIA MÉDICA  
+ SURVEY WITH NEWLY  
GRADUATED  
PHYSICIANS**

**2**

**PORTFOLIO  
EXPANSION**

**3**

**MODULAR  
CURRICULUM**

**4**

**INFRASTRUCTURE**

**5**

**EXPANSION**



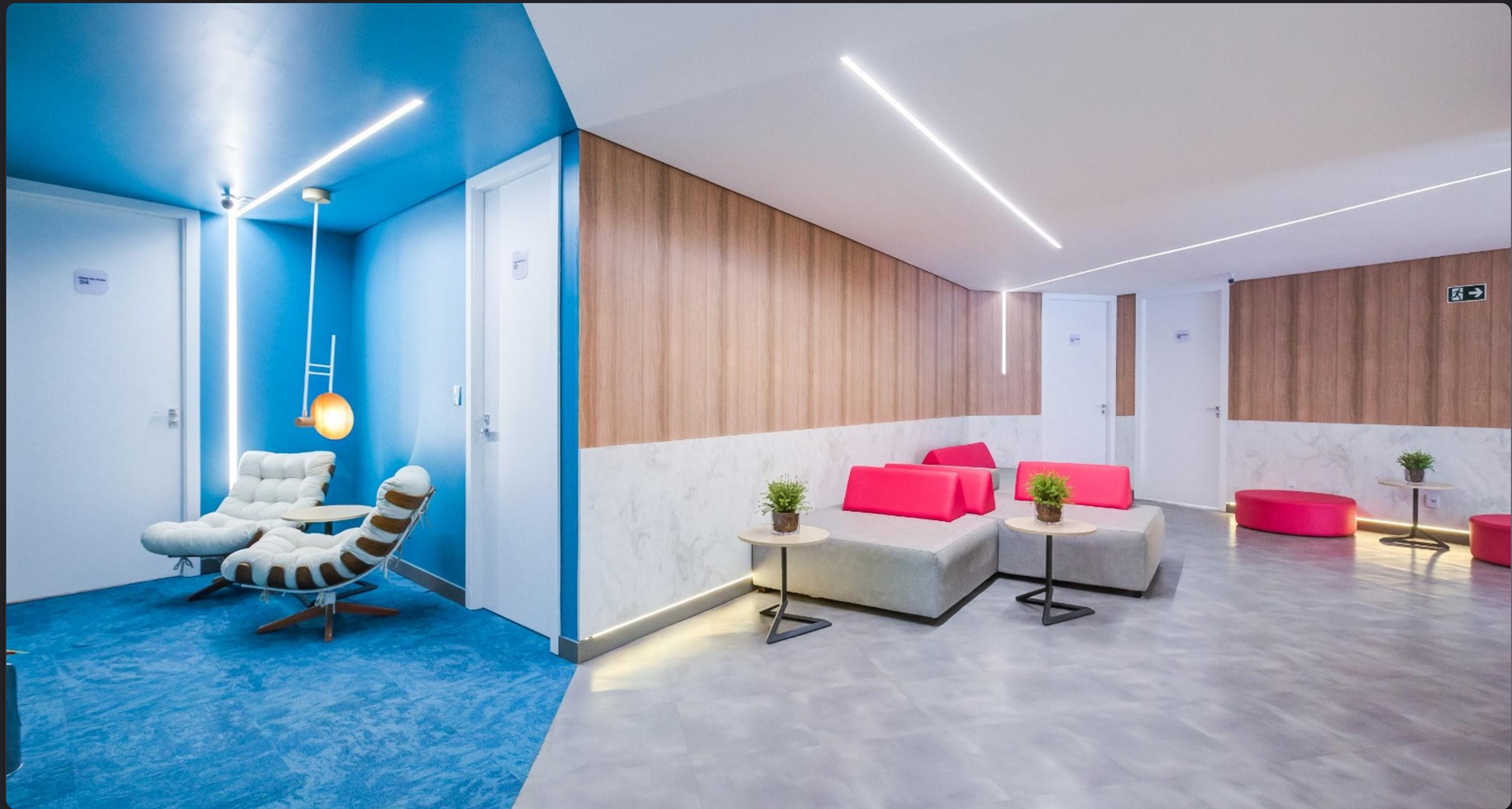














# IPEMED 23

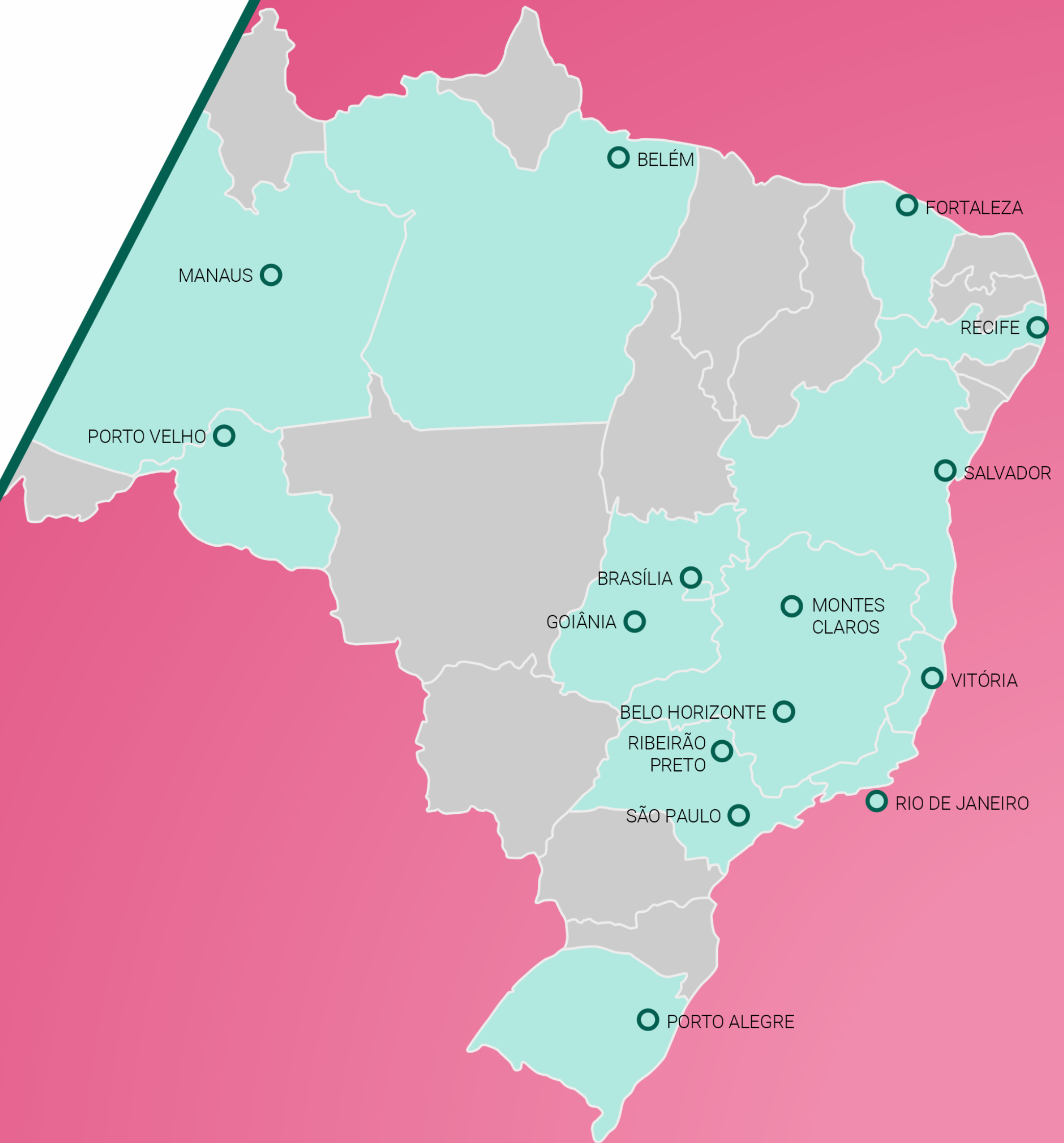
## UNITS IN ALL REGIONS OF THE COUNTRY

12 units in capitals; 01 in the countryside of Minas Gerais.

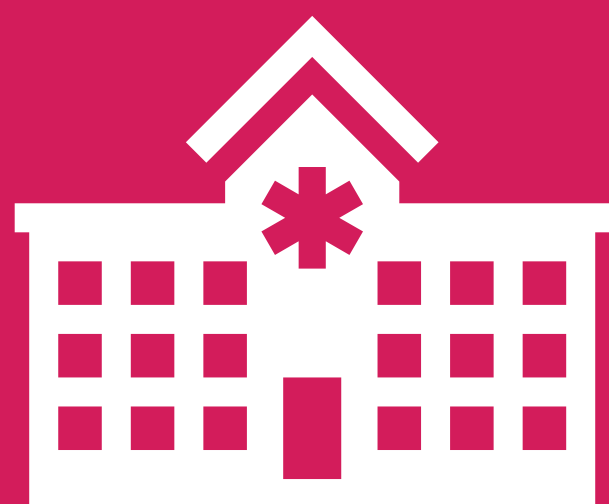
## 01 ONA CERTIFIED UNIT

IPEMED São Paulo

## 01 UNIT WITH AN INTERNATIONAL PORTFOLIO



## PORTFOLIO



**PÓS GRADUAÇÃO  
PREMIUM**



**PÓS OURO**



**SHORT DURATION  
COURSES**

### CLASS GROWTH

**2020 – 113 CLASSES**

**2023 – 222 CLASSES**

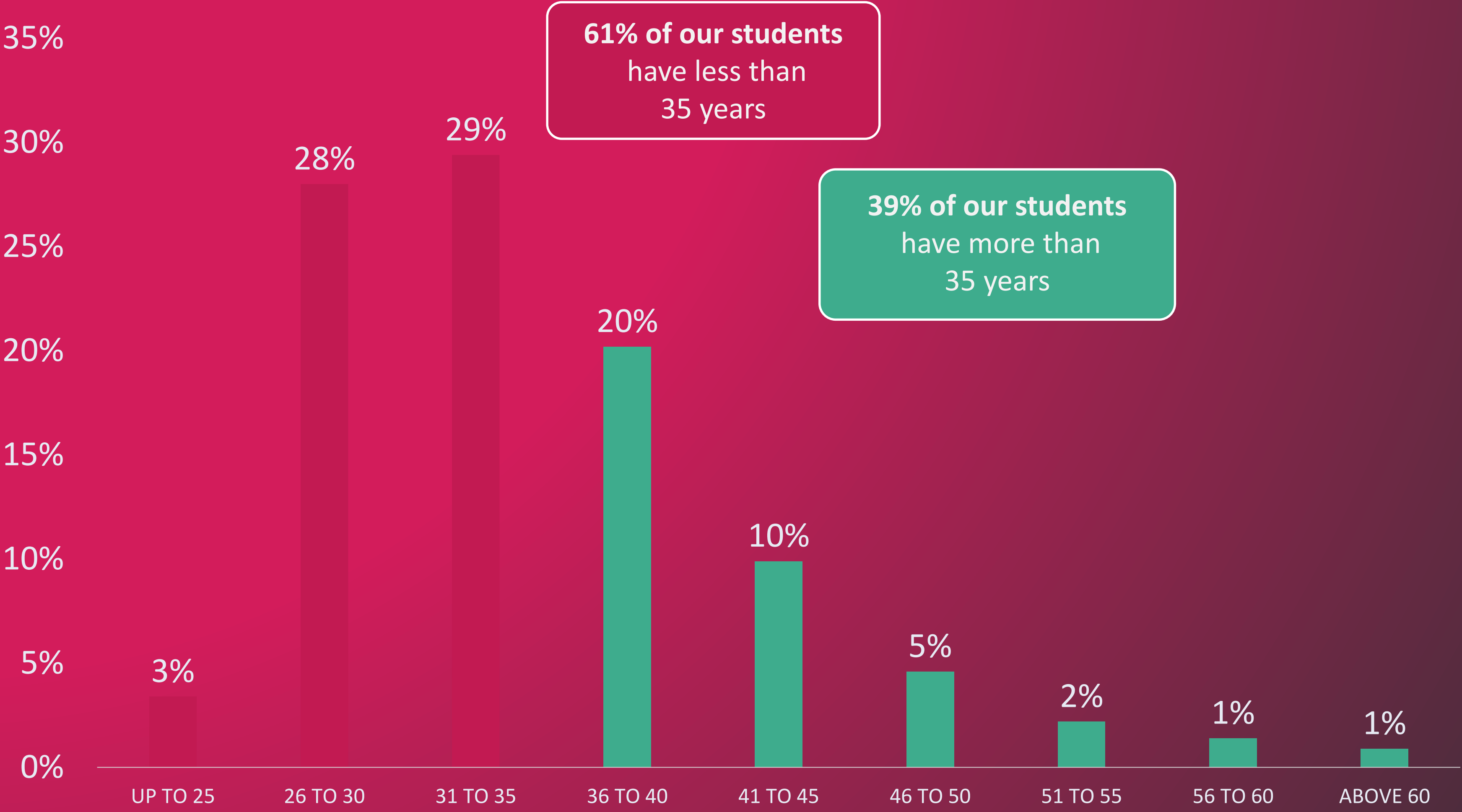


**KPIs**

**CONTINUING EDUCATION**

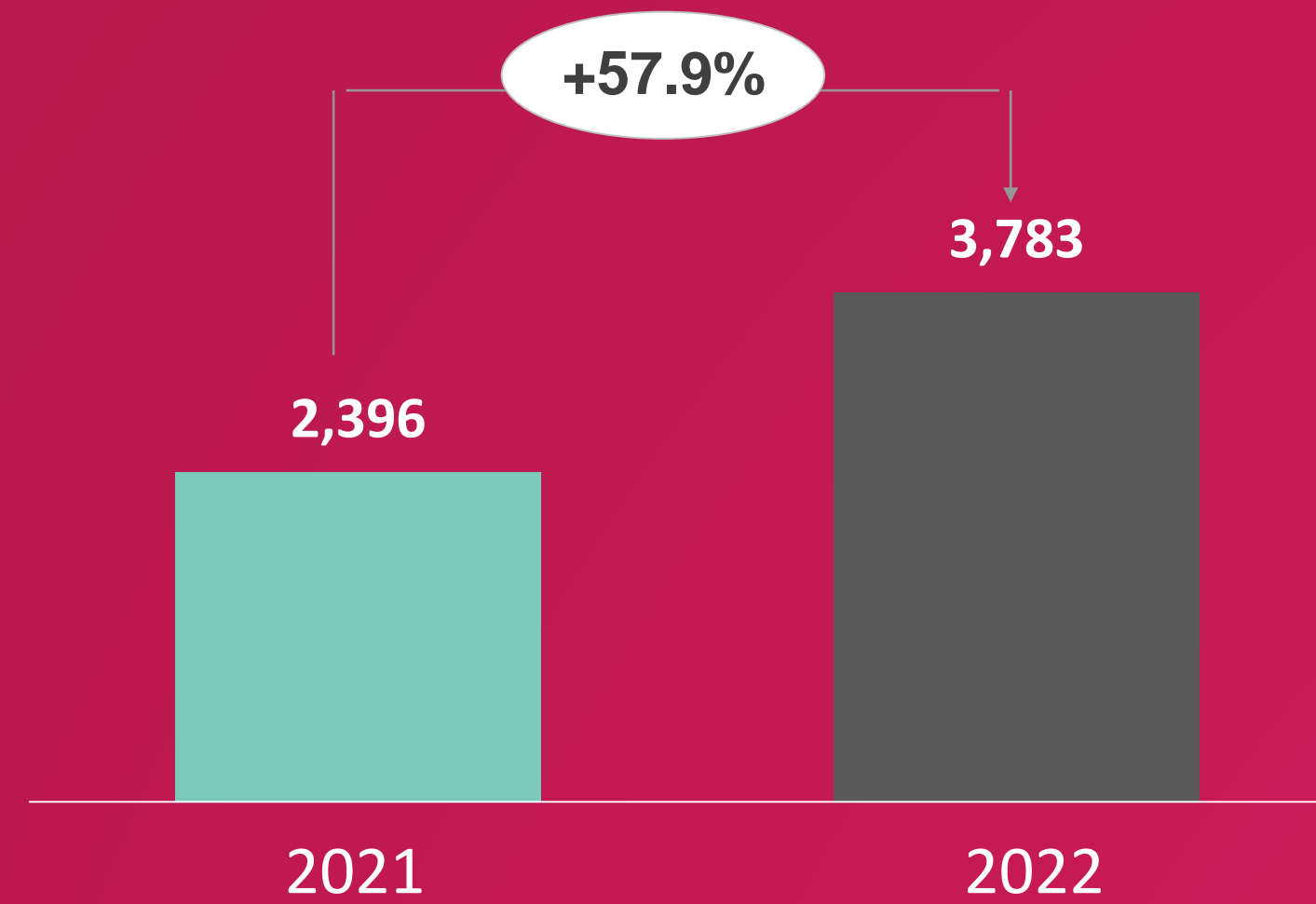


# IPEMED STUDENTS BASE

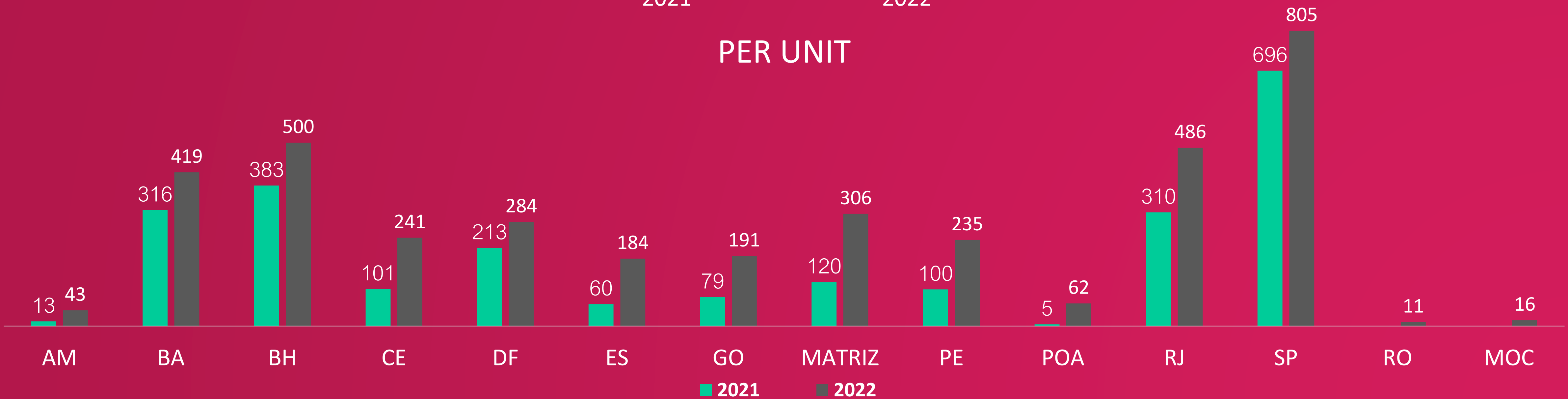


# IPEMED STUDENTS BASE

\*Only IPEMED Students  
\*Only Pós Graduação Premium”



## PER UNIT

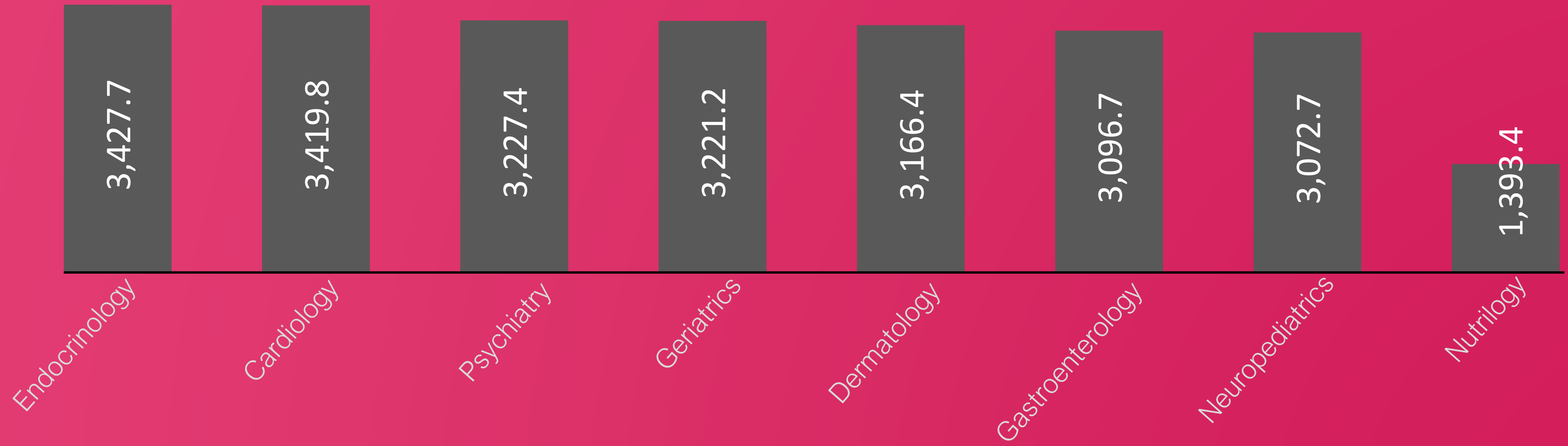


# IPEMED | MONTHLY AVERAGE TICKET OF THE MAIN COURSES

Contribution Margin

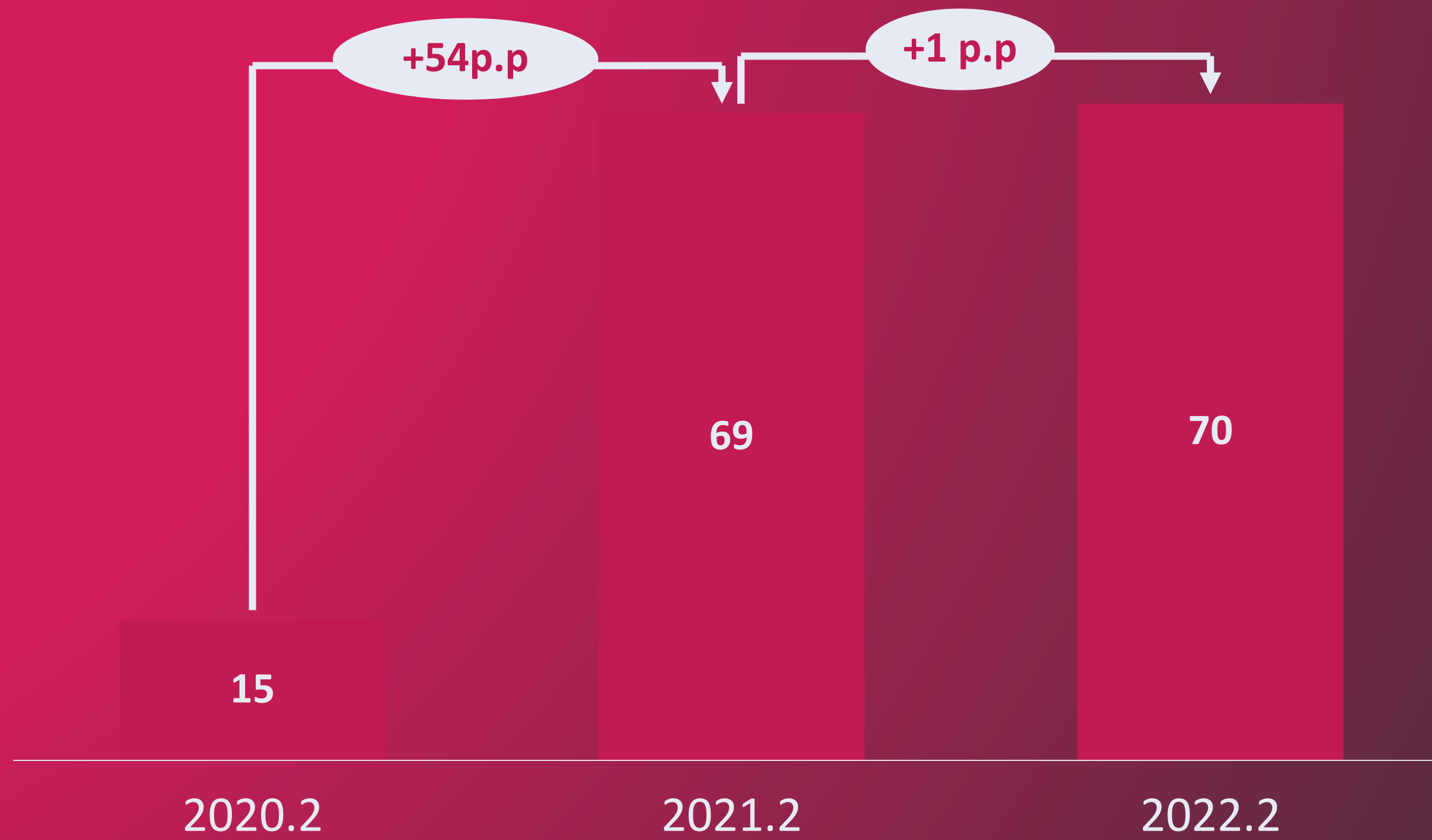


Average ticket



# IPEMED | NPS

NET PROMOTER SCORE (NPS)



# PARTNESHIPS



A space shuttle is shown launching from the bottom right, ascending towards the top center. The shuttle is white with black and grey details. In the background, a large, cratered moon is visible in the upper left quadrant. The sky is a gradient of dark blue and purple. The overall image has a semi-transparent dark overlay.

# IPEMED | Afya



# Digital Services

Lelio Souza, Bruno Lagoeiro and Felipe Lourenço





# AFYA, PHYSICIANS PARTNER ALONG ALL THEIR JOURNEY

1

18-24 YEARS



MEDICAL STUDENT

1<sup>st</sup> TO 4<sup>th</sup> YEAR

2

24-26 YEARS



MEDICAL STUDENT

INTERNSHIP

3

26-30 YEARS



RECENTLY GRADUATED

RESIDENCY

4

30-45 YEARS



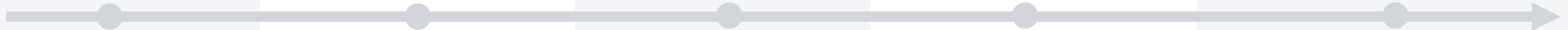
GENERALIST / SPECIALIST

5

45-70+ YEARS

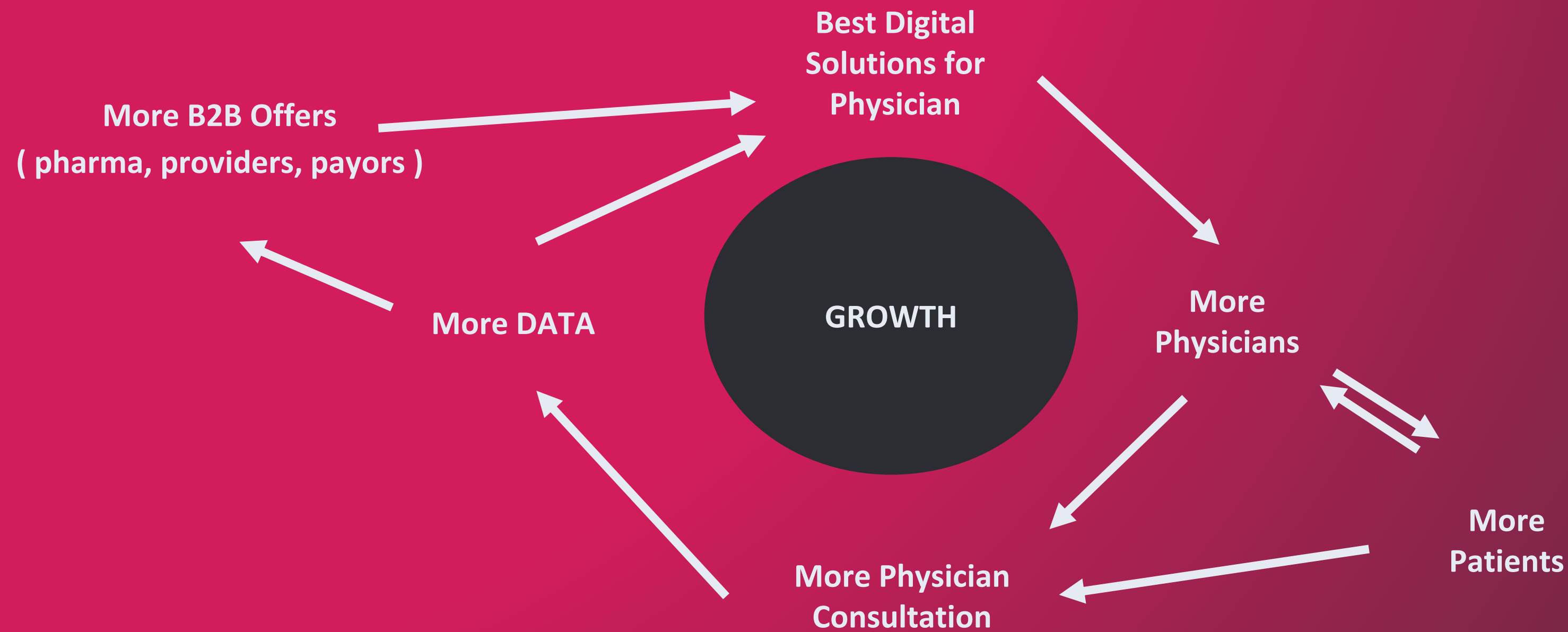


PHYSICIAN WITH EXTENSIVE EXPERIENCE



# Reinforcing Digital Operation Strategy (Consistency)

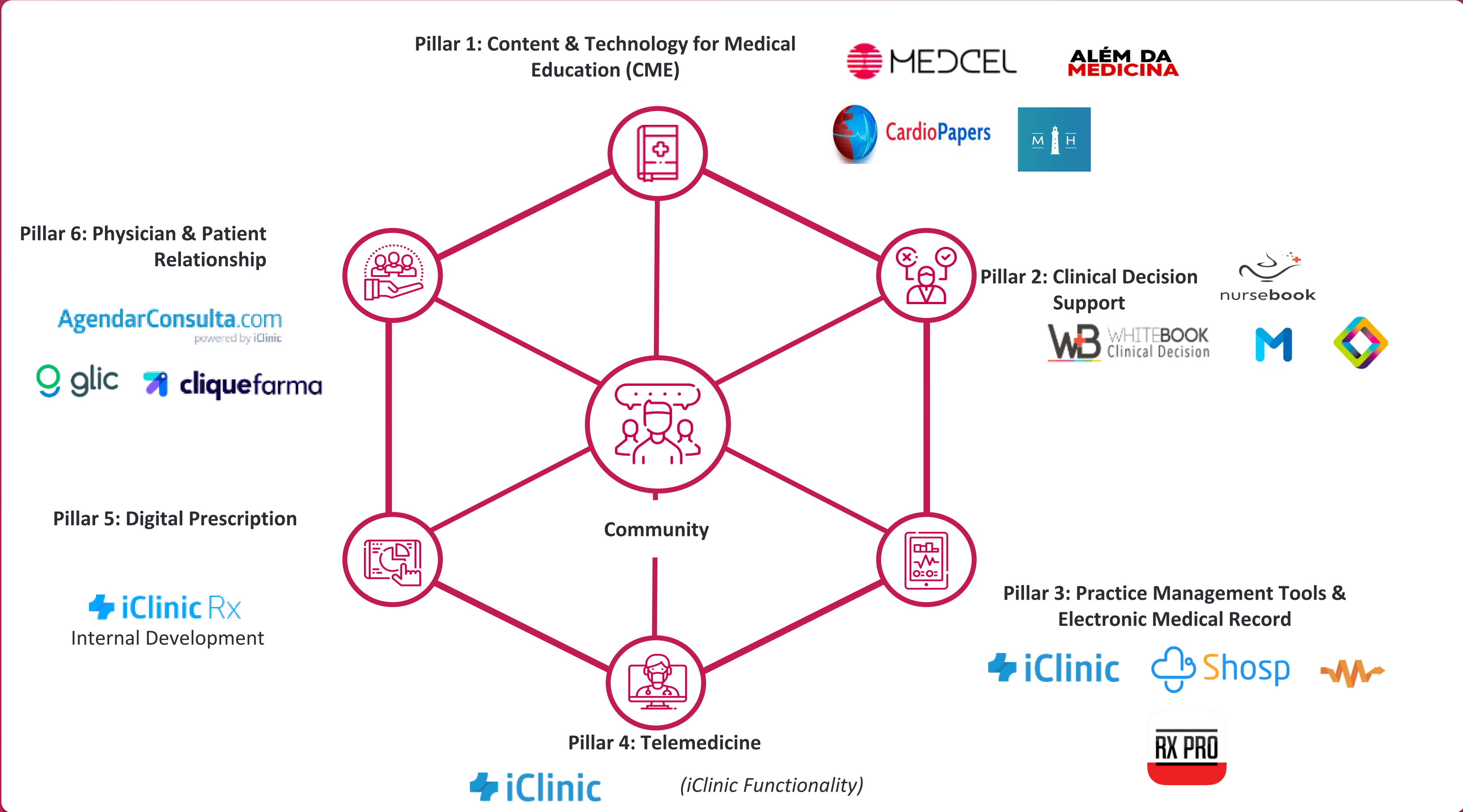
## Afya Digital Health Flywheel



**High Level Strategy :**  
To be the digital ecosystem which addresses the main physician needs on the medical practice.

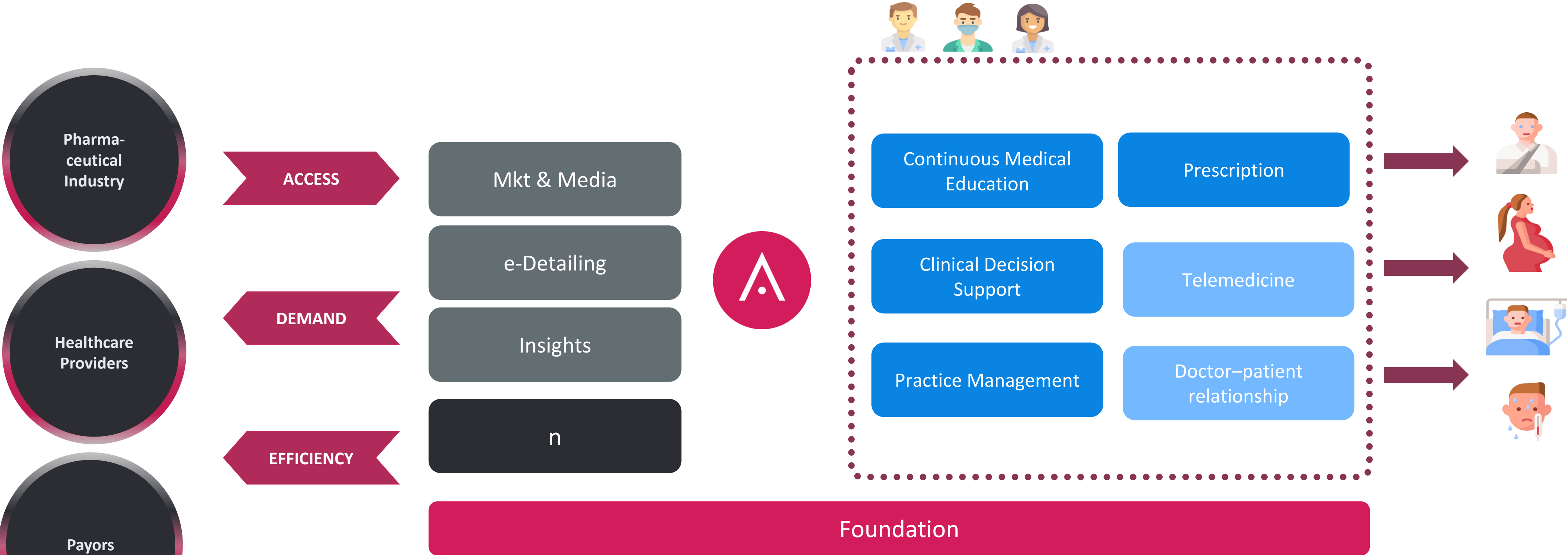
# Building the Blocks

The 6-Pillars strategic Physicians needs has been full filled, mostly through acquisitions over the last 2 years. 12 different companies (including Medcel), with more than 20 different digital products addressing specific Physicians' needs, shape our portfolio of digital solution.



# B2P enables B2B offerings ...

## DIGITAL HEALTH SERVICES PLATFORM



**LET'S WALK THROUGH  
B2P AND B2B LATELY  
ACCOMPLISHMENTS**

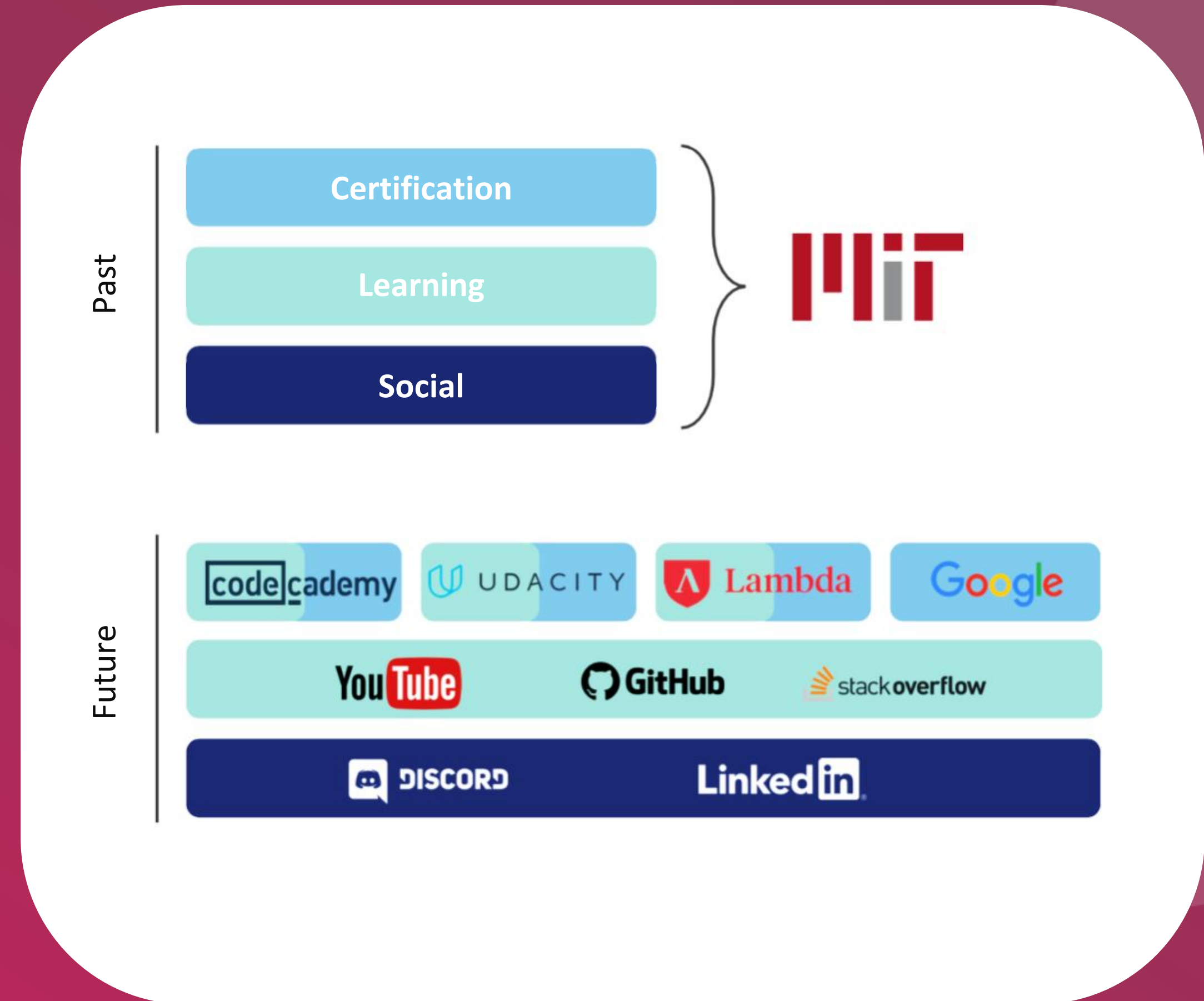
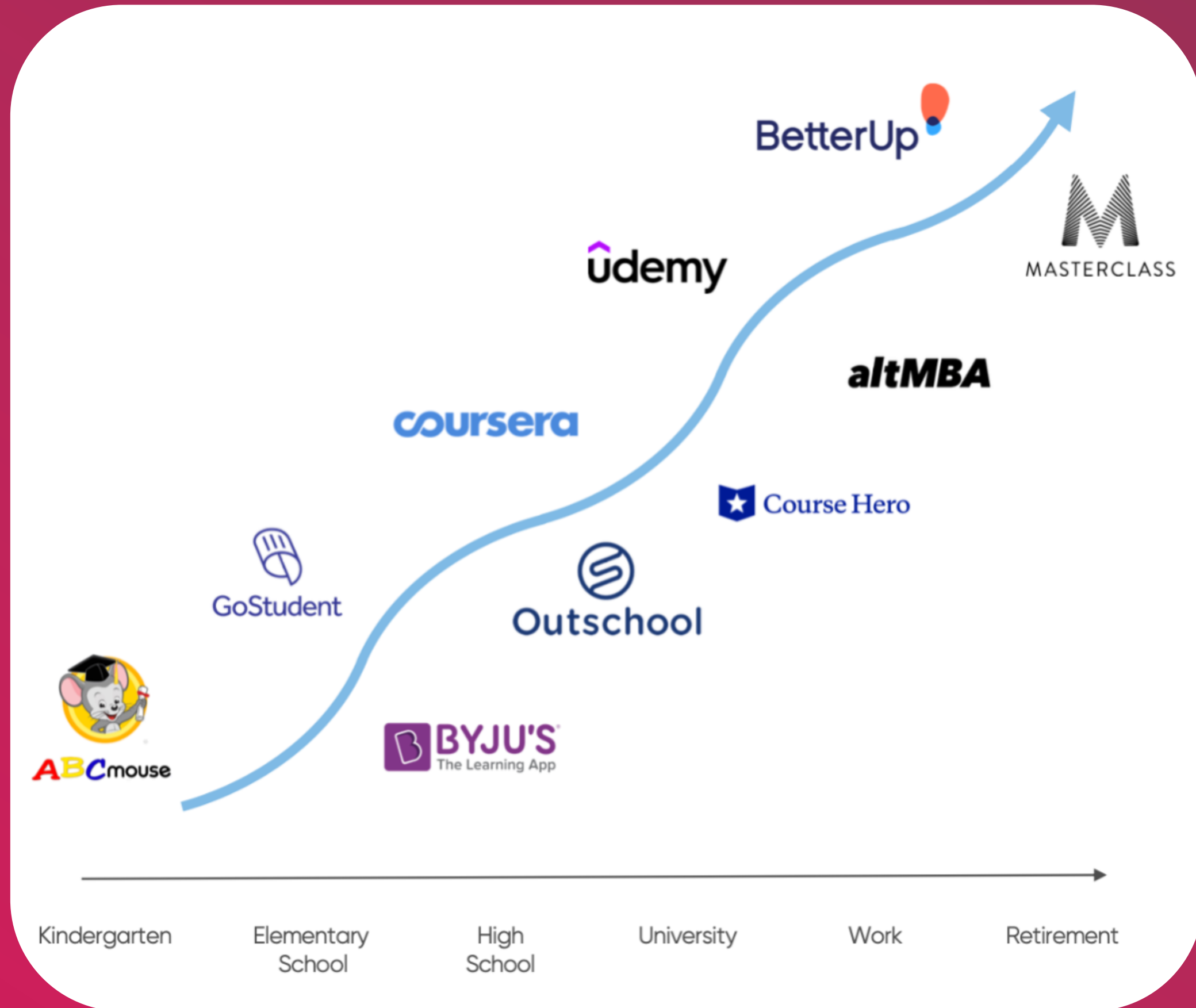




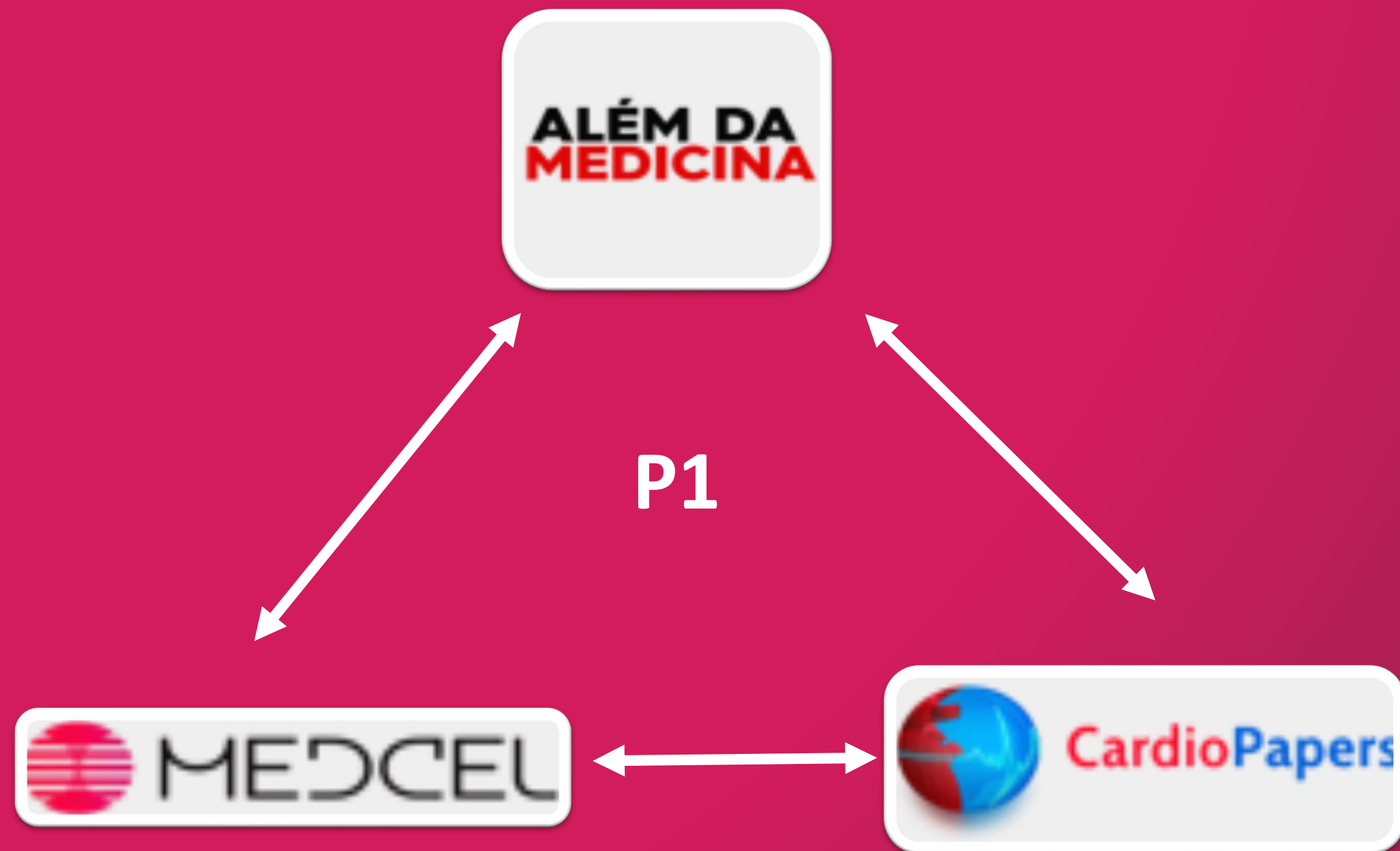
# P1



# FOLLOWING THE TRENDS IN THE OVERALL PLATFORM-BASED LIFE LONG MARKET, AFYA IS OFFERING AND EVOLVING ITS OWN MEDICAL FOCUSED LIFE LONG LEARNING OFFERINGS...



## Pillar 1: Combination of Medcel, Além da Medicina and Cardiopapers



*Digital education for students and physicians:*

- *Mentoring and carrier coach*
- *Residency and Specialist title prep*
- *Medical Hard skills*
- *Medical Soft skills*

**Life Long Learning Content Portfolio**



# +489k INSTAGRAM followers



# 229k Youtube subscribers 2M PODCAST Plays



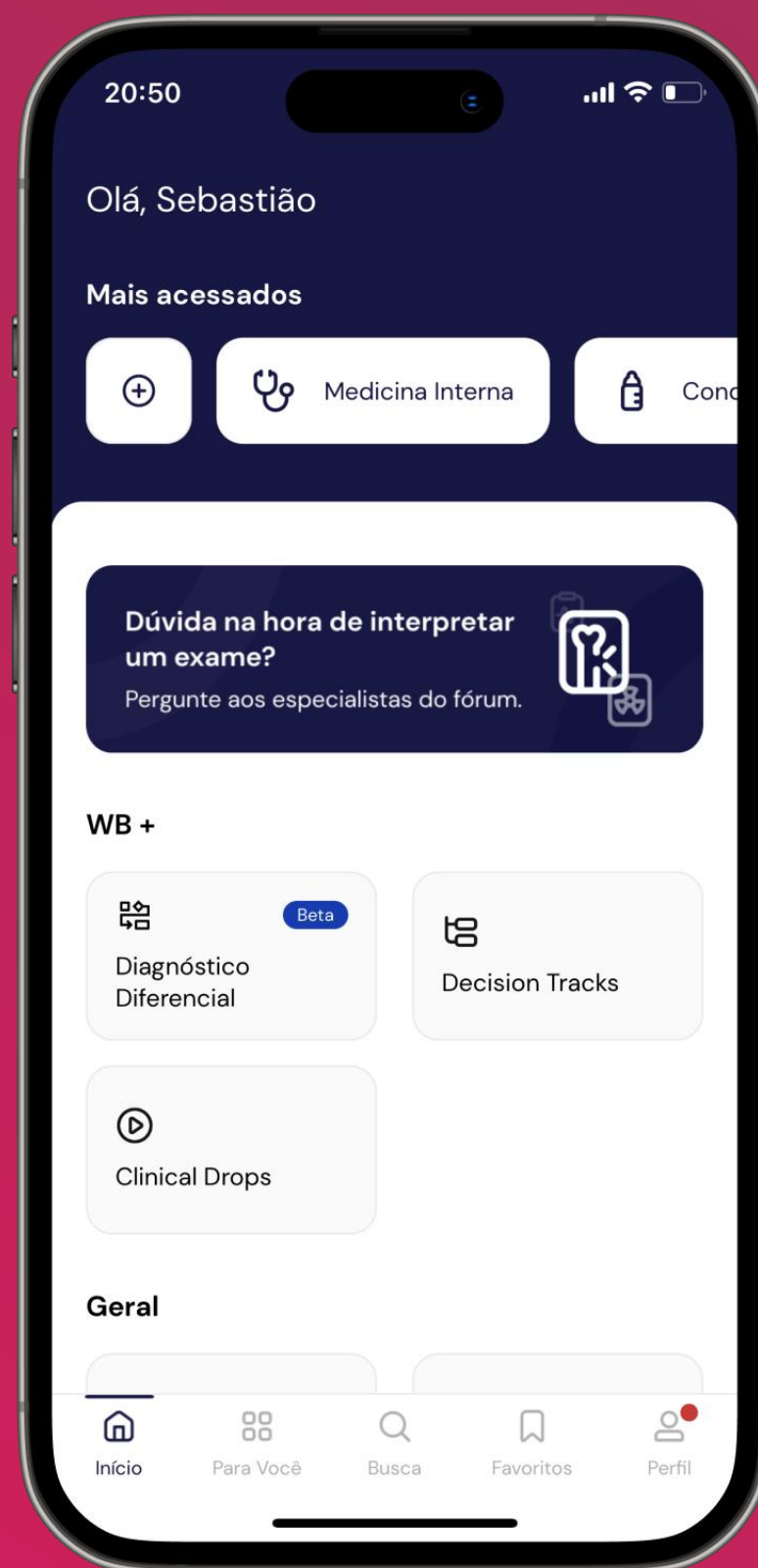


*parece ainda mais desafiador*

# P2



## Pillar 2: digital solution to support physicians in clinical decision



**WB** WHITEBOOK  
Clinical Decision

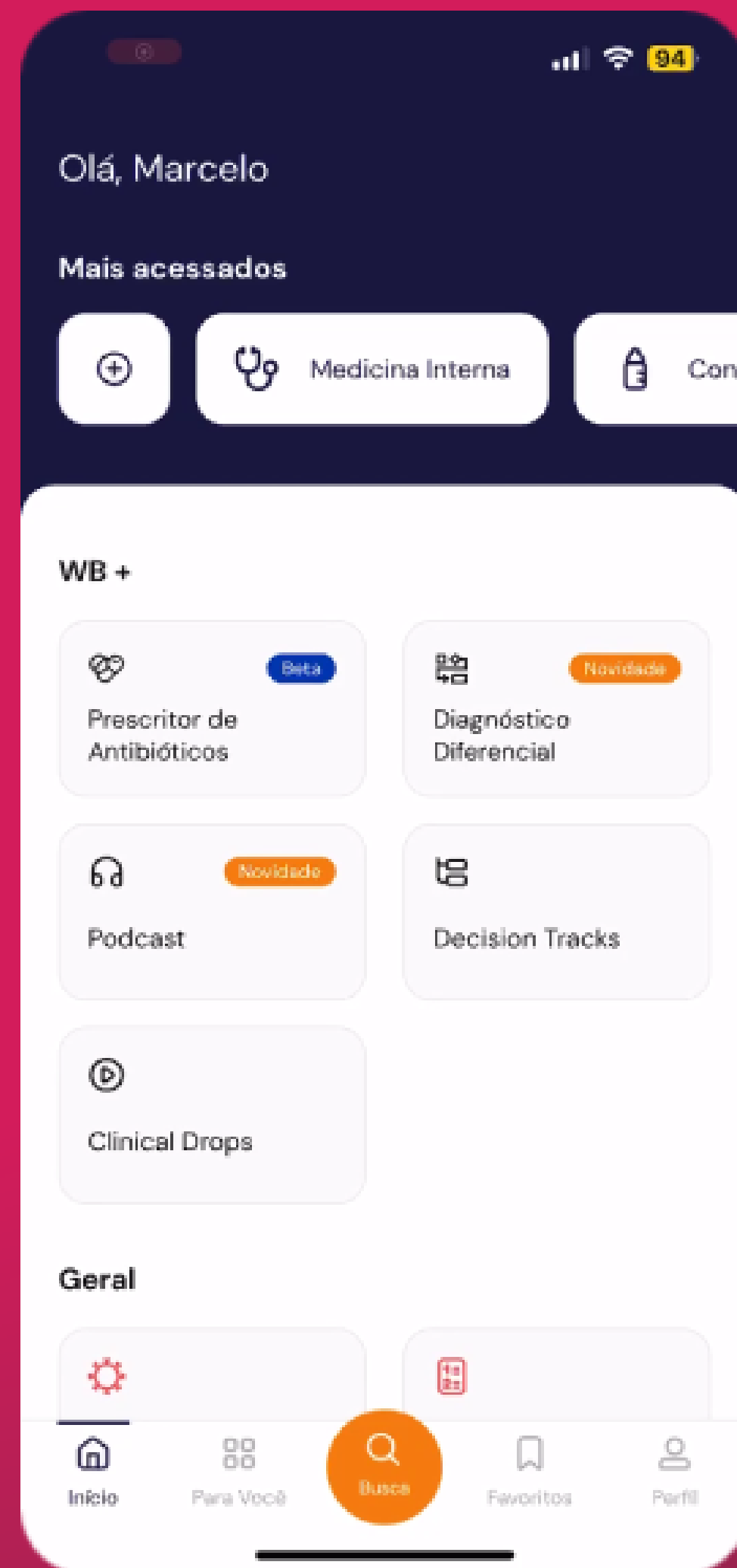
- Point of care decision tool
- Always available : Online & Offline use
- Content, calculators , tools and decision algorithm
- B2C subscription

**PORTAL**  
PEBMED

- Medical updates
- Content and Interactive tools
- B2B media and content



## DDX - *better decision through differential diagnosis*



Differential diagnosis system with the objective of remembering possible diagnoses for a given clinical case. DDX is a clinical decision support tool that assists the physician in evaluating relevant research hypotheses to come to the diagnosis.



# P345

# Pillar 345: Digital platform to support physicians in medical practice in clinics



**Electronic medical record  
+55MM patient consultation**

B2C Subscription  
B2B Content



**Payments and  
financial services**

Fee by transaction



**Electronic prescription  
+3.7MM prescriptions**

B2B insights and content







# P6

## Pillar 6: Patient and physician relationships

*Bringing patient data intelligence into the Afya ecosystem*



- Increasing clinical support to diabetes patients
- Patient adherence to treatment
- Calculators and tracking of glucose
- Scientific articles
- B2B insights and content



- Drugs search and purchase market place
- Patient adherence to treatment
- 5.5M annual visitors
- B2B media and content, CPA, CPC

**We are proud to share the value  
we are creating for physicians ...**



# ... Solutions impact



More than 2 million visitors to the PEBMED Portal monthly



More than 200 contents produced per month



Largest health update portal for professionals in Brazil



40 million consultations in 2022



Impact on the lives of 15% of Brazilians



More than 210,000 doctors using the app



2,150,000 digital prescriptions filled out in 2022



22 million electronic medical records generated



More than 114 thousand teleconsultations made



World's 1st insulin dose calculator app



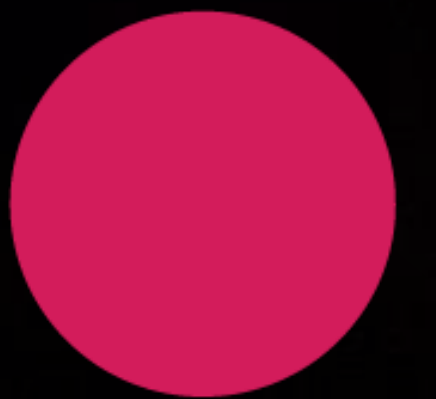
1st app in the country for the treatment of all types of diabetes



Impact on the lives of 200,000 patients



# B2B STRATEGY



## Quick strategy recap

# 260k physicians

Results in 2 important assets

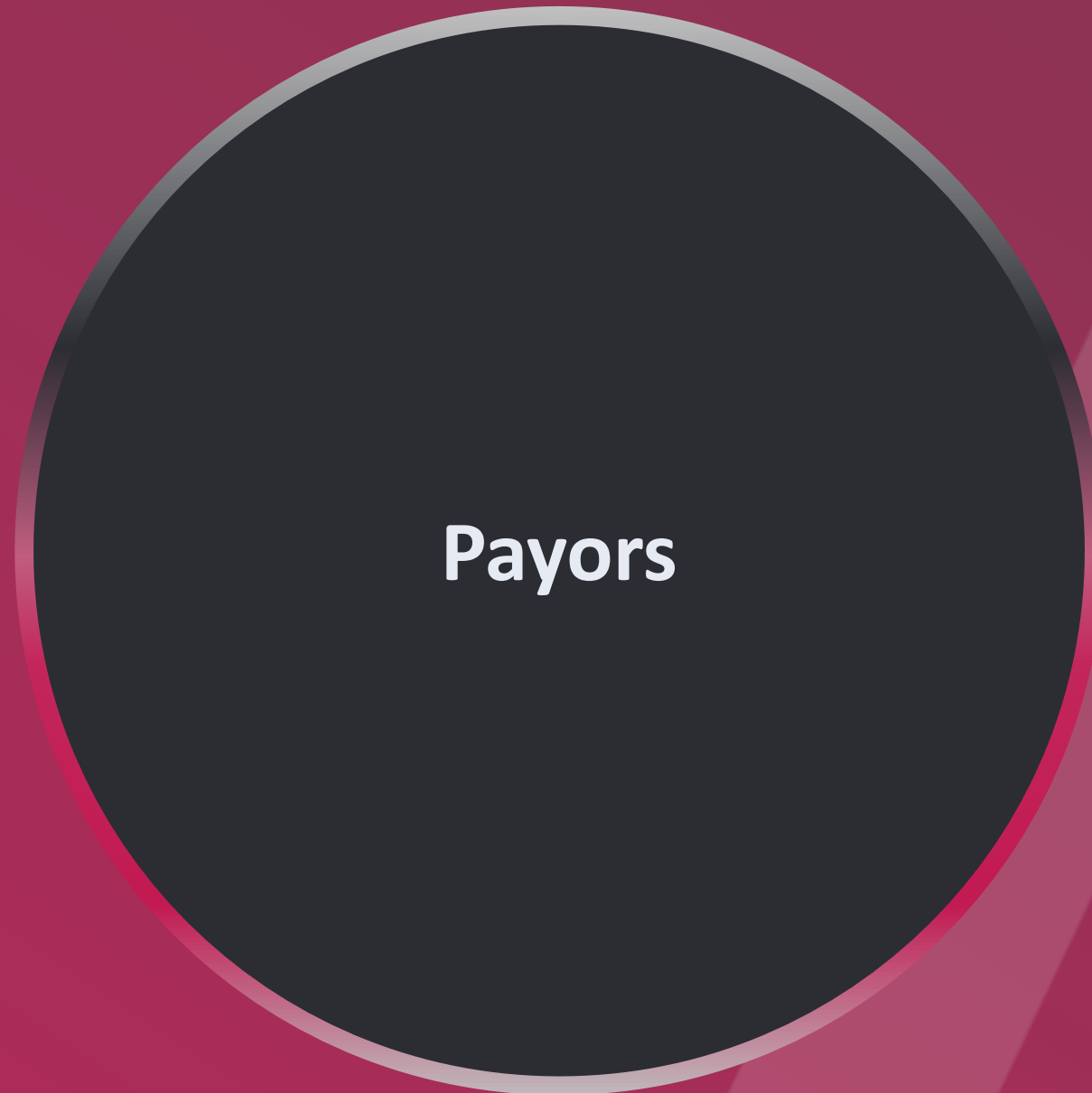


# Audience & Data



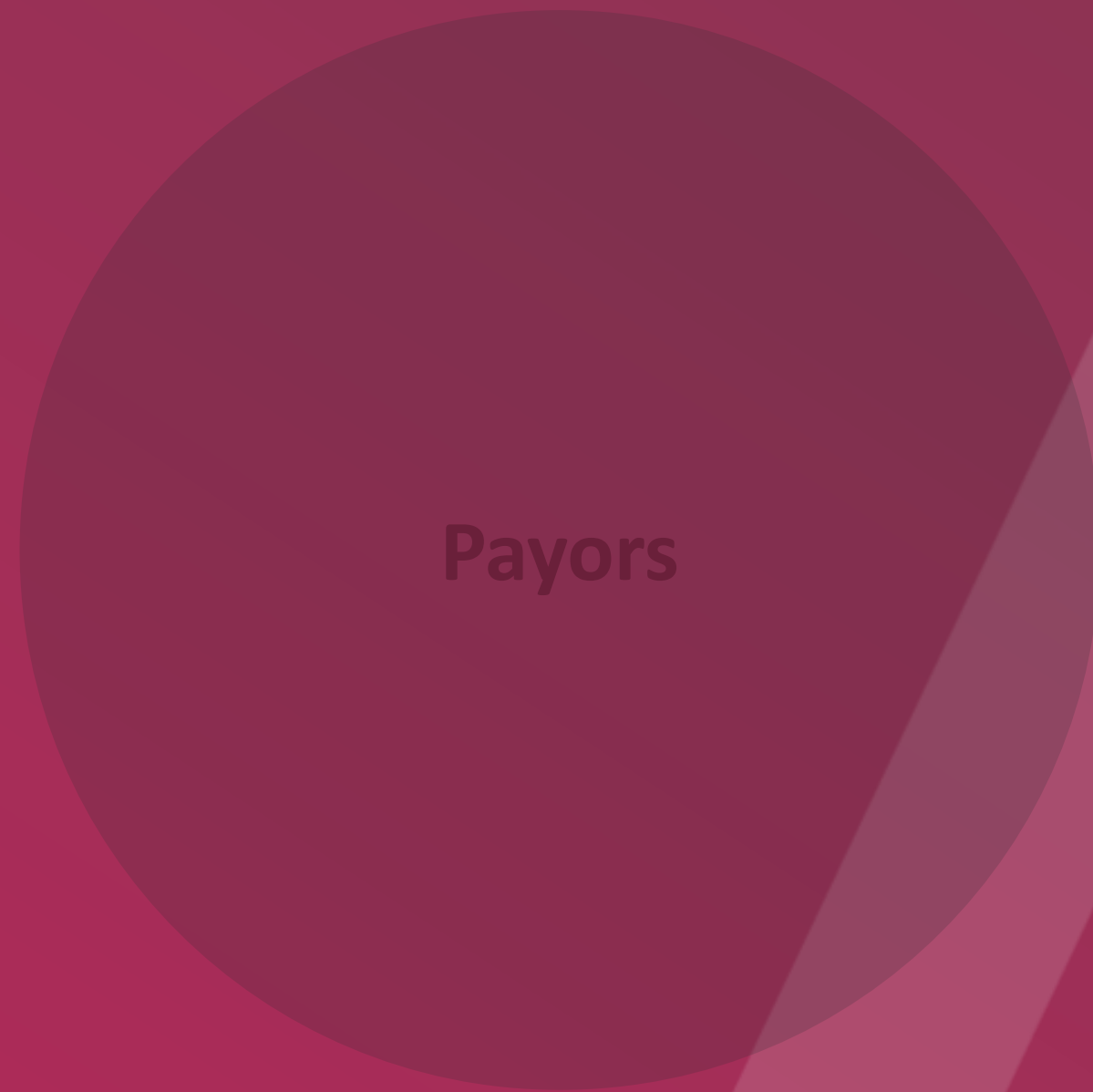
... **Quick strategy recap**

Healthcare verticals we want to help:



... **Quick strategy recap**

Healthcare verticals we want to help:







# Pharma Industry BU First Results



Medical relationship

# when, where, and the way

the physician wants!

(24 hours, 7 days a week)

(text, articles, videos, podcasts,  
webinars, free samples)

(hospital, med. office, home, traffic,  
gym)



Targeted reach to

# 260k

physicians in more than 50  
medical specialties



## How we are helping Pharma

### 4 product lines

#### Medical Education

We make available all of our expertise as the **Medical Education leader** in Brazil to the Pharma Industry.

Our learning methodologies and technology, combined with a deep understanding about the preferences and user behavior on an individual level to educate physicians about the newest scientific knowledge and updates.

#### Marketing

Our high capacity of segmentation allows the Pharma Industry to deliver the right message, on the right format, at the right channels in order to boost its marketing and communication strategies, promote content, campaigns, events, etc.

#### e-Detailing

Physicians can easily opt-in and subscribe for receiving free samples at home or their medical offices, with no hassle.

Our e-Detailing solution combines both the online and offline worlds in a new phygital experience, that results in a complete and efficient omnichannel experience.

#### Insights

We use extensive analysis of our data to provide Pharma the best insights to make better decisions.

The combination of user-generated data with large medical surveys in our database helps the industry to answer important strategic questions.

... The LAND & EXPAND strategy is taking off

**45**  
pharma  
companies

**97**  
booked  
contracts

TOP 5 CUSTOMERS – # OF PROJECTS

CUSTOMER A

16

CUSTOMER B

7

CUSTOMER C

5

CUSTOMER D

4

CUSTOMER E

4

36

... Customers

Pharma Companies

...



Specialized Marketing Agencies

gutta

IPG HEALTH



TRIUNFO SUDLER  
BRASIL

Vitrio

tv1

Ketchum  
empathy + intelligence



wish  
propaganda

jellyfish

International Marketing Agencies

US HealthConnect Inc.

2023 New Customers





# Cases





## Case #1 – Medical Education

ARTIGOS 14 Março, 2022

TOOLTIP

### Transtornos mentais em pacientes pós-internação por Covid-19

Conteúdo disponibilizado por Celleria Farma.

Desde o início da pandemia, médicos e pesquisadores em todo o mundo vêm se perguntando se pacientes que estiveram internados por Covid-19 apresentam mais transtornos mentais após a alta e quais seriam esses transtornos. Os pacientes que estiveram em cuidados intensivos estariam mais propensos a transtornos mentais específicos ou a suas formas mais graves?

Essas questões foram debatidas em dois trabalhos independentes e que foram enviados aos editores de duas revistas médicas distintas: General Hospital Psychiatry e Intensive Care Medicine, ambos publicados em março deste ano.

#### Os estudos

No primeiro, são colocados, de forma resumida, os resultados de um estudo transversal realizado em um hospital em Cleveland (EUA) entre março e agosto de 2020. Nele, todos os pacientes que estiveram internados por Covid-19 no período descrito e que receberam alta posteriormente receberam uma mensagem recrutando para a participação no estudo, que consistia em acessar um link que direcionava os participantes para o preenchimento de escalas validadas para avaliação de 3 transtornos mentais: ansiedade (GAD-7), depressão (CES-D 10) e transtorno de estresse pós-traumático - vulgo, TEPT (PTSD-5).

No segundo trabalho, foram avaliados 47 pacientes que receberam alta após terem sido internados em unidades de cuidados intensivos (UTI ou CTI) devido à Covid-19 entre fevereiro e junho de 2020. Eles foram reavaliados cerca de um mês após a alta hospitalar e responderam a uma escala de avaliação de transtorno de estresse agudo (IES-R).

#### Resultados do primeiro trabalho

Inicialmente, vamos discutir os resultados do primeiro estudo, que avaliou quadros de ansiedade, depressão e TEPT. Dentre todos os pacientes que preencheram os critérios de recrutamento, todos receberam o convite para participar da pesquisa, mas apenas 19% responderam os questionários. Destes, 57% pontuaram para pelo menos um dos transtornos avaliados, sendo o mais comum o transtorno depressivo (42%), seguido por TEPT (34%) e finalmente os transtornos ansiosos (24%). Esses pacientes ainda foram divididos em dois grupos: pacientes que tinham história prévia de transtorno mental e os que não tinham história de transtorno

**Customer:** A Brazilian pharma company focusing on gastroenterology

**Pain / Goal:** To build an education track about the disease their drug treats, specifically for independent physicians in their medical offices.

**Solution:** Segmented content delivered at the context of the medical office, using **iClinic** as a channel.

#### Results:

- ✓ Reach of + 15k doctors
- ✓ 6 different targeted specialties
- ✓ Segmented content by different specialties
- ✓ +80% reader positive reactions

**Testimonial:** *"Vimos o resultado rápido, porque é tudo mensurável, tudo muito rápido e isso no ambiente digital é legal, a mensuração é rápida. Nesses primeiros feedbacks foi uma comemoração, foi aquele sentimento — nossa, a gente conseguiu encontrar um modelo. Foi um sentimento de conquista"*

## Case #2 – Medical Education

|      |  |   |
|------|--|---|
| 8:00 | Boas-vindas  | Marcelo Haddad e Da Tássia Melo                 |
| 8:30 | Workshop   | Dr. Antônio Nóbrega, Dra. Lívia Nóbrega         |
| 9:30 | Workshop Especial<br>Nova Fronteira Diagnóstica em DPO | Dr. Alexandre Kunitzaki e Dr. Gustavo Marcolini |

**Customer:** A big German company, focusing a high cost treatment disease.

**Pain / Goal:** To promote and have attendees for a really specific scientific event. Goal and challenge: to fully book all the spots available less than one week before the simposium.

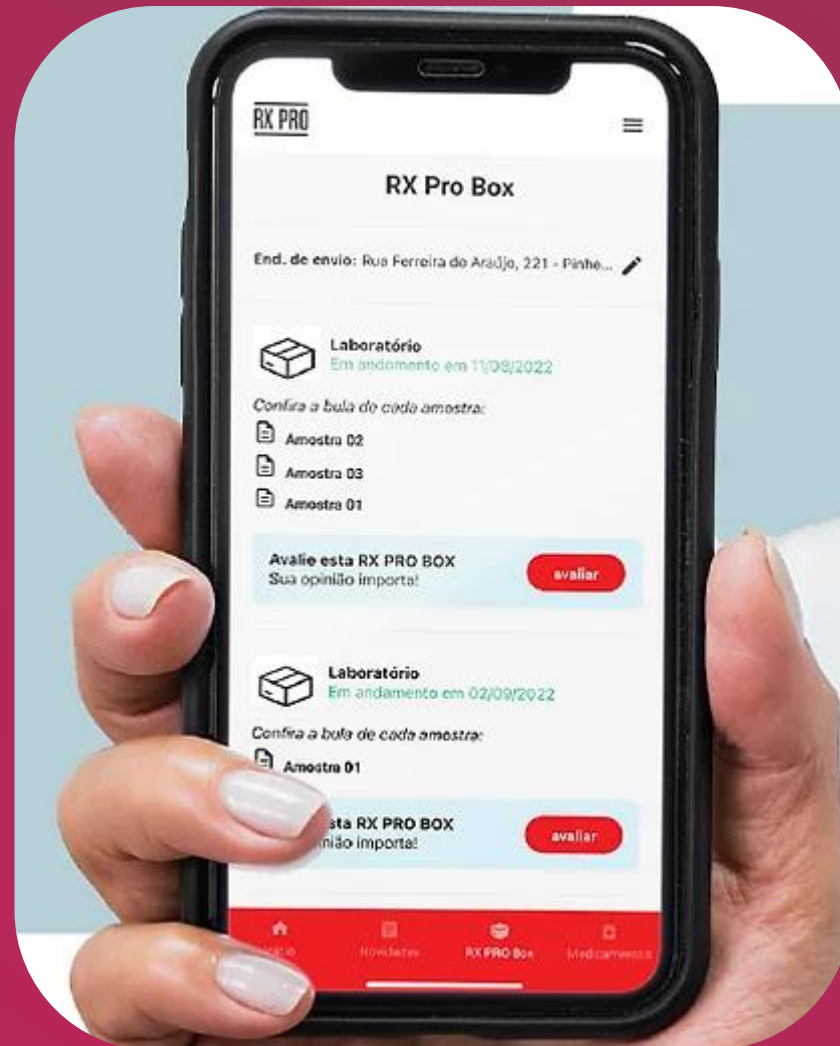
**Solution:** To start an extensive e omnichannel communication plan promoting the event to all Nefrologists inside Afya's ecosystem.

### Results:

- ✓ 8,5k specialists were impacted
- ✓ Goal achieved and event fully booked in 24h

**Testimonial:** *“O investimento valeu muito a pena e conseguimos a maior parte dos nossos convidados vindos da Afya, numa ação de emergência executada há três dias do evento e com um investimento que não foi o maior. A Afya se mostrou um veículo a ser considerado para qualquer próxima ação que tivermos.”*

## Case #3 - E- detailing



**Customer:** Big French dermatology and cosmetic pharma company.

**Pain / Goal:** To promote and have attendees for a really specific scientific event. Goal and challenge: to fully book all the spots available less than one week before the simposium.

**Solution:** To boost the opt-ins and free sample requests to as many specialists as possible and optimises the deliverability of it at the best place for the user.

**Results:**

- ✓ 6.963 sample sets was shipped in 6 months to physicians in our ecosystem;
- ✓ 97% accuracy and entregability



**Testimonial:** "Entregar amostras através da RX PRO aumentou o compartilhamento dos benefícios dos nossos produtos ao médico, e proporcionou essa experiência aos seus pacientes. "

## Case #4 - Insights

Toxina Botulínica >> Perfil dos dermatologistas

researchcenter | Afya

### 2.2 Ambiente onde exerce a dermatologia

Outra informação fundamental para entendermos o perfil do dermatologista é o **ambiente em que exerce a profissão**. No Gráfico 2, observa-se que a prática de **consultório/clínica particular** é o principal foco do dermatologista (**88,9%**), seguido dos ambulatorios e policlínicas privados (29%) e públicos (18,7%). Vale ressaltar que muitos dermatologistas trabalham em **mais de um ambiente**.

GRÁFICO 2

#### AMBIENTE DE TRABALHO

BASE QUESTÃO

504 Em que ambiente você exerce sua prática em Dermatologia?



### 2.3 Sócio (ou não) de consultório/clínica

A dermatologia é uma prática de consultório, conforme os dados acima corroboram. Nesse contexto, um importante aspecto da prática dermatológica, que pode estar associado à liberdade do profissional em decidir por qual produto adotar e qual procedimento realizar é se o dermatologista tem **consultório próprio** ou é **sócio de uma clínica particular**, ou não. Assim, proprietários podem ter maior ingerência sobre sua prática e isso pode determinar sua liberdade de escolha.

No Gráfico 3, vemos que **61,2%** dos entrevistados são **sócios ou proprietários únicos de clínicas/consultórios**. Este é um agrupamento dos entrevistados que, dada a relevância, utilizamos em recortes posteriores para entendimento de diferenças entre sócios e não sócios.

**Customer:** American pharma company focusing on dermatology.

**Pain / Goal:** To understand the Botulin Toxin market in Brazil from the dematologists perspective.

**Solution:** A customized quantitative survey with a big sample of dermatologists, in a record time, collected among different Afya solutions such as Whitebook, iClinic, RxPro.

#### Results:

- ✓ More than 500 respondents;
- ✓ 95% of statistical confidence level
- ✓ 50 important questions answered digitally;

**Testimonial:** *“A pesquisa entregou muito mais do que eu esperava. Vou apresentar internamente e indicar para que os demais procedimentos também façam.”*

## Case #4 - Insights



### Durabilidade do efeito...

“

*O efeito das toxinas de modo geral, tem diminuído cada vez mais.”*

“

*Percebi que o efeito das toxinas tem tido durabilidade menor, há pouco tempo aplico nos outros, mas já faço uso há 10 anos, e percebi esse efeito mais curto, assim como os pacientes têm relatado, mesmo fazendo a diluição conforme bula.”*

“

*A duração é um problema importante. Percebemos uma duração cada vez menor e isso acho que a indústria deve considerar. Além da venda para qualquer pessoa. Banalizou o produto!”*



**2023**

**What we are working on**



## Scale Pharma Solutions go to market

- 1** To keep **improving products** and **consolidate the portfolio** for the segment
- 2** Rethink and optimize our **pricing strategy** in order to **boost revenue**
- 3** Reinforce Afya's **brand positioning** as the **partner of choice** for pharma on the digital space

# Start a new BU focusing on Healthcare Providers



First Customers

