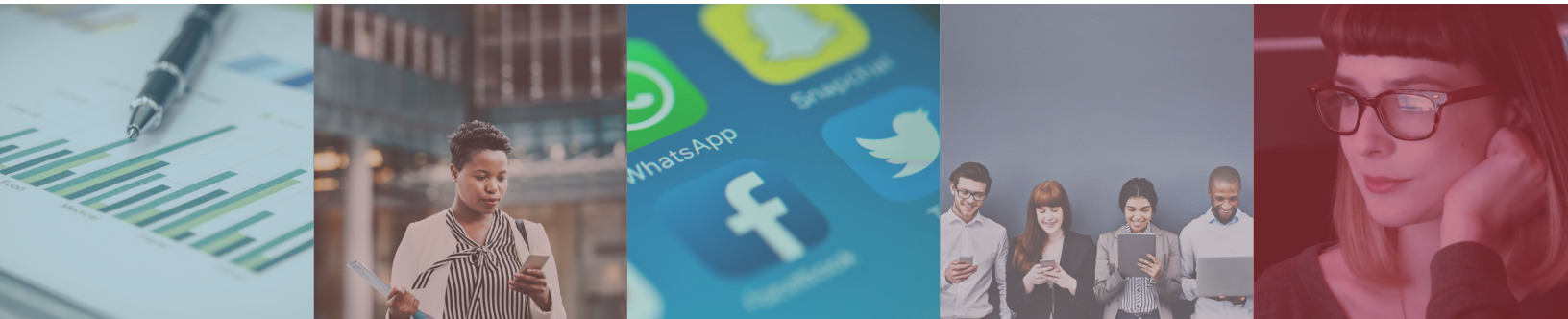# BioReference
LABORATORIES
an OPKO Health Company

DIGITAL MEDIA PLANNING & SOPS

BIOREFERENCE LABORATORIES, INC.

2021 VERSION

DIGITAL MEDIA PLANNING & SOPS

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DIGITAL MEDIA PLANNING

Digital Media is an integral addition to our marketing programs. Platforms like Facebook, Twitter, LinkedIn, YouTube and Instagram give brands a voice, and a powerful, yet low-cost way to communicate with peers, industry influencers, current/prospective clients and healthcare consumers. It personalizes the brands and helps you to spread your message in a relaxed and conversational way. Great marketing on social media can bring remarkable success to our business, creating devoted brand advocates and even driving leads and sales.

The purpose of this document is to provide your teams with an overview of social media platforms, types of content, messaging opportunities and campaign thought starters, and should be used in tandem with the Digital Marketing Request Form as well as the Social Media Content Calendar.

Within this document, you will find:

- **Social Media Platform Overview**

- **Types of Shareable Content**

- **Messaging Topic Idea Starters**

- **Yearly Calendar**

- **Tips for Writing Effective Social Content**

- **Campaigns**

- **Paid Advertising**

- **Personas**

- **Visual Templates**

- **Standards of Procedure for:**

  - Social Media & Digital Marketing Campaign Request Form

  - 2020 Social Media Content Scheduling with Sendible

  - Press Release, Media Alert and/or Blog Post Development

  - IRTV

  - Internal Communications

PLATFORMS

Below is a brief overview of the various platforms brands can utilize within their social programs.

FACEBOOK

There are currently 2.27 billion monthly active users on Facebook. The platform helps you reach healthcare consumers and sometimes providers (especially when they list their profession in their profiles). Tone should be non-technical, and conversational. Posting should occur daily. Paid Advertising is available.

TWITTER

There are currently 330 million monthly active users on Twitter. The platform connects you with professional societies, providers and healthcare consumers. Tone should be non-technical, and conversational. Posting should be multiple times per day. Paid Advertising is available.

LINKEDIN:

There are currently 250 million monthly active users on LinkedIn. The platform is good for reaching professionals like physicians, genetic counselors and payers. Tone should be kept professional. Posting should occur at least 1x per week. Paid Advertising is available.

YOUTUBE

There are currently 1.9 billion monthly active users on YouTube. The platform uses video content that can be geared towards healthcare consumers or providers depending on content. Tone should be informational yet fun. It is important to keep videos short, relevant and attention-grabbing to help support engagement across target audiences. Posting should occur monthly. Paid Advertising is available.

INSTAGRAM

There are currently 1 billion monthly active users on Instagram. The platform is visual and photo driven and mostly helps with direct-to-consumer communications. Posting should be visual and informational. Posting should occur 2-3 times per week. Paid Advertising is available.

YELP

There are currently 34 million monthly active users on Yelp. The platform is specifically for brick-and-mortar locations, but an important platform for reviews and word-of-mouth recommendations. Inbound reviews should be monitored and responded to within 24 hours. Paid Advertising is available.

HUBSPOT

Provides tools for social media marketing, content management, web analytics and search engine optimization.

- **Landing Page:** Miniature "webpage" that allows you to provide targeted information to a specific group (for example: registration form for a webinar, white paper download, etc.)

- **Emails:** Allows you to send targeted emails to an existing list of contacts (for example: lead list from a tradeshow, healthcare consumers who have signed up for a newsletter, etc.)

SEARCH ENGINE MARKETING

Pay per click (PPC) advertising on Google and other search engines (Yahoo, Bing) allows you to get in front of customers when they're searching for similar businesses/products on the web; can link to HubSpot landing pages or website. Paid adverting required.

CISION

Cision is a new public relations and earned media software tool, enhancing our media team to identify influencers, craft and distribute meaningful stories, and measure the impact. Cision also has the capabilities to send media monitoring reports. The tool will be used to distribute press releases, engage with media contacts, monitor social accounts, and track current industry news and trends, as well as report metrics from public relations efforts and understanding BioReference's branding in traditional and digital media.

- **Media Monitoring Report:** Each week a recap of all relevant media coverage of the Company, competitor news, industry news, disease art news and payer news is sent on Friday mornings at 8:00AM Eastern Time. This report helps leadership and each respective division of BioReference and GeneDx to understand the media landscape and discussions related to the laboratory industry.

SENDIBLE

Sendible is a new social media management tool. The platform allows us to streamline how we manage, approve and schedule social media for all of our corporate brands - from planning and collaboration to engagement and analytics - from one place.

(Please see Social Content Scheduling SOP at end of Document for more information)

IRTV

It's Relevant TV (IRTV) is a subscription based service where viewers can enjoy informative licensed content on various topics including health, education, nature, pets/animals, hobbies, technology, kids content, and much more along with various custom BioReference messaging. IRTV streams at Patient Service Centers and employee lunch rooms where TVs are currently installed. (Please see IRTV Submission SOP at end of Document for more information)

<u>OTHER</u>

Depending on the demographics of the audience you'd like to reach and/or the product/campaign you are promoting, other platforms such as Pinterest, Snapchat, and more may be of interest.

TYPES OF CONTENT

Various types of content exist and can be utilized for different purposes to target audiences, increase engagement and enhance social activity. Below is a sampling of different types of content that the company can publish in the digital sphere – on websites, social platforms, via email, or through alternative outlets.

1. Press releases and media alerts

2. Client/Patient case studies

3. Corporate blog posts

4. Contributed news articles

5. E-Books

6. Email marketing and newsletters

7. Infographics

8. Presentations (ex. Posters at conferences, PowerPoint of a speaker event, etc.)

9. Proprietary photos

10. Video (ex. vlogs, product demos, virtual tours, etc.)

11. Webinars and e-learning courses

12. White papers

13. IRTV

14. Client Update (CLIENT AND INTERNAL ONLY)

15. Media Pitch Emails (MEDIA TEAM USE ONLY)

16. The Times (INTERNAL ONLY)

17. Sound Bytes (INTERNAL ONLY)

MESSAGING TOPIC IDEA STARTERS

Social media messaging should establish our brands as a trusted source and leaders in the industry. We like to adhere to an 80/20 rule, where 80% of our social media posts are sharable and should inform, educate, and entertain our audience, while only 20% should directly promote our business/products.

To assist with balancing out the content and drive interactions, you can refer to the following types of topical messaging "buckets". This list serves as a starting point, but product managers should get creative with other topics or styles of messaging content that may be relevant to their brands:

- **Medical Awareness Days/Months:** Join conversations relating to national medical days or awareness months - Tying into the topical conversations can be a main driver for monthly content, and linking to various national advocacy programs provides a great opportunity for engagement. Posts that support a cause ("share if you or someone you know…") are also generally really engaging.

- **Patient Test Tips:** Helpful tips for healthcare consumers, including why you should get tested, when to get tested, the importance of getting tested, tips for before you get tested, etc.

- **Product information or Announcements:** General information about testing products, services, etc. Can utilize infographics to highlight and visually demonstrate product enhancements or launches.

- **Company News:** Links to company press releases and/or news articles.

- **Industry News:** Provide commentary on industry news.

- **Industry Events:** Highlight tradeshow events where we have a speaker or company sponsored exhibit. This provides a great opportunity for live tweeting from 'the show floor'. *(See page 10 for live-tweeting guidelines)*

- **Medical Staff and Advisory Board Spotlights:** Highlight KOLs, medical staff and scientific advisors so that we assign a "face" to the company. If possible, include video Q/A interviews.

- **Ask Me Anything:** Similar to KOL interviews but with a "LIVE" format where followers can ask questions. These are highly impactful on Twitter, and are referred to as "Tweet Chats".

- **Employee Spotlights:** Work with HR and supervisors to randomly highlight employees in different departments and give a 'behind the scenes look' into laboratory life. We can also tap into employees to highlight them on days such as Veterans Day, National Cancer Survivors Day, Lab Professional Week, etc.

- **PSC/Phlebotomist Recognition:** Work with Phlebotomy department and use submissions from 'How Am I Doing' forms to highlight PSCs and phlebotomists in various communities.

- **Public Advocacy and TEAM Events:** If the company sponsors, has teams at, or provides other volunteer support for particular events (walks, runs, etc.), highlight our partnerships.

- **Partner and Client Advocacy:** If we have clients or partners that are active on the platforms, we should engage with them to provide support.

- **Questions/Polls:** Encourage followers to engage with us by asking particular questions or posting a poll.

- **Campaigns, Sweepstakes, Giveaways and Contests:** Ask your audience to do something in return to receive/ win something or be recognized.

- **Digital Lab Tours:** Provide a behind the scenes look into "lab life" and/or the "life of a specimen" utilizing photos or video content.

- **Testimonials:** Customer or consumer-based feedback that can be presented in various visual ways to capture audience's attention.

- **Lists and Infographics:** Posts that contain infographics and lists (use concise icons and stick to one main idea or stat).

- **GIFs/Memes:** Humorous and shareable images or videos that are copied or spread rapidly by Internet users. *(See page 10 for usage guidelines)*

- **Teasers:** Teasers are often used to hint at upcoming announcements or product releases. However, as a company standard we will not publish this kind of messaging unless approved by the executive committee.

YEARLY CALENDAR OVERVIEW

Drawing from what is going on in the real world and/or health awareness months can help create a robust messaging calendar. The following are some monthly topics (and associated products) that have been utilized in the past to generate topical messages on a monthly basis. This list serves as a sample starting point, but product managers should get creative with other topics that may be relevant to their brands:

- **January** - Cervical Health Month, Thyroid Cancer Awareness Month, New Year's (HPV, Hereditary Cancer, Thyroid profiles)

- **February** - American Heart Month, Valentine's Day (Heart Health)
  *Company Wide Initiative Encouraged for "Wear Red Day"

- **March** - Colorectal Cancer Awareness Month (FOBT, Hereditary Cancer, MGT)

- **April** - STD Awareness Month, Lab Professional week (STI urine testing, employees)

- **May** - Asthma and Allergy Awareness Month, American Stroke Month, Hepatitis Awareness Month, Mother's Day (Allergy profiles, Women's health testing)

- **June** - Men's Health Month, Father's Day, National Cancer Survivors Day (4Kscore, Men's Health, hereditary cancers)
  *Company Wide Initiative Encouraged to "Wear Blue for Men's Health"

- **July** - Summer Diseases, 4th of July (Lyme, Zika, Chronic Fatigue, summer health/safety)

- **August** - Back to School (Allergies, cold and flu)

- **September** - Prostate Cancer Awareness Month, National Cholesterol Education Month, Ovarian Cancer Month (4Kscore)

- **October** - Breast Cancer Awareness Month, American Diabetes Month, Halloween (Breast cancer screening, Hereditary cancer, MGT)
  *Company Wide Initiative Encouraged to "Wear Pink for Breast Cancer"

- **November** - American Diabetes Month, No Shave November, Veterans Day (GlycoMark, Diabetes testing, 4Kscore)

- **December** - Family/Holidays (Winter Health, Cold/Flu Gastric Distress, Chronic Fatigue, Hereditary Cancers)

NOTE: In relation to these topics, branded cover photos will be updated on a monthly basis to correlate with monthly themes and seasons.

TIPS FOR WRITING EFFECTIVE SOCIAL CONTENT

It is important for social content to be engaging, sharable, and relatable. Again, we like to adhere to an 80/20 rule, where 80% of our social media posts should inform, educate, and entertain our audience, while only 20% should directly promote our products. Please keep these tips in mind when developing your content:

- Make sure that your content is inclusive: Use neutral pronouns (unless it is medically necessary to be gender specific)

- Keep language simple - The National Institutes of Health (NIH) and the American Medical Association (AMA) suggest writing patient-facing health-related materials at a **6th grade reading level or lower.** You can check your grade level with the Hemingway Editor http://www.hemingwayapp.com/

- Transcribe all videos

- Always include a call to action and/or referral link

- Always include a proprietary image (iStock or infographics/gifs created by Art Team) so that content is visually engaging. Utilizing our own images will override images from websites to create branding consistent throughout posts

- Be mindful of character count (which include spaces as a character) when tailoring messages to the different social platforms
    A. Facebook:
      - Organic Posts should be less than 80 characters
      - Paid posts should be between 5-18 words and include a Headline (5 words), Main Text (14 words) and Description (18 words)
      - Videos should be between 30-60 seconds
    B. Twitter:
      - Cannot be longer than 280 characters
      - A URL of any length will be altered to 23 characters, regardless of length. This means, any tweet including a URL will have 257 characters left for the actual message

- Social media reports show tweets between 71-100 characters perform higher than those over 100 characters (but remember, quality content and visuals are key)
- Twitter experts recommend using single-worded hashtags under 6 characters

C. LinkedIn:

- Organic and Paid posts perform best with 25 words or less
- Articles should be between 1,900-2,000 words with a heading between 40-49 characters
- Videos should be around the 30 second mark

D. YouTube:

- Recommended length is 3 minutes (minimum should not be less than 30 seconds)
- The title of the video cannot exceed 70 characters. Experts stress the importance of incorporating SEO keywords in the title for higher rankings in Google/YouTube search
- Descriptions can be as long as 5,000 characters, but only the first 157 characters are visible to your audience in the preview snippet

E. Instagram:

- Cannot be longer than 2,200 characters but it is recommended to stay between 138-150 characters
- Sponsored content should be 125 characters or less
- Hashtags should be limited to 5-9 per post

TRADESHOW LIVE POSTING GUIDELINES

Speakers, booth presence or sponsorship at industry events and tradeshows (both live/in person events as well as digital/on-demand events) provide an excellent opportunity for social media engagement. Oftentimes, there will be relevant **#hashtags** or **@tagged** accounts that our brands can engage with to join conversations. Additionally, our participation provides a great opportunity for 'live tweeting' from the show floor.

If your brand chooses to engage in live-tweeting during an industry event, please follow these guidelines:

DO
- Use general non-specific terms and phrases
- Use quotes from a speaker if generic, statistical, or fact based
- Let compliance know that you are posting

DON'T
- Make medical claims
- Mention competitors by name
- Include clinical information
- Post about controversial topics

Please note: If content is more specific and includes promotion, then it will require Legal/Compliance approval before it is posted.

MEMES AND GIFS GUIDELINES

Memes and GIFs are humorous and shareable images or videos that are copied or spread rapidly by Internet users. They generally have pop-culture references and include funny catch phrases. Sharing memes and GIFs provide a good opportunity for brands to engage in popular conversations, particularly when speaking to patients and generational audiences.

If your brand chooses to utilize or re-post memes or GIFs, please keep the following in mind:

- The caption of the meme/GIF should not be promotional to our own business or mention particular product references, sales, links back to our website, etc.
- The source of the meme/GIF should be included in the caption (i.e. SOURCE: Giphy)
- All posts will need to receive Legal/Compliance approval

BLOG BEST PRACTICES

The BioReference and GenPath blogs provide a platform to address current events, holidays and industry happenings in longer formats. The goal of the blog is not only to increase awareness, establish industry expertise, and enhance website SEO, but also creates an additional outlet to speak to audiences about company news, products, testimonials, etc. The tone of the blog is intended to be a little more fun and cheeky, as the core audience will be primarily patients, but we are also reserving certain topics/tones to speak with providers and payers as well.

Here are some tips for effective blog content:

- Post often, minimum 2-3 times a month
- Include bullets and subheads
- Be about 200-300 words in length
- Incorporate keywords into the content
- Comment on popular industry trends
- Include back-links to other content and webpages
- Write meta descriptions and include tags
- Include a call-to-action

CAMPAIGNS

Multi-faceted and multi-platform social media campaigns are a great way to increase product awareness, grow social media followers, drive social media engagement and exposure, generate brand awareness and loyalty, create potential leads for future email marketing campaigns and show advocacy of industry non-profits (when applicable).

Below is a sampling of some of the campaigns we have hosted. For key learnings on the below-mentioned campaigns, please contact any member of the Digital Marketing team.

- **4Kscore Wear Blue Selfie Contest:** Targeted in June around Wear Blue Day for Men's Health Month where followers were invited to submit a selfie, we gained their email address, we made a donation to Fans for a Cure, and one randomly-selected contest entrant won a 4K TV.

- **Know Your Score Sweepstakes:** Targeted in September during Prostate Cancer Awareness (PCA) Month and the kick-off of football season where followers were invited to submit an email, tweet or FB post entry, and randomly-selected followers won two tickets to any NFL game of choice.

- **Movember Sweepstakes:** Targeted during No Shave November, where followers were asked to submit their email address and in exchange we donated $1 for every entry to the Movember foundation. Every week, one entrant was randomly selected for various shaving or health-oriented prizes.

- **It Doesn't Make Sense Photo Campaign:** Targeted in May during STD Awareness Month, this campaign posted daily photos of things that didn't make sense and related it back to not getting tested for STDs. Followers were asked to submit their email address in exchange for sexual health tips and every week, one entrant was randomly selected for a health-oriented prize.

- **Know Your Score Photo Campaign:** Targeted in September during PCA Month, this campaign posted daily photos of scores that people should know and related it back to knowing your 4Kscore. Followers were asked to submit their email address in exchange for a 4Kscore brochure and every week, one entrant was randomly selected for a health and sports-oriented prize.

ADVERTISING

FACEBOOK/INSTAGRAM: CATEGORIZED BY MARKETING OBJECTIVE

- **Brand Awareness:**
  - Reach people more likely to interact with your ads and increase awareness for your brand
  - Supported by: Facebook, Instagram and Messenger
  - Ad formats available: Single Image, Single Video, Carousel and Slideshow

- **Reach:**
  - Show your ad to the maximum number of people in your audience
  - Supported by: Facebook, Instagram and Messenger
  - Ad formats available: Single Image, Single Video, Carousel and Slideshow

- **Traffic:**
  - Increase the number of visits to your website or get more people to use your app
  - Supported by: Facebook, Instagram, Audience Network and Messenger
  - Ad formats available: Single Image, Single Video, Carousel, Slideshow and Collection

- **App installs**
  - Send people to an app store where they can download your app
  - Supported by: Facebook, Instagram, Audience Network and Messenger
  - Ad formats available: Single Image, Single Video, Carousel and Slideshow

- **Engagement**

  - Get more people to see and engage with your post or Page through Post Engagement, Page likes, Offer claims and Event responses

  - Supported by: Facebook and Instagram (Event ads are not supports through Instagram)

  - Ad formats available: Single Image, Single Video and Slideshow

- **Video Views**

  - Promote videos with option to link to website or landing page

  - Supported by: Facebook, Instagram and Audience Network

  - Ad formats available: Single Video, Carousel and Slideshow

- **Lead Generation**

  - Collect lead information for future targeted campaigns

  - Supported by: Facebook, Instagram and Messenger

  - Ad formats available: Single Image, Single Video, Carousel and Slideshow

- **Messages**

  - Get more people to have conversations with your business to generate leads, drive transactions, answer questions and provide support

  - Supported by: Facebook, Instagram and Messenger

  - Ad formats available: Single Image, Single Video, Carousel and Slideshow

- **Conversions**

  - Convert followers to consumers/clients

  - Supported by: Facebook, Instagram, Audience Network and Messenger

  - Ad formats available: Single Image, Single Video, Carousel, Slideshow and Collection

- **Catalog Sales**

  - Show products from your catalog based on your target audience

  - Supported by: Facebook, Instagram, Messenger and Audience Network

  - Ad formats available: Single Image and Carousel

- **Store Traffic**

  - Promote multiple business locations to people who are nearby

  - Supported by: Facebook

  - Ad formats available: Single Image, Single Video, Carousel, Slideshow and Collections

TWITTER: CATEGORIZED BY MARKETING OBJECTIVE

- **Awareness:**
  - Promote your Tweets and maximize your reach. By only paying per impression, it is likely you will get favorites, retweets and visits to your site at no extra charge

- **Tweet Engagements:**
  - Promote your Tweets and get more retweets, likes, and replies. You only pay when people you target engage with your content

- **Followers:**
  - Promote your account to those most likely to interact with you

- **Website Clicks:**
  - Promote your website and get more traffic
  - Able to create Website Cards — a powerful ad format that allows users to preview an image, related context, and a clear call-to-action in their timeline

- **App Installs/Re-Engagement Campaigns:**
  - Promote your mobile app and get more downloads
  - Able to create App Cards — a powerful ad format that allows mobile users to preview an image, view app ratings, and install or open an app directly from their timelines

- **In-stream Video Views (Pre-roll):**
  - Run in-stream video ads before videos by popular creators and publishers

LINKEDIN: CATEGORIZED BY AD TYPE

- **Sponsored Content**
  - Publish your content in the LinkedIn feed which is the location most viewed by LinkedIn visitors
  - Target your audience based on accurate, first-party data in the professional profile
  - Raise awareness, drive quality leads, and build customer relationships

- **Dynamic Ads**
  - Create ads personalized to each person in your target audience
  - Generate leads and conversions with content downloads
  - Drive traffic to your website
  - Increase engagement and followers on your Company Page or Showcase Page

- **Sponsored InMail**

  - Drive conversions with personalized messages

  - Reach audiences that matter most to your business across desktop and mobile

  - Measure what messaging resonates with A/B test

- **Text Ads**

  - Drive quality traffic and leads (only available on desktop)

  - Pay per click or per impression

- **Programmatic Display Ads**

  - Target a professional audience based on intent or personas

  - Engage prospects with ads automatically personalized to them

YOUTUBE: CATEGORIZED BY AD TYPE

- **In-Stream ads** play before, during or after other videos – after 5 seconds, the viewer has the option to skip the ad

  - This format is supported when the marketing objective is leads, website traffic, brand awareness and reach, product and brand consideration or if no goal is selected

- **Discovery ads** (aka in-display ads) are shown as part of YouTube search results, or on the YouTube mobile homepage. These ads always invite people to click to watch and will play on the YouTube Watch page. You will only be charged when a viewer clicks on the thumbnail to watch your ad

  - This format is supported when the marketing objective is product and brand consideration or if no goal is selected

- **TrueView ads**

  - Standard video ad type where you only pay when viewers watch 30 seconds (or until the end of the video), or interact with your ad

PERSONAS

Buyer personas are semi-fictional representations of your customers that you intend to target when marketing a particular product or brand. Remember that although you may not think of patients as "buyers" of our products, they have influence over what tests their doctor orders and what lab they use. More than anything, the purpose of a persona is to give a more genuine, human appearance to our customers. It also allows us to develop highly personalized, compelling narratives for our marketing messages.

The following exercise can help us get started in determining each brand's personas:

1. Who are all of the users who interact with us or who we hope to interact with? Think beyond the general end user like a physician or genetic counselor.

2. Brainstorm a list of characteristics and demographics relevant to your product or service. These should be what define and influence user's decisions (i.e. "experience with technology").

3. Come up with a mental picture of your user. List their fictitious name (i.e. "Fit Fiona"), age, residence, background, income, beliefs, values, motivations, job, marital status, children, faith, hobbies, strengths, weaknesses, perception of health and well-being, pain points, etc. Get creative by adding visual representations of this user and their personality.

4. Repeat this process to generate 3 or more personas – think both inside the doctor's office and outside.

5. Discuss your product or service from the point-of-view of your persona(s). Use these to help personalize and prioritize your content.

VISUAL TEMPLATES

The Art and Design team has developed a robust series of visual design templates to be used by all brands when text or icon based imagery is needed for social posting. Each brand has access to multiple templates that are sized according to Facebook, Twitter, LinkedIn and Instagram standards; these include

- **Headshot with quote**

- **Quote only**

- **Image with text**

- **Text only**

- **Patterned background**

- **Icon based**

When a product manager has a campaign or content and would like a text-based branded image for, it is suggested that these pre-approved templates be utilizes, as they help create cohesiveness throughout the pages and brands. Templated design images can be requested through the standard art/design request form on Smartsheet.

DIGITAL MARKETING REQUEST SOP

Digital marketing is a critical addition to any product launch or campaign. To help streamline the Digital Marketing team's work flow and better serve all product lines, we have implemented a standard operating procedure for all digital requests, including press releases, media alerts, blog posts, landing pages, email blasts, website updates, social contests or sweepstakes and digital advertising campaigns.

Please access the Digital Marketing Request Form here.

1. Consider the goals of your product launch or campaign. How can digital marketing or social media help you meet these goals? Depending on your audience, some channels may be more effective than others.

2. Once you have decided on what kind of digital campaign you need, submit a digital marketing request using this form – please note that all requests should be submitted with ample time for development, review and Medical/Compliance approval. The general time frames for each type of request can be found below:

    - **Hubspot Landing Page or Email** (existing template): 2 weeks

    - **Social Media Contest or Sweepstakes:** 3-4 weeks

    - **Press Release, Media Alert or Blog Post:** 1-2 weeks

    - **Digital Advertising Campaign:** 2-3 weeks

    - **Website Edits:** 3-4 days

3. After your request has been submitted, someone from the digital team will contact you to confirm receipt and collect any additional information needed to develop your campaign. Depending on the scope, meetings/calls may be needed throughout the development process. There are some details to consider that will help the team design your campaign:

    - **Audience:** Who are you trying to reach? Target specific personas by gender, age, interests, professions, income, etc. This will help your paid social media posts and advertisements reach the right audience a the right time.

    - **Call-to-Action:** What do you want them to do?

    - **Look & Feel:** What colors, images and design do you want?

    - **Metrics:** What type of data would you like to capture?

    - **Budget:** Do you have an approved spend for digital advertising and promotions? (some examples include contests/sweepstakes, Google Ads, boosted social media posts, Facebook ads and sponsored tweets)

    - **Meta Description** (for Hubspot landing pages): How would you summarize your page? (a good meta description will drive search engine traffic to the page and should be no more than 300 characters)

Throughout your campaign, we will analyze the performance of your pages and posts. If changes need to be made, we can course correct. Once the campaign is over, we will provide you with statistics and takeaways for future campaigns.

SOCIAL MEDIA CONTENT CALENDAR SOP

Sendible is a social media content management platform that will be utilized by product managers to submit content, monitor incoming messages and tags, and gauge how branded pages are doing with metrics and reports. The Social Media team will utilize the platform to then manage approvals and to review, optimize, and schedule the content to each of the brand's social pages.

When you're ready to submit your content, please use the steps below. **Please note that it is very important that if any social media content has medical information then it must be approved by the appropriate medical team PRIOR to being submitted in Sendible.**

CONTENT VENDOR NOTE: When using a vendor to assist in developing content, the vendor should submit the content via Sendible to the PRODUCT MANAGER for initial review. This can be accomplished by selecting the product managers name in the drop down menu on the approval request page. Once the product manager reviews and approves the message, it should be sent to the Social Media Manager for approval and scheduling.

BRANDED CONTENT NOTE: Social media platforms provide a great opportunity to market and co-brand across divisions. If you are submitting content for a brand platform outside of your own (IE If you are the product manager for GenPath Women's Health but would like to post messaging to the BioReference and GenPath Oncology pages), please submit the content via Sendible as usual, but send to the brand's PRODUCT MANAGER for initial review. This can be accomplished by selecting the product managers name in the drop down menu on the approval request page. Once the product manager reviews and approves the message, it will be sent to the Social Media Manager for approval and scheduling.

1. Upon logging into Sendible (bioreference.sendible.com), you will see a "Compose" button on the top right of the screen. Click the "Compose" button

2. In the pop-up select the brand platforms you wish for your content to be posted on. NOTE: You can submit for multiple platforms at the same time, and also customize within each tab along the top of the pop-up.

3. Add images using the paper clip button near the left of the caption box. If you are using an iStock image, it can be added here, or if you have the iStock link, it can be added as a link in the comment section when submitting the content. If you are using a template image, it should be added here.

4. Click the calendar button on the bottom left of the pop-up box to select the date and time you wish your post to be published.

5. When you are happy with your content, click "Send for Approval" and select "Social Media". This will automatically start the approval process by the social media team. You will receive a notice when the content is approved, has been edited or has been scheduled.

REVIEW/APPROVAL RESPONSIBILITIES

The Social Media team will complete the social review process, including checking for relevant hashtags and @ mentions. The team will also send all final copy to compliance for review before posting. Keep in mind it is the responsibility of each Product Manager to have their content reviewed by applicable medical or executive teams to ensure accuracy in medical terms or alignment with corporate initiatives.

NOTE: If you require new hire onboarding, additional training or need help, please email: socialmedia@bioreference.com

PRESS RELEASE AND MEDIA ALERT SOP

Press releases and media alerts are a critical component to public relations plans and digital marketing activities. They can be used to communicate to both the media and general public, across a breadth of topics including product launches, executive appointments, event speakers and exhibits, corporate collaborations and sponsorships, strategic investments, and more. While similar in nature, press releases are distributed across the wire, whereas media alerts will only be posted to the corporate site and sent directly to the media when applicable. To help streamline the development, approval and distribution process between BioReference and OPKO, we have implemented a new standard operating procedure for press releases and media alerts.

Please use the Digital Marketing Request Form to submit press release or media alert requests.

1. At the beginning of the year and mid-year, the Media Team will reach out to each product manager to learn what their goals are for each half and what anticipated news they may have. These verbal and email conversations will aide the media team in developing a media calendar that will be used to help structure our montly flow of external content.

2. Upcoming news that will warrant a press release should be submitted to the PR/communication team via the Digital Marketing Request Form (instructions for submissions outlined on page 15) at least two weeks in advance of anticipated news. Based on the topic and goals of the press release, it will be decided who will develop the first written draft. If the product manager/requestor is drafting the press release, it should be sent to the PR/communication team for input and edits. If the PR/communication team is drafting the press release, the product owner will need to answer a series of questions to help better craft messaging statements.

3. When drafting the press release, it will be important to consider if the news will be coming from BioReference or OPKO. As a general rule, any news that will be of interest to investors or significant to shareholders will be released by OPKO, while news more specific to the laboratory and its clients and healthcare consumer audience will come from BioReference.

    A. **BioReference Release Topics**

        i. Managed care, payer relations, health plan news

        ii. Local/Regional/New Jersey news

        iii. Event participation

        iv. Release of research papers or studies

        v. New tests/products

B. **OPKO Release Topics**

    i.   4Kscore news (coverage, studies, papers, event participation)

    ii.   Executive appointments

    iii. Strategic partnerships/relationships

    iv. Investor Relations

NOTE: If releasing company is undetermined or unsure, PR/Communications team will flag to OPKO for determination at time of writing draft.

4. Once a draft is complete, the product owner and PR/Communications team will work together to seek any necessary key stakeholder edits/approvals. Those stakeholders who may need to review/approve draft include (but may not be limited to):

A. Compliance

B. Medical

C. Upper Management

D. Other key stakeholder that is providing a quote

E. If this is a joint-press release or one with a third-party quote, the secondary company must also provide written approval of the release

5. After being vetted through BioReference internal review (compliance, medical, etc.) the PR/Communications team will incorporate edits and scrub the release to provide a clean copy back to review team as FYI. The press release will then be sent by PR/Communications to OPKO for approval to distribute. The OPKO executive team will review the announcement draft and respond with any changes. Press releases will be flagged with a priority level to indicate requested review turn-around-time.

A. **Red:** Release is very important, on deadline and approval is requested within **2 hours.**

B. **Yellow:** Release is timely and approval is requested within **24-48 hours.**

C. **Green:** Release is a more evergreen topic, not on major deadline, and approval requested within **3-4 days.**

NOTE: If approval is not received within these windows, review will be flagged to the BioReference Executive Team.

6. Once release is finalized and approved, OPKO will notify the BioReference team and the media contact will be determined (OPKO IR Firm and/or BioReference press representative).

A. If release is being distributed by OPKO on NASDAQ BusinessWire via the IR agency, BioReference will provide suggested newswire distribution list (IE "Healthcare Top Markets") and final confirmation on date and time for distribution.

B. If release is being distributed by BioReference, a PR Newswire distribution list will be selected, and date and time confirmed, and details will be sent to Natalie Cummins and Kesha Walker for final distribution approval. Once final details are approved, a member of the PR/Communications team will distribute the release via PR Newswire.

CRISIS COMMUNICATION PLAN SOP

Appropriate and timely communication during crisis situations is key. Establishing a crisis communication plan, requires goal setting, defining objectives, developing strategies and targeting tactics to address the type of crisis plan. Crises range from the highest urgency (tier 1) to regional/departmental situations (tier 4).

To establish a plan for a crisis situation the following steps are required:

- **Goal:** Based on the incident or situation, a goal should address the company-wide need. A goal is more qualitative than quantitative in nature. Goals are supported by measurable objectives.

- **Objective:** to define objectives supporting goals based on a situation or incident, it is important to keep in mind that objects are measurable. To support a goal, there can be more than one objective to achieve the goal

- **Strategy:** The strategy serves as the overall approach or method for attaining results. Strategies should answer the question, "How do we accomplish our objectives?".

- **Tactic:** Tactics are specific activities that will be implemented to meet your objectives and execute your strategies. A strong strategic plan will assign due dates to each action along with the names of those responsible for executing each tactic. Tactics are actionable.

When reporting a crisis, please follow the below actions:

1. Alert your manager to the 'crisis' situation.

2. Once alerted, the manager should raise the issue with an appropriate leadership member to determine next steps.

3. The member of leadership should determine if the crisis situation needs communication support and speak with the Chief Commercial Officer who will cascade information to the communication team and establish a Crisis Communication Task Force.

4. Chief Commercial Officer will speak with the communication team and product team (if applicable), and determine the internal stakeholders that need to be included in strategic planning.

5. The communication team will develop messaging and strategic plan based on the situation, then work with the larger marketing department for support.

6. Once the strategic plan is developed and aligned with appropriate members leadership, then the communication team will implement the plan.

Contact media@bioreference.com for any questions.

IT'S RELEVANT TV SOP

The digital marketing team is proud to announce the expansion of It's Relevant TV (IRTV) – a subscription-based program that offers thousands of short videos across nearly a hundred categories and allows various options to customize company messages to each site. We have installed IRTV at five PSCs as part of a pilot-launch and most recently at all Elmwood Park employee lunchrooms (as of Q4 20). Through 2021, we will expand this service to all PSCs and other BioReference/GeneDx lab locations around the country.

IRTV BENEFITS

- Customize announcements based on the audience for each TV screen

- Choose licensed content based on interests from many categories

- Activate emergency alert copy to scroll across bottom of the screen while other programming runs on the screen

- Split screen to offer company information on half the screen while regular programming resumes on the other half

- Provide valuable company information to patients at PSCs and employees at our lunchrooms

- Share all BioReference social media posts via programmed feed into the IRTV platform

- Preventinappropriate content by blocking key words and news categories from playing on TV screens at PSCs

- Increase employee engagement by sharing internal messages with employees and encourage employees to submit requests for custom messages to appear in their employee lunchroom(s)*

- Cross-share news and photos from different sites to keep employees connected

- Meet company goals of (1) being socially responsible by offering PSA-like messages to support our partner organizations and (2) increasing cultural awareness and acceptance through our BioDiversity & Inclusion program

- Improving PSC waiting room experience with proper entertainment including children's programming and trivia games to assist our special needs patients

The Marketing Department will manage this service and answer inquiries through media@bioreference.com. *Requests to post announcements may be submitted through SmartSheet – IRTV Request Form. This will also be added to Managers' Toolkit on ADP.

SHARING FEEDBACK

It is also important to note that while this service is managed by the Marketing Department, we value the feedback from our phlebotomists and supervisors at the PSCs to help us choose or change the content categories from IRTV licensed videos. Categories can be changed, reduced or increased at anytime. For example, PSCs servicing more families with children should request more children's programing. Meanwhile, to avoid sensitive content, we will not include any news content at the PSCs but will include them for our employees in the lunchrooms.

If you have any questions regarding this service or the roll-out to your site, please email media@bioreference.com.

EMPLOYEE COMMUNICATION SOPS

All employee messages are sent via email, regardless of distribution list or content of the message. Marketing receives all BioReference and GeneDx employee emails on a monthly basis from Human Resources. This data includes emails that employees have entered into the ADP site for all company related information. Therefore, employees who do not have access to a work computer or work email, are included in this list with their preferred personal email address. ALL BioReference and GeneDx employee communications with marketing messages should be sent via HubSpot in order to track engagement. For select employee distribution lists that are not included in MS Outlook, please sort and pull data from master list or consult with HR

NOTE: If the criteria requested is not represented within an existing list on MS Outlook, an Employee Communication form must be completed with approval signatures and submitted to HR. Additional approval may be required by Human Resources. A distribution list of all Elmwood Park (EP) employees is also available.

The following options are available to share internal messages to our employees:

- *The Times* – A company-wide newsletter that is distributed via email through HubSpot ("From: Employee Communication") with top 3 articles highlighted with images and links for readers to access the issue. *The Times* covers business news and announcements, employee rewards and recognition, volunteer activities, and more in an effort to unite employees from all locations in one communication. Articles should be kept under 300 words and written for a general audience (recommended middle school reading level). Submission deadlines and list of articles are updated on The Times smartsheet.

- **SoundBite Emails (Media, Employee and Marketing, TEAM, Sales, BioDiversity & Inclusion)** – SoundBites are email blasts with branded banners to alert employees regarding a topic that is time sensitive and cannot be included in the next issue of The Times or a message that needs to be communicated to a select group (not all employees or all EP employees). As a general rule, for marketing messages, the SoundBites should be sent via HubSpot ("From: Employee Communication"). For messages from members of Ex Com that is often written or proofread by marketing, these should be reviewed and determine distribution on a case-by-case basis. If these messages are not related to marketing, they could be distributed via Human Resources (although Marketing is available to help write or edit any employee messages).

    Basic guidelines to determine process:

    If <u>artwork is required</u>, submit an art request through graphics and ask to use one of the SoundBite banners. Final file should be provided as jpg in order to be embedded into the email.

    If <u>artwork is not required</u>, submit final copy with accompanying banner (or choose the appropriate banner) and target audience to media team. The media team will review distribution date and process options to advise requester if any changes are necessary. For all HubSpot requests, use digital marketing request form on Smartsheet; please provide full content details.