

## Patient Centricity at United Therapeutics

### Addressing Unserved Needs and Ensuring No Patient Gets Left Behind

At United Therapeutics (**UT**), our unwavering commitment to patients defines everything we do. Passionate about transforming lives, we boldly tackle complex healthcare challenges, working collaboratively and ambitiously to help save lives, improve outcomes, and empower thriving patient communities.

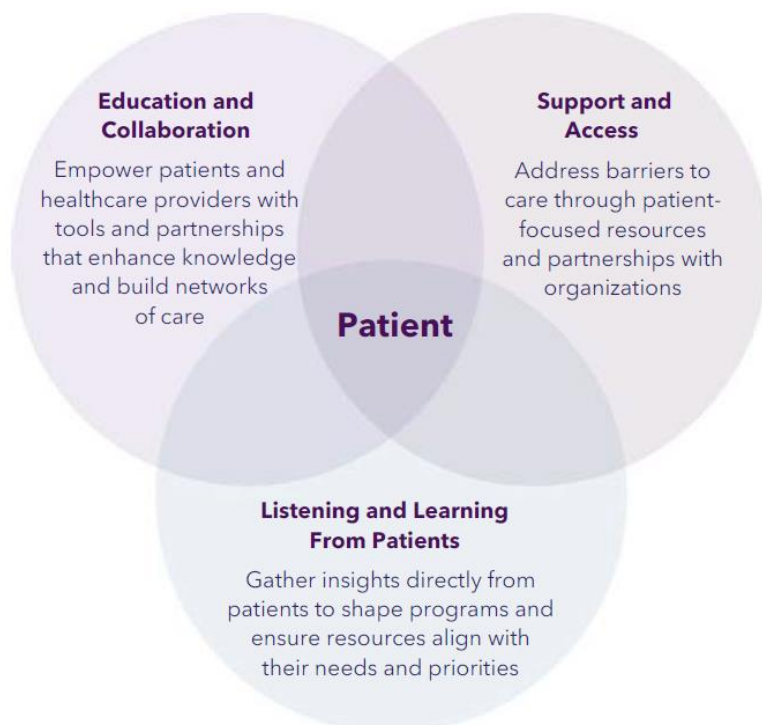
Our work began in and remains focused on the U.S. and Canadian markets, where we have a history of contributing to increased disease awareness and providing safe, and effective medicines for all, regardless of their socioeconomic status or background. We work with distributors in certain other regions globally where they have the expertise to secure authorization for distribution.

This document outlines what patient-centricity means at UT within our core markets.

### Patient Centric Integration

Incorporating patient perspective throughout our drug development process, from early research to post-launch activities, is embodied in our **PBC purpose: to create a brighter future for patients through the development of novel pharmaceutical therapies and technologies that expand the availability of transplantable organs**. Our first purpose helps delay or avoid the need for a transplant, while the second purpose enables a patient to have a transplant when they need one. We align our PBC purpose with three pillars – our patients, our people, and our planet. Patients are our priority, which is why two of our PBC objectives, approved by our Board of Directors, are to **address unserved needs**, and to **make sure no patient is left behind**, ever.

In 2024, we launched multiple efforts to enhance our patient advocacy and patient support programs – moving toward more proactive integrated strategies that align efforts across our operations. Our advocacy vision is to become a leader in patient-driven healthcare while fostering access and innovation. This work is aligned across three domains, as illustrated in Our Patient-Centric Engagement Model to the right.



*Our Patient-Centric Engagement Model*

## Education and Collaboration

Our patient-centric objective is to advance early diagnosis and awareness in partnership with patient organizations and health care professionals (**HCPs**). In service of this objective, we provide free educational resources to help patients, their caregivers and families, and their HCPs build knowledge, and help them navigate the treatment journey together.

Two of our keynote educational programs are focused on rare diseases that are part of UT's therapeutic focus—pulmonary arterial hypertension (**PAH**), the rare disease that sparked the founding of UT and our efforts in treating this and other forms of pulmonary hypertension (**PH**), and neuroblastoma, a rare pediatric cancer.



### Advancing Patient Care in PAH

<https://www.pahinitiative.com/>

We launched the *PAH Initiative* (**PAHI**) in 2019 to provide education and resources for adults affected by PAH. These materials are unbranded, condition-specific, and essential to the patients, caregivers, and HCPs in the PAH community. In 2024, more than 11,000 patients and caregivers, and 4,000 HCPs visited the PAHI website per month.

Key programs include *PAHI Ambassadors*, who are patients who inspire and share their own experiences with other patients through articles and videos; *PAH Today* semi-annual magazine; *PAH Today National Broadcast Series* featuring insights and perspectives on the latest approaches to managing PAH; *Patient Voices* meetings to collect and enable the team to integrate patient feedback into our programs and materials. *PAHI* also curates content featuring national broadcasts with experts, maintains social media pages on Facebook, Instagram, and YouTube, and have translated materials into multiple languages to support other potentially underserved communities.

While the focus of our *PAHI* is on people living with PAH, we also provide clinically useful information, disease education, and practical tools and resources to educate HCPs and help

#### In their own words

We asked PAH patients and family members to share their reasons why they decided to become *PAHI Ambassadors*. Here is what one *PAHI Ambassador* said.



"When I was first diagnosed, I felt suddenly completely alone. Not only that, but I was lost, terrified, and overwhelmed. When I was still in the hospital, I found the *PAH Initiative* online and I began to see immediately that I was not only not alone, but that people in this very caring community wanted to reach out to me to and ease my worries by sharing experiences and knowledge. The Initiative allowed me to see a future for myself. Over time, helpful tips from Ambassadors helped me to adapt to living with PAH. Articles, videos, and webinars educated me and made me recognize the importance of my role in my treatment."

~Nancy

them improve the lives of patients with PAH. These include:

- Information on diagnosis, treatment, and ongoing monitoring of PAH, including the use of frequent echocardiographic monitoring of right heart parameters;
- An in-depth discussion of the pathophysiology of PAH;

- Data showing the importance of risk assessment in determining prognosis;
- Risk calculators to assess risk status;
- Information on treatment approaches; and
- Education to support ongoing monitoring.

Resources include videos and podcasts by experts in PAH, recent academic publications about PAH, training through a comprehensive educational curriculum, and more.

## Advancing Patient Care in PH-ILD

Patients with interstitial lung disease (**ILD**) are at elevated risk of developing PH. Beginning in September 2024, our teams launched an educational campaign for HCPs and their patients with ILD about their risks of developing PH to help PH-ILD patients get diagnosed earlier. Under our “Raise the Questions” campaign, UT provided symptom tracking information, myth busters about PH and echocardiograms, patient support group educational materials, and more. These materials are branded under our PH-ILD therapies.

## NEUROBLASTOMA<sup>info</sup>

### Pediatric Cancer Education

<https://www.neuroblastoma-info.com/>

While UT is likely best known for our leadership in PH and transplant innovation, our commitment to addressing unserved medical needs extends beyond PH. Through our oncology division, we are working to support children with high-risk neuroblastoma – an aggressive pediatric cancer often diagnosed at an advanced stage. Our dedication to these patients and their families is deeply personal – many of our employees, who we call *Unitherians*, including our founder, have experienced the devastation of a serious childhood illness in their own families. This drives us to provide resources that are not only medically informative but also emotionally supportive.

Our Neuroblastoma<sup>info</sup> website is a trusted hub for families and HCPs, offering unbranded educational tools, including the *Skivolo Book Series* – a developmentally appropriate storybook collection for children facing neuroblastoma. The website also features our mental health panel, a recorded discussion with patients, parents, and pediatric experts,

offering guidance and connection on topics like grief, guilt, strength, and healing.

In 2025, we are bringing these characters to life with the launch of the *Skivolo Animated Series*, a playful and heartfelt show designed to help children with medical complexity explore big feelings, build resilience, and feel seen through stories that reflect their unique experiences.



Neuroblastomainfo educational materials



## Support and Access

<https://unitedtherapeuticscares.com/>

PAH and PH therapies are specialty medications that bring with them unique complexities requiring in-depth patient education to enable safe and effective administration. For this reason, we launched an ambitious initiative in 2024 to rethink how we support the patient journey from the ground up through the lens of a patient starting and continuing one of our therapies. Bringing together many of the pre-existing United Therapeutics support teams UT is already known for, along with several new teams and capabilities, our new, unified, *United Therapeutics Cares* program provides ongoing, one-on-one education and support for adults diagnosed with PAH or PH-ILD who have been prescribed a UT medication.

Upon enrollment into the United Therapeutics Cares program, a *Patient Navigator* is paired with the patient from the time the initial prescription is written all the way through their therapy shipment, initiation, training, and beyond. The navigator builds a relationship with the patient getting to know their specific needs and then working to tailor a support plan to best meet their needs.

Patient Navigators work closely with a team of *United Therapeutics Cares* professionals to help support, clarify, and streamline the patient treatment journey. These include:

- *Access and Affordability Specialists* who review their insurance plans and help with coverage options, like copay and financial assistance programs;
- *Pharmacy Operations Managers* who work directly with our network of specialty pharmacies on prescription processing, and fulfillment; and
- *Nursing Teams* who help prescribers, their staff, and specialty pharmacies learn how to use our products/devices and equip them to better serve patients on UT medications.

We have supported more than **34,000** patients on their treatment journeys since 2010.

## Listening and Learning from Patients

Building on the activities described above, UT is strengthening relationships with advocacy groups to co-create educational content at the same time we seek to embed patient perspectives throughout the drug and delivery of care development process – from early research to post-launch activities.

This is the kind of listening and learning feedback loop that informed recent developments in our [Tyvaso® Inhalation Solution packaging redesign project](#), which resulted in packaging that is easier for patients to handle and offers additional efficiency and environmental benefits compared to previous packaging. It also informed the internal innovation award-winning *EasyDil* solution in development. The *EasyDil* cross-functional team representing members of our medical device development group, our quality organization, and our clinical product training group, created a simplified dilution system designed to improve our patients' experience in preparing their prescribed dose for intravenous injection.

Simultaneously, we seek to help solve the organ shortage crisis through our organs and organ alternatives programs. Through our advocacy work, we engage regulators, HCPs, and academic programs and organizations who collaborate with transplantation patients, their families, and caregivers to support them and learn more about their needs.

## Market Access and Pricing

We consider the benefits to patients, society, and the health care system in our pricing approach. This includes consideration of our long-term investments into our R&D efforts, which are essential to make progress toward our PBC purpose.

Our work began in and remains focused on the U.S. and Canadian markets, where we have a track record of contributing to increased disease awareness and providing safe, effective, and quality medicines for all, regardless of their socioeconomic status or background. We work with distributors in certain other regions globally where they have the expertise to secure authorization for distribution.

In the U.S., many independent and third-party health plans pay for patient use of our commercial products. In 2025, UT developed the following pricing principles to guide our approach to pricing in the U.S.

### Our Pricing Principles

United Therapeutics is committed to innovation and discovering medicines that help address the impact of serious diseases on patients and their families. In support of this mission, our pricing discussions and related decisions are guided by the following principles:

1. Maximizing the impact of our products on improving the lives and well-being of patients with rare diseases and end-stage organ diseases;
2. Taking into consideration the therapeutic benefits to patients and the benefits to the broader health care system in addressing rare diseases and end-stage organ diseases;
3. Providing appropriate patient and provider access to our products, where those products are medically indicated – including access to therapies for eligible patients in the U.S. who lack insurance or cannot otherwise access the therapies;
4. Maintaining our ability to continue to invest in, and drive development of, innovative therapies that will dramatically improve the lives and well-being of patients with rare diseases and end-stage organ diseases, including through ongoing investments in robust research and development; and
5. Meeting patient demand for our current therapies through infrastructure investment aimed at supporting and/or expanding the manufacturing of our products.

United Therapeutics was founded by parents trying to save the life of their daughter who had been diagnosed with a rare and terminal disease called pulmonary arterial hypertension (**PAH**), for which there were limited therapies and the only cure remains a lung transplant. UT converted to a PBC in 2021 – the first publicly-traded biopharmaceutical company to do so. Our **PBC purpose** has two parts: **to create a brighter future for patients through the development of novel pharmaceutical therapies and technologies that expand the availability of transplantable organs.** Our first purpose helps delay or avoid the need for a transplant, while the second purpose seeks to enable a patient to receive a transplant when they need one.

### See here for more information:

The PAH Initiative: <https://www.pahinitiative.com/>

Neuroblastomainfo: <https://www.neuroblastoma-info.com/>

United Therapeutics Cares: <https://unitedtherapeuticscares.com/>

Corporate Responsibility website for our latest reports, impact stories, and more:

<https://corporateresponsibility.unither.com/>

