

Leveraging Specialty Logistics, Kitting, and Enhanced Informatics to Improve Patient Care, Boost Physician Satisfaction, and Increase Lab Productivity



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SVP Sales & Marketing



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VP Operations



Presentation Overview

- Robin Hooker Introduction
- BioTouch Overview
- Sanjesh Sharma Introduction
- Natera Overview
- Increasing Lab Productivity to Improve Patient Care





Robin Hooker
SVP Sales & Marketing
BioTouch

- Head of Commercial Team for BioTouch
- Responsible for growth and market strategy
- Prior 35 years of experience from UPS in Ops, Finance, Marketing, **Global Healthcare Market Strategy**, New Product Development, and Retail Channel Strategy
- Instrumental in the development of capabilities serving healthcare sector
- Focused on creating and launching new solutions that bring value to diagnostic laboratories and clinical research organizations
- Represented BioTouch and in the past, UPS across extensive healthcare logistics conferences
- TED Speaker

A Little About BioTouch

- BioTouch - We Touch Lives
- Specimen Logistics: Courier and Parcel Carrier Management
- Diagnostic Lab Kit: Design, Manufacturing and Distribution
- Life Science Printing & Promotional Items



BioTouch™ is a global healthcare logistics partner that delivers a higher level of trust and quality to our partners and their patients.

HOW WE HELP

- Reduced Costs
- Improved Service Levels
- Increased Asset Visibility
- Logistics Network Optimization
- Robust Analytics & Dashboards



11M+
Kits Shipped
Annually



65M
Patient Lives
Impacted



11M+
Courier Stops
Annually



98.5%
On-Time Specimen
Delivery



QUICK FACTS

- 3,000+ Team Members
- 25+ Locations Globally
- 600k+ sq ft Distribution
- ISO 13485 & 9001 Certified
- HIPAA/OSHA/TSA Fully Compliant
- 1,000+ Clients
- Service to 120+ Countries

OUR SOLUTIONS

- Kitting Solutions
- Print & Promo
- Distribution
- Inventory Management
- Courier & Carrier
- Logistics Management
- Route-to-Market
- Temperature Control
- Client Supply Technology
- Business Insights

Natera Presentation

- About Natera
- Why Kits & Logistics Matter
- Value of Sharing with Our Peers
- Understanding the Challenge – What Are We Trying to Fix?
- Voice of Our Customer
- Key Focus Areas (Kits & Logistics)
- Pending Opportunities
- Questions



About Natera

Natera is a global leader in cell-free DNA (cfDNA) testing, dedicated to oncology, women's health, and organ health. We aim to make personalized genetic testing and diagnostics part of the standard of care to protect health and inform earlier, more targeted interventions that help lead to longer, healthier lives.



>10M tests processed



12 products



>200 peer-reviewed publications



>400 issued or pending patents



>3,200 employees



Understanding the Opportunity/Challenge

14B

14 Billion laboratory tests are ordered annually - safety, quality, and cost matters (CDC)

- Remote sample draws are increasing
- Availability of kits and Transportation play a key role

70%

70% of today's medical decisions depend on laboratory test results (CDC)

- We play a direct role in these decisions. Maintaining sample integrity is critical

260k

~260,000 CLIA-certified laboratories across the country. (CDC)

- Increasingly, we are often between the patients and the lab with their samples...Traceability is key

Why Kits & Logistics Matter

1

Logistics plays an integral part between patients and results...

2

Understanding the Expectation of the Clinics and Testing Laboratories...

- Lab and Service Partner Collaboration is critical to optimizing outcomes
- Leverage each other's expertise
- Set long-term strategies
- Create collaborative process to optimize KPIs
- Have a Project-based approach
- Obtain organizational support across all levels

Value of Sharing with Our Peers



A Person behind Every Sample – It's All About the Patients



Embrace Diversity – ESG



Be Accountable & Take Ownership



Think Team



Lean & Nimble



Show Me the Data



Be Ready to Change the World

Value of Sharing with Our Peers



A Person behind Every Sample – It's All About the Patients



Think Team



Lean & Nimble

Voice of Our Customers – Clinics & Patients

Obtaining a Sample - Clinics/Patients Want:

- 1) Access to samples collection kits immediately
- 2) Without having to carry inventory,
- 3) Without taking space
- 4) Cost effective
- 5) Easy to replenish
- 6) Easy to use
- 7) Unexpired

Post Draw – Transporting to the Laboratory

- 1) Samples are expected to be picked up immediately,
- 2) Delivered within the hour,
- 3) Without damage
- 4) At minimal cost
- 5) Where is my sample (traceability)

I had labs done at my doctor's office for panorama...and I **would like to keep track of it.**
Is that possible?

- Instagram message

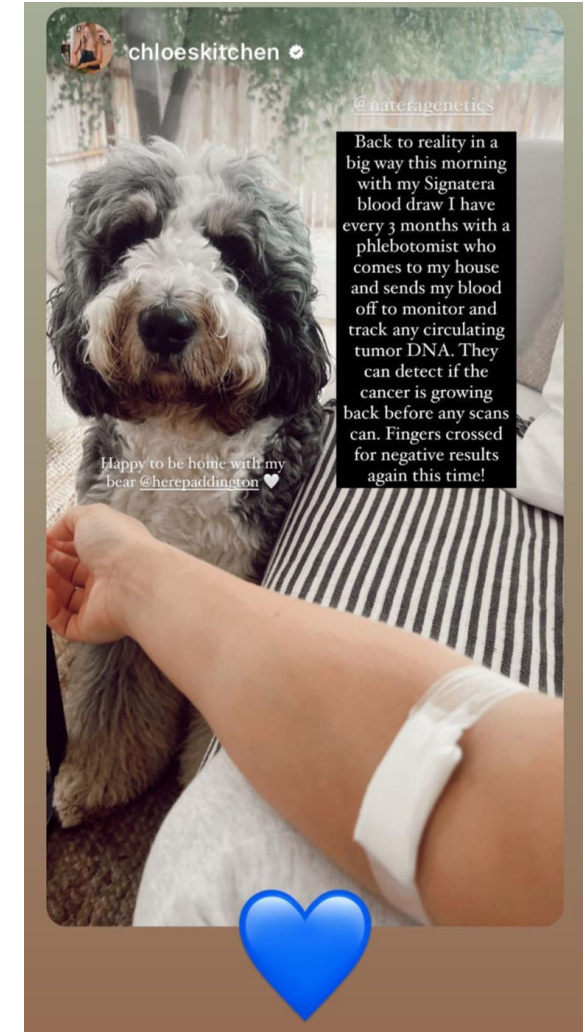
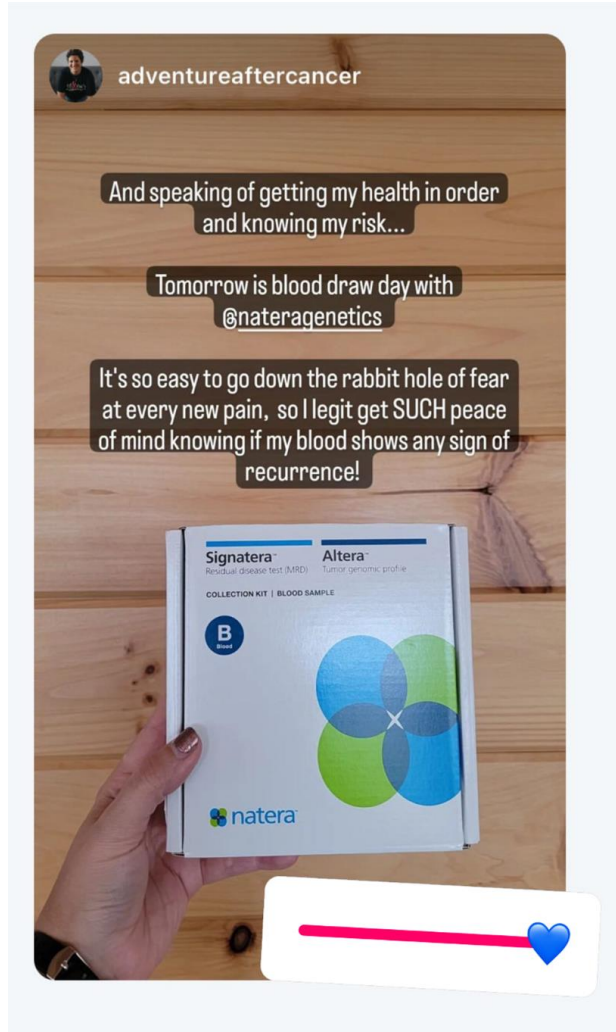
The **test kit came the next day, They called and confirmed** if it came...very professional and did a great job taking my blood, the whole thing was great.

- Google review

I received the test kit from FedEx and was able to have the blood drawn at my local doctor's office. **I have had good experiences with Natera.**

- Google review

A Person Behind Every Sample



Narrowing Our Focus

The three key stages of the laboratory testing process

- Preanalytical
- Analytical
- Postanalytical

Preanalytical – Our focus today

- Need for a test requirement
- *Obtaining patient samples (Kits)*
- *Transporting to the laboratory (Logistics)*
- Sample preparation (Accessioning)

Kits & Expectations from Kit Partners

- Stock out is not an option – ever (cost/expensive)
- Quality cannot be compromised – ever
- Cost had to always be in check (you will stock out)
- Kits needed to be at the clinic in <24 hrs of ordering



Kit Availability – Expectations from Kit Partner

Stock out is not an option – ever (cost/expensive)

What Natera Had To Do

- Provide demand/forecasts for on time fulfilment
- Confidence that kits will be consumed
- Risks with having waste

- Quality cannot be compromised -ever
- Cost had to always be in check (you will stock out)
- Kits needed to be at the clinic in <24 hrs of ordering

BioTouch Collaboration:

- Balance forecasts with peaks & valleys in demand to determine optimal inventories
- Consistent interval check points – evaluate future tech-enablement
- Leverage best practices and an ongoing collaborative process

Kit Availability – Expectations from Kit Partner

- Stock out is not an option - ever(cost/expensive)

Quality cannot be compromised – ever

What Natera Had To Do

- Provide compliance requirements
- Kit specification update

- Kits have ~ 322 days of useful life
- Including kits that will be expiring soon
- Push out notifications re: expiring kits

- Cost had to always be in check (you will stock out)
- Kits needed to be at the clinic in <24 hrs of ordering

BioTouch Collaboration:

- Overarching Quality & Design Process
- Frequent Design Updates
- Stringent Specs
- Frequent Collaborative checkpoints
- Collaborate on field inventory management strategies

Kit Availability – Expectations from Kit Partner

- Stock out is not an option - ever(cost/expensive)
- Quality cannot be compromised –ever

Cost had to always be in check (you will stock out)

What Natera Had To Do

- Kit simplification to control waste & cost
- We also met ESG goals
- Kits needed to be at the clinic in <24 hrs of ordering

BioTouch Collaboration:

- New kit design challenges
- Simplification
- Recommendations with optionality
- ESG/Cost/CX/Lab Ops

Link:

- Cost Savings Suggestions
- ESG Opportunities

Kit Availability – Expectations from Kit Partner

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Kits needed to be at the clinic in <24 hrs of ordering

What Natera Had To Do

- Understanding internal roadblocks - Partnership with Sales
- Understanding Clinic needs – What they need/how many
- Simplify fulfilment & standard shipping

BioTouch Collaboration:

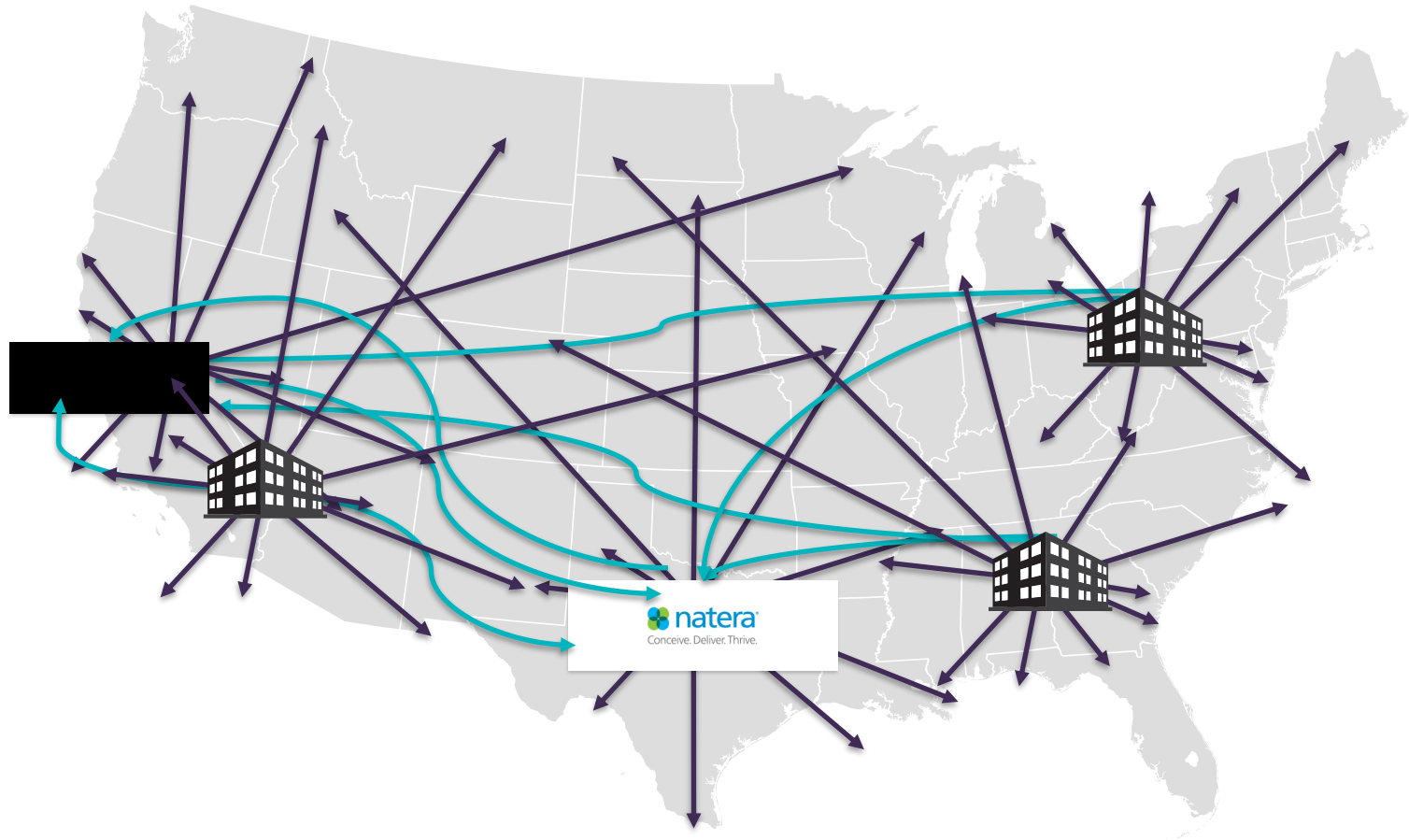
- Meet Rapid Growth and Exceed Quality
- Invest in technology and process to enhance speed of fulfillment
- Scalable Solutions
- Streamline Order Approvals

How We Simplified Fulfilment



How We Were Producing & Shipping Kits – Nov 1, 2019

- 5 Kit mfg. and assembly locations
- All 5 locations were intershipping
- About \$280K of shipping cost
- Everyone shipping to all various clinics
- Traceability, Inventory, Quality were major issues
- Space, Inventory, extra ppl required
- There was a reason we were doing this...gaming the shipping “zones”

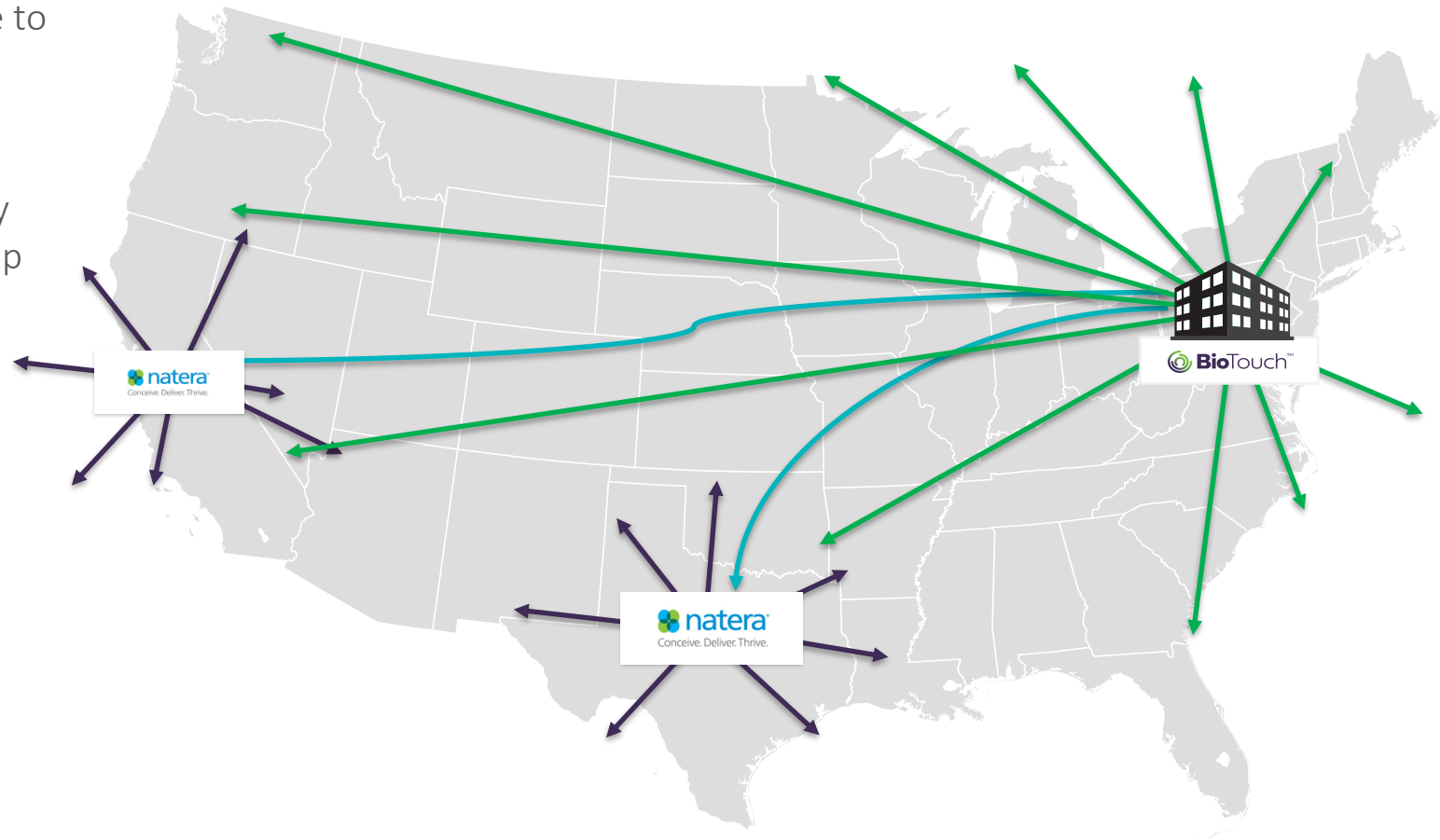


Effective Jan 2020

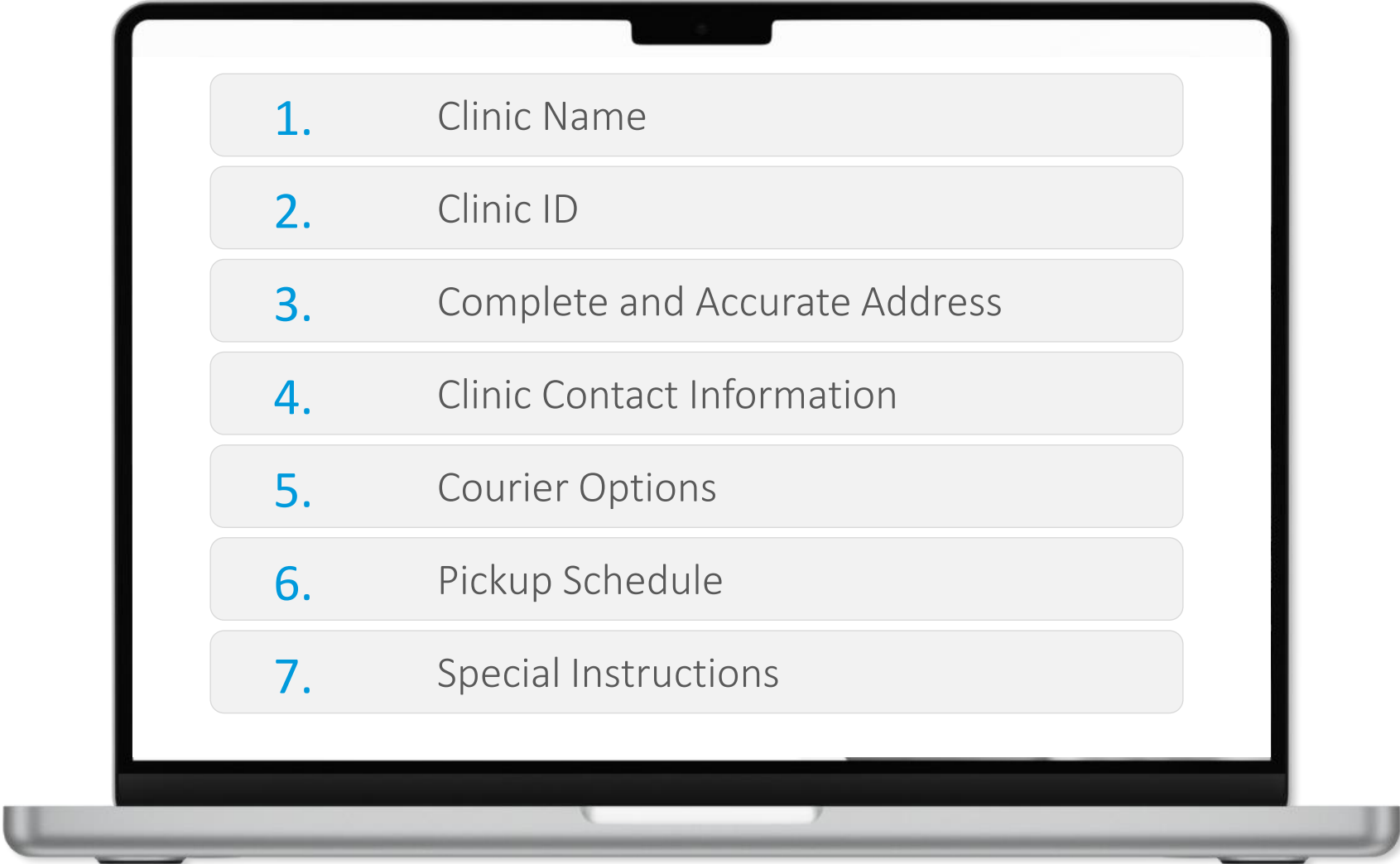
- Once Shipping cost was standardized, (flat rate for all zones) – we were able to pursue this option
- One designated KIT Mfg.
- All KIT Specs updated & documented
- Natera sites maintain a min. inventory as a risk mitigation and are able to ship as well.

Risk

- Being single sourced



New Client Setup

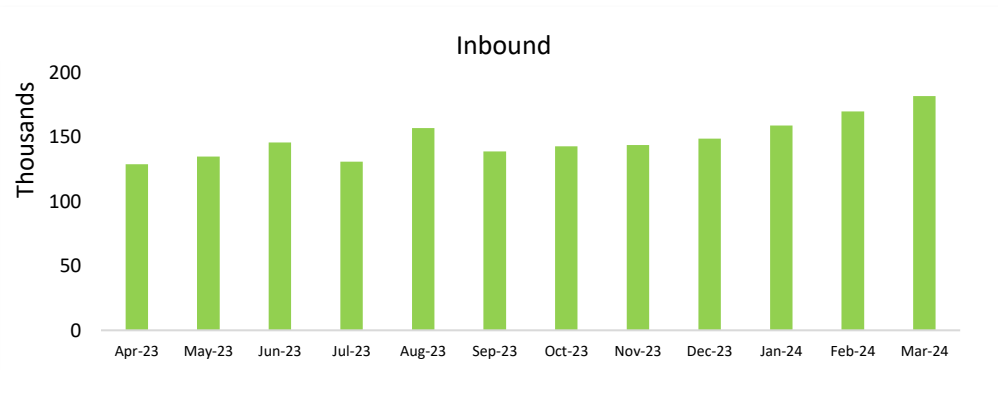
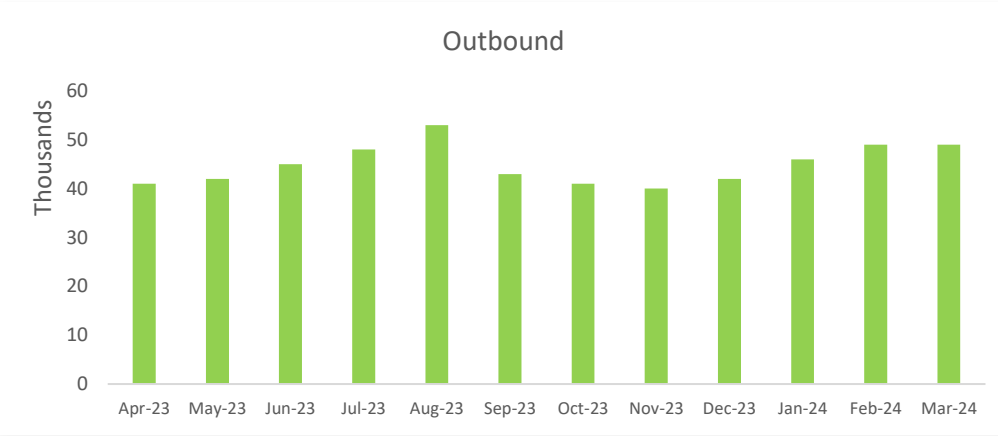
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1. Clinic Name
 2. Clinic ID
 3. Complete and Accurate Address
 4. Clinic Contact Information
 5. Courier Options
 6. Pickup Schedule
 7. Special Instructions

Setup Had to Be
Easy for Sales
and Clinic

Tracking Outgoing & Incoming Samples

Why this matters?

- Knowing that the sample has arrived - matters
- Increasing shipment size/consolidating (kits/package) will improve costs
- Specialty couriers costs a lot more!!



Why should you care?

- Sample Integrity, Traceability, Cost and TAT matters !
- Where possible, consolidate!

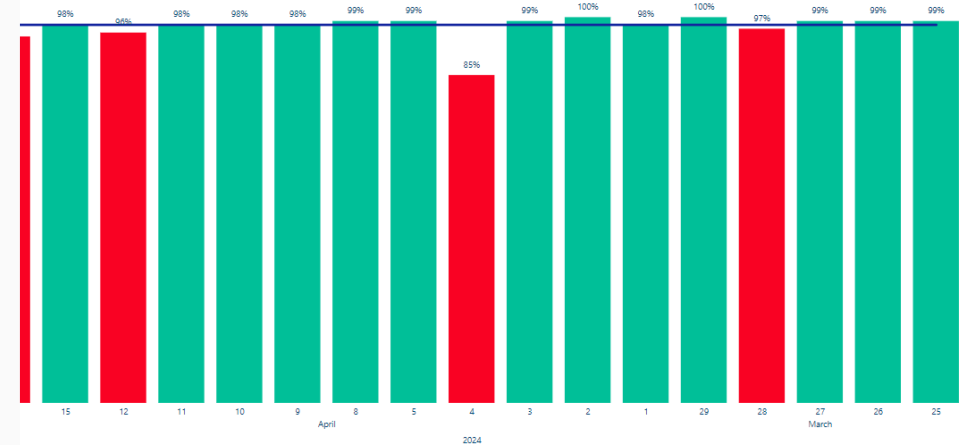
BioTouch Solutions

Available Capabilities

- Carrier/Courier Tracking Command Center
- Carrier/Courier Dashboards
- Monitoring & Intervention

Key Metrics to Measure Success

- ZERO Outages Since 2020
- Daily Fulfilment Rate Monitoring
- Inventory Optimization – Waste Management
 - KIT Optimization – Reduce from Many to Few Kit Types
 - Kit Simplification – Standardizing kit components
- Ability for Kit Partner to Scale Up in a Week



More Work to be Done



Outbound • Incoming • Transit Time • Kit Expirations



Streamlined Fulfillment - Automate



Sharing TNP (Test Not Performed) Data



Sharing Returned Kits Data



Smaller Kits



Cost Control



Sustainability

Logistics Support – Always There for Our Clinics & Sales Team



KIT FULFILLMENT

- Questions/Problems with orders
- Return label requests
- Upgrade requests (ground to rush)
- Lockbox request



GENERAL LOGISTICS

- Pickup Request/Setup
- Track & Trace a Package
- Courier & Schedule Change
- Billing Issues

BioTouch Capabilities:

- Expedited Fulfillment
- Ground/Air Optimization

Special Solutions:

- Carrier Management
- Courier Management
- Logistics Monitoring & Intervention

Poem by Local NOLA Street Artist About Natera & BioTouch



"NATERA & BIOTOUGH: A PARTNERSHIP"
WITH SANJESH & ROBIN
NATERA & BIOTOUGH
BRINGING PEOPLE TOGETHER
CHANGING LIVES
WELCOMED BY SANJESH & ROBIN
WHO ARE HERE TODAY
TO HELP PEOPLE,
TO HELP YOU, YOUR PATIENTS, YOUR CLIENTS
A MOM, A BROTHER,
A COUSIN, A FRIEND
A LIFE, A PERSON
IN EVERY BOX
WE AT BIOTOUGH, ALONG WITH OUR PARTNERS
AT NATERA
RECOGNIZE EVERYBODY NEEDS SOMEONE
TO LEAN ON
EVERYBODY NEEDS SOMEONE THEY CAN TRUST
ESPECIALLY IN THEIR MOMENT OF NEED
THEIR MOMENT OF UNCERTAINTY
WHEN THEY NEED TO KNOW
THAT PRECIOUS CARGO WILL BE DELIVERED
THAT THEY CAN TRUST THE RESULTS
THAT THEY CAN KNOW, NO MATTER WHAT
THEY WILL BE OK
THAT THROUGH NATERA & BIOTOUGH
THRU SANJESH & ROBIN
THEY DON'T NEED TO KNOW WHO WILL TAKE CARE OF THEM
THAT THEY WILL BE TAKEN CARE OF
THAT IS THE TRUST YOU NEED
THAT IS THE TOUCH OF BIOTOUGH
& NATERA
SHARING BEST PRACTICES FOR BETTER OUTCOMES
TOUCHING LIVES
COMING TOGETHER
IMPROVING PATIENT CARE
IMPROVING CARE
THIS IS BIOTOUGH & NATERA
& WE ARE SANJESH & ROBIN
THANK YOU FOR JOINING US
TODAY

Judith May

“Sharing best practices for better outcomes touching lives...
...coming together...
Improving patient care”

*Thank You For
Joining Us Today!*

Q&A | Thank You



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Sanjesh Sharma

VP Operations

