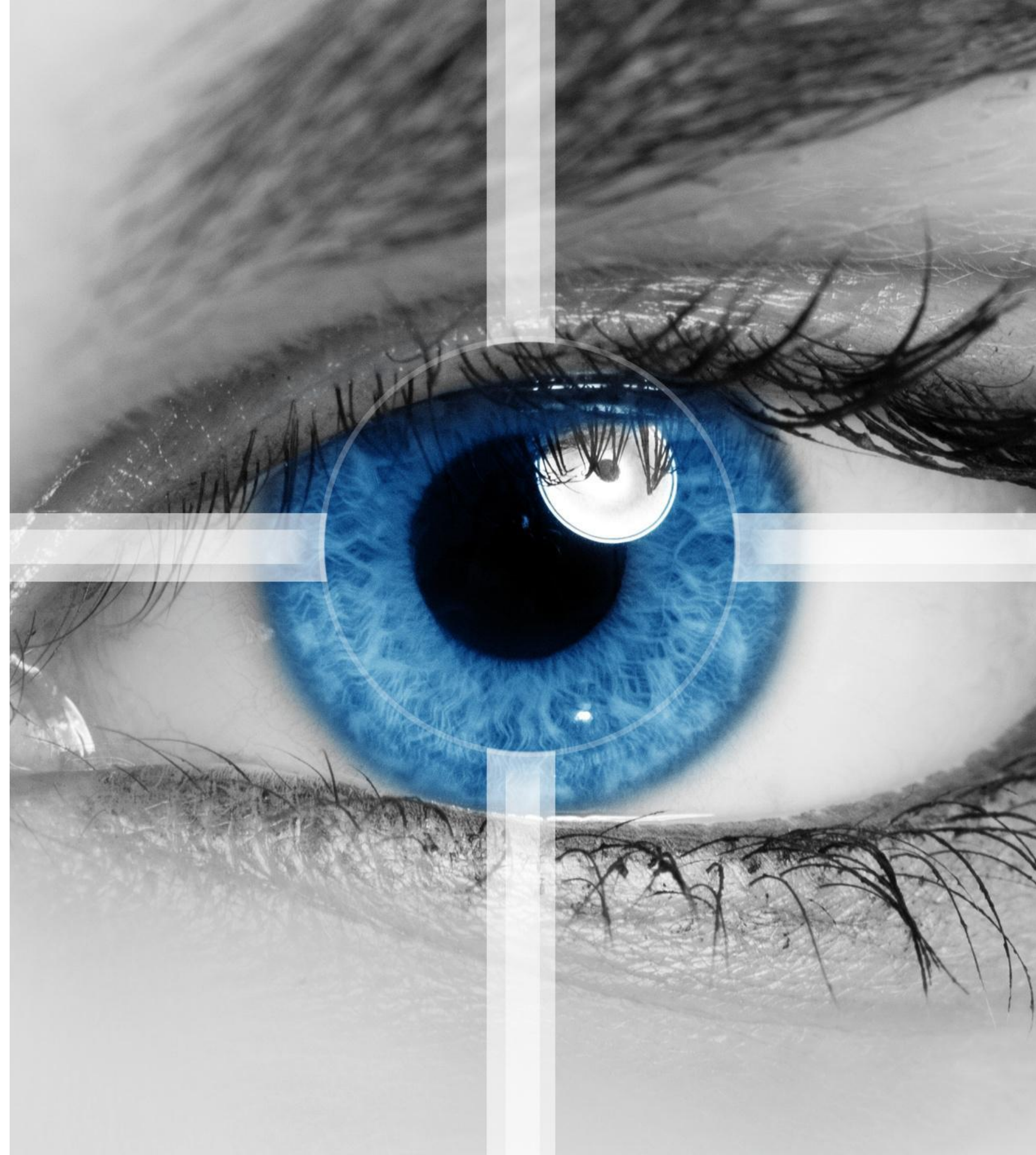# FROM INTAKE TO EVIDENCE:

Elmiron Eye Injury Litigation

How forward-thinking technology can help firms build stronger case inventories

Presented by:

SIMPLY**CONVERT**
AUTOMATICALLY CONVERT CONVERSATIONS INTO CLIENTS

Pattern Data

Today's Presenters

JUDGE ANN CALLIS (RETIRED)

SINDHU DANIEL

MATT FRANCIS

JESSIE HOERMAN

HOLLAND / LAW

Grant & Eisenhofer

Pattern Data

SIMPLYCONVERT
AUTOMATICALLY CONVERT CONVERSATIONS INTO CLIENTS

SimplyConvert and Pattern Data: working together to build stronger case inventories

Today's Agenda

- **Elmiron Litigation Update**

- **Elmiron, the Injuries, and Case Criteria**

- **Using AI to Analyze Medical Data & Identify Case Trends Sooner**

- **AI-Powered Client Intake & Evidence-Driven Refinements to Case Selection Criteria**

- **Q & A**

Elmiron Litigation Update

Status of Elmiron Litigation
Ann Callis, Holland Law Firm

SMDL Court and Judge:

- **District of New Jersey before Judge Brian R. Martinotti and Magistrate Judge Edward S. Kiel**

Important Orders

- ■ **Steering committee appointed**

- ■ **MDL CMO 1**

- ■ **CMO 5 and Bayer**

- ■ **4/9/2021 Direct Filing Order: provides for direct filing in the MDL**

Status of Elmiron Litigation
Ann Callis, Holland Law Firm

- Status of Discovery

- State court consolidations and other considerations

- Plaintiff Fact Sheets/Defendant Fact Sheets

- Statute of Limitations

- Next status conference scheduled for 5/12/2021

- What's on the horizon?

Drug, Injuries, and Intake Criteria

Elmiron

- Treatment for interstitial cystitis (painful bladder syndrome).

- Patients are mostly women (70%+) 50+ yrs old.

- Typical rx calls for 100 mg three times a day. Patients will build a tolerance over time and require the dosage to be increased. IC cannot be cured, only treated, so long term use is common.

Elmiron Criteria
Sindhu Daniel, Grant & Eisenhofer
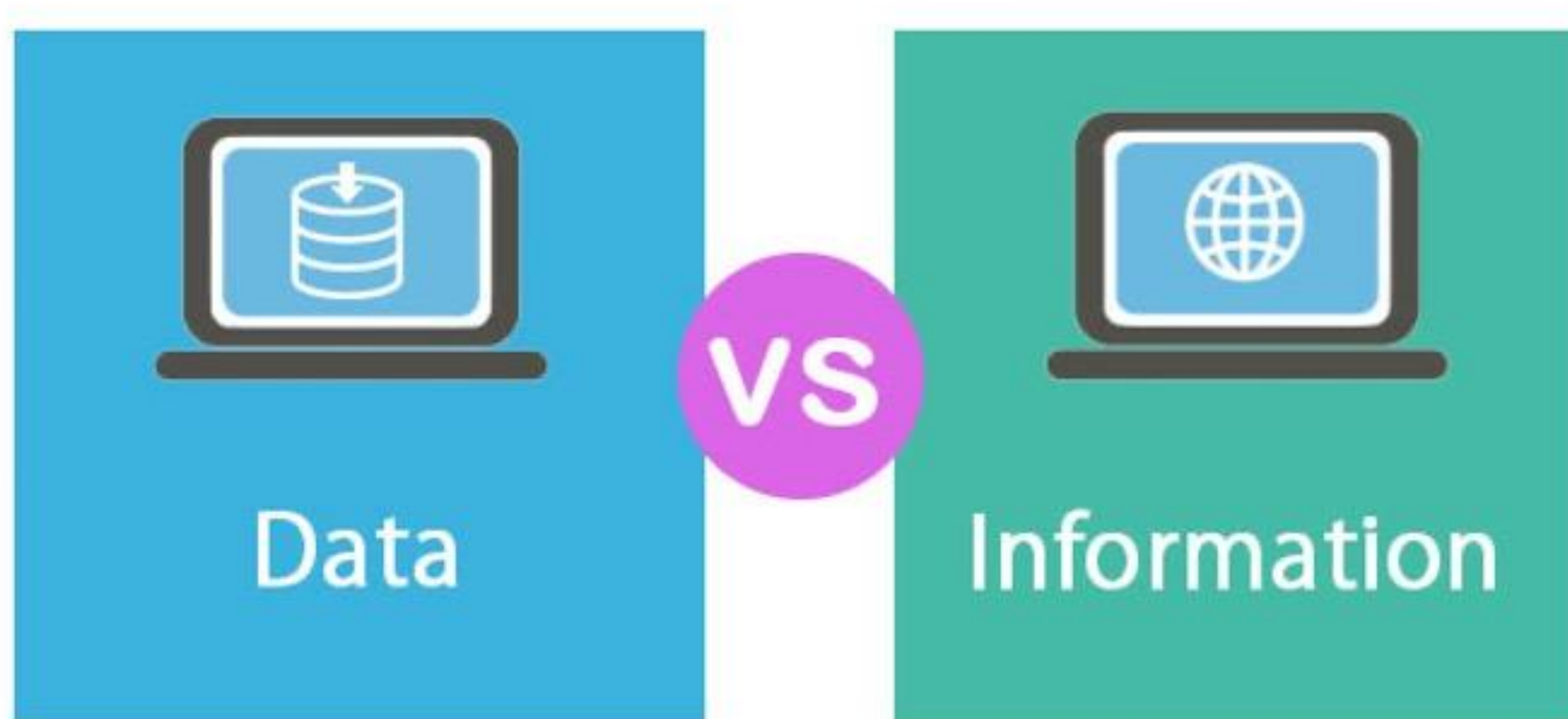
Elmiron Criteria
Sindhu Daniel, Grant & Eisenhofer

Elmiron Criteria
Sindhu Daniel, Grant & Eisenhofer

Elmiron Criteria
Sindhu Daniel, Grant & Eisenhofer

Elmiron Criteria
Sindhu Daniel, Grant & Eisenhofer

Capture Basic Data

- Last Name
- First Name
- DOB
- Age

- Death
- Gender
- Hypertension
- Diabetes

Capture Basic Data

- Smoking history
- Weight at time of injury
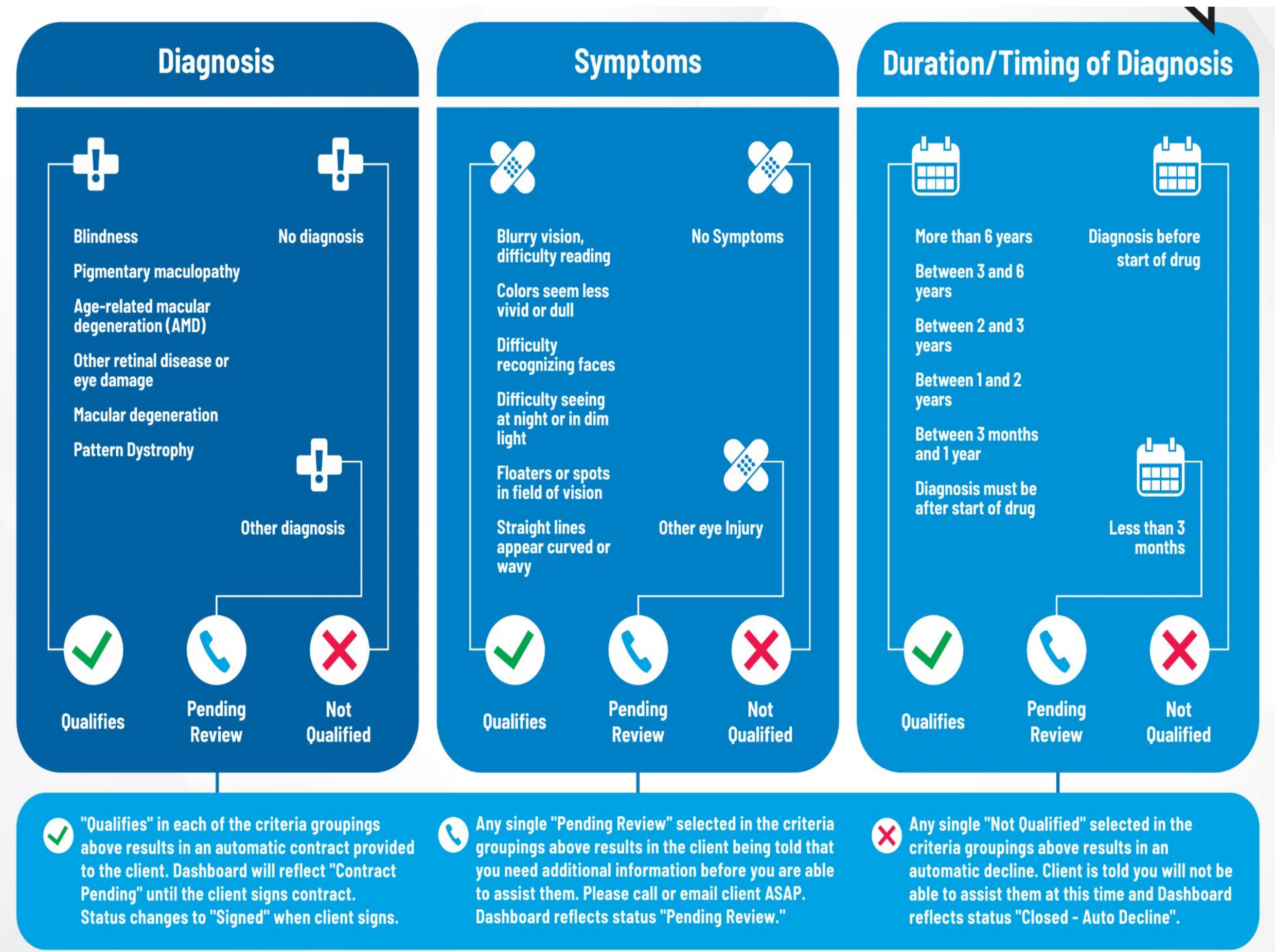- Height at time of injury
- Illegal Drug use

- Liens
- Bankruptcy
- Medicaid
- Medicare

Elmiron Data

- Age
- Gender
- Reason for taking Elmiron
- Date of first use

- Date of last use
- Gaps in use
- Number of Pills
- Were they taking Elmiron at diagnosis?

Default SimplyConvert Chat Criteria: The Start

Diagnosis

- Blindness
- Pigmentary maculopathy
- Age-related macular degeneration (AMD)
- Other retinal disease or eye damage
- Macular degeneration
- Pattern Dystrophy

No diagnosis

Other diagnosis

✓ Qualifies 📞 Pending Review ✗ Not Qualified

Symptoms

- Blurry vision, difficulty reading
- Colors seem less vivid or dull
- Difficulty recognizing faces
- Difficulty seeing at night or in dim light
- Floaters or spots in field of vision
- Straight lines appear curved or wavy

No Symptoms

Other eye Injury

✓ Qualifies 📞 Pending Review ✗ Not Qualified

Duration/Timing of Diagnosis

- More than 6 years
- Between 3 and 6 years
- Between 2 and 3 years
- Between 1 and 2 years
- Between 3 months and 1 year
- Diagnosis must be after start of drug

Diagnosis before start of drug

Less than 3 months

✓ Qualifies 📞 Pending Review ✗ Not Qualified

✓ "Qualifies" in each of the criteria groupings above results in an automatic contract provided to the client. Dashboard will reflect "Contract Pending" until the client signs contract. Status changes to "Signed" when client signs.

📞 Any single "Pending Review" selected in the criteria groupings above results in the client being told that you need additional information before you are able to assist them. Please call or email client ASAP. Dashboard reflects status "Pending Review."

✗ Any single "Not Qualified" selected in the criteria groupings above results in an automatic decline. Client is told you will not be able to assist them at this time and Dashboard reflects status "Closed - Auto Decline".

SimplyConvert Findings

Percentage of leads that qualify: **47%**

67% Contract Pending

Percentage of qualified leads that signed: **33%**

64% of those that signed contracts did so instantly

Daily amount of Elmiron taken by qualified clients

- More than 300 mg/day 22%
- Less than 300 mg/day 30%
- 300 mg/day 48%
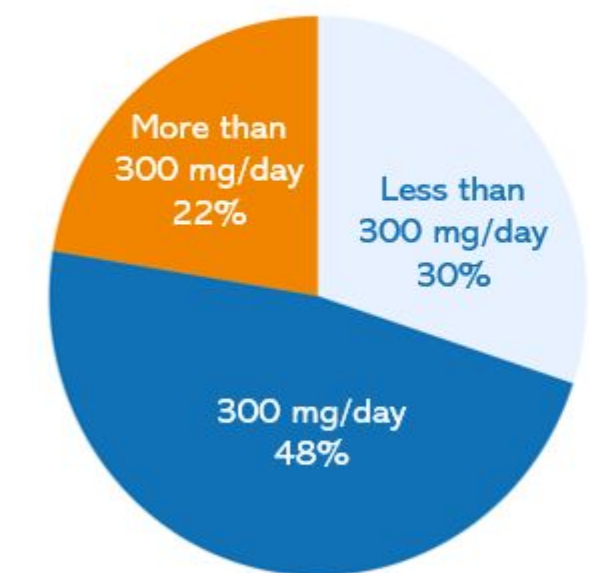
More than half of qualified Elmiron clients fall between the ages of 50 – 69

(Bar chart, x-axis ages: 19 or under, 20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69, 70 to 79, 80 to 89, 90 +; y-axis 0 to 600)
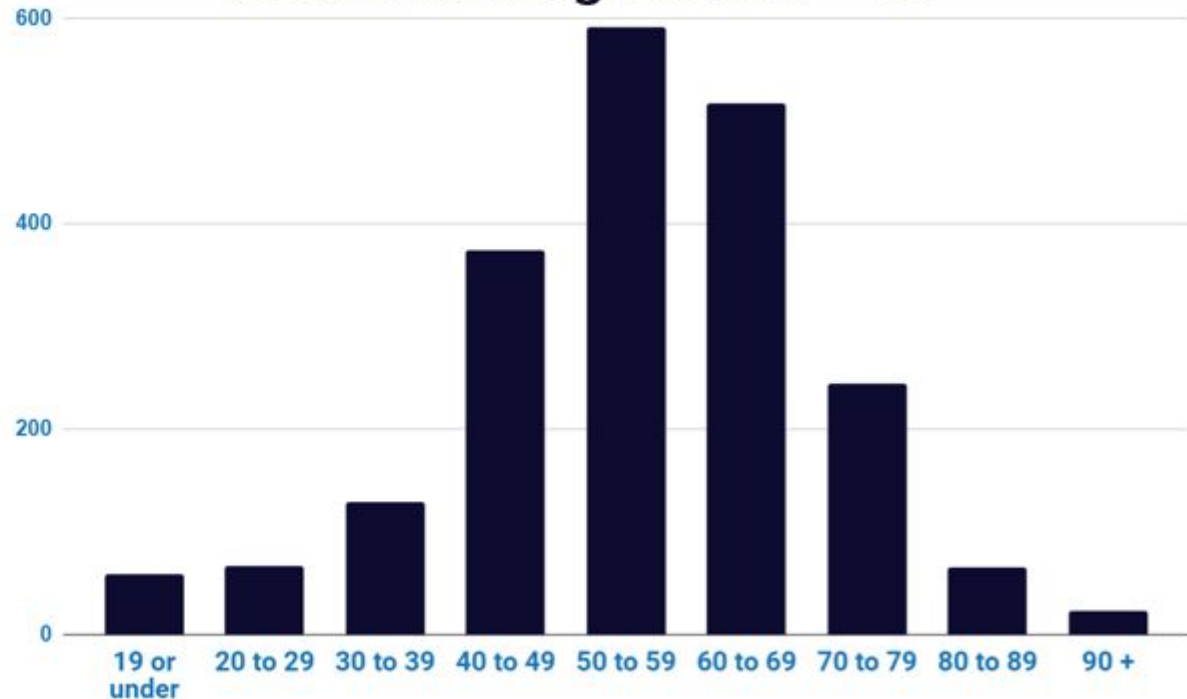
46% of signed clients have been diagnosed with an eye disease other than age-related macular degeneration and wet macular degeneration
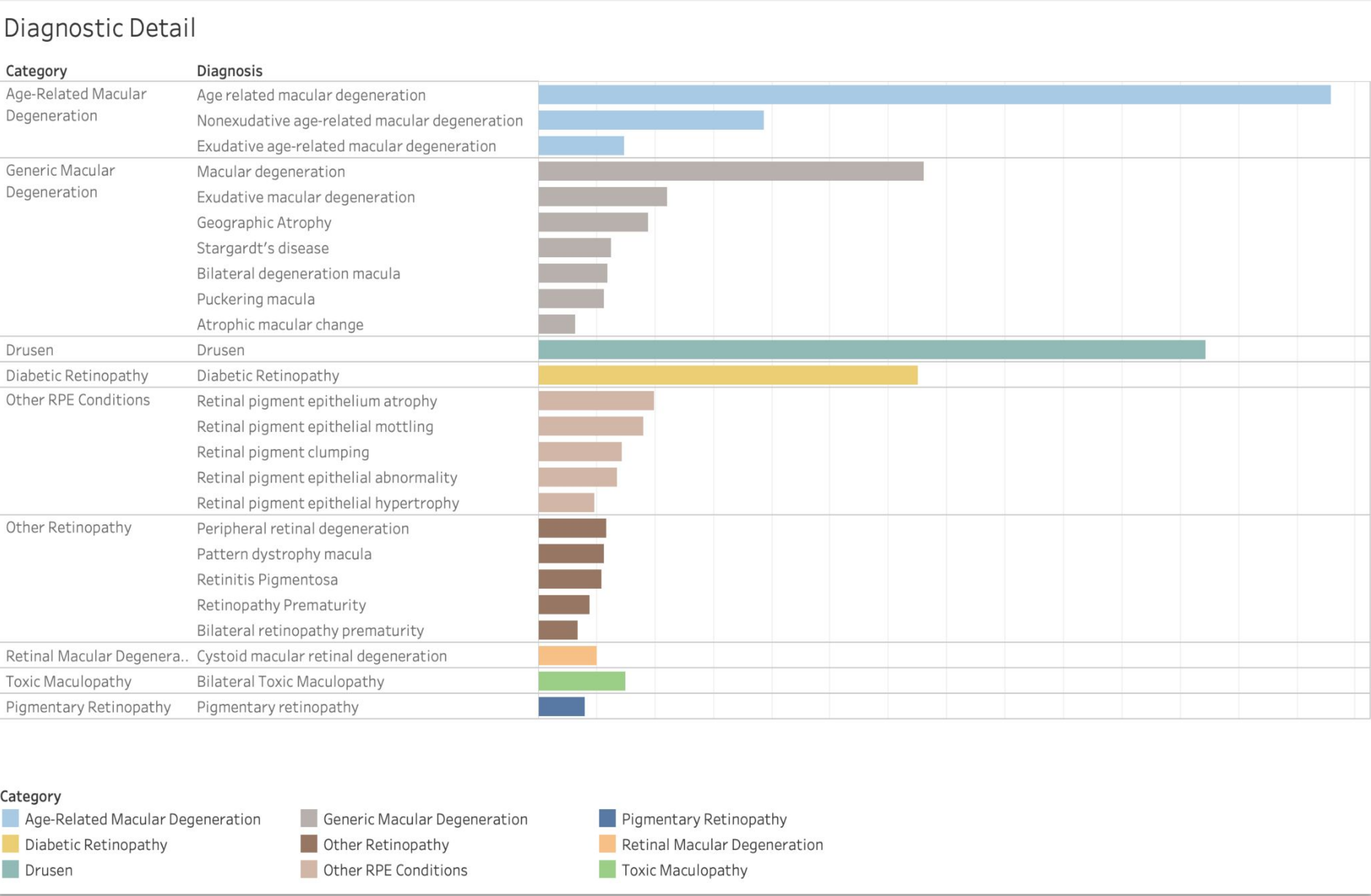
Top 10 symptoms experienced by qualified clients

Trouble adjusting to dim lighting   Glare   Other retinal/eye disease

Vision loss   Blurred or dimmed vision   Blind spots

Colors seem less vivid/dull   Floaters/spots in field of vision

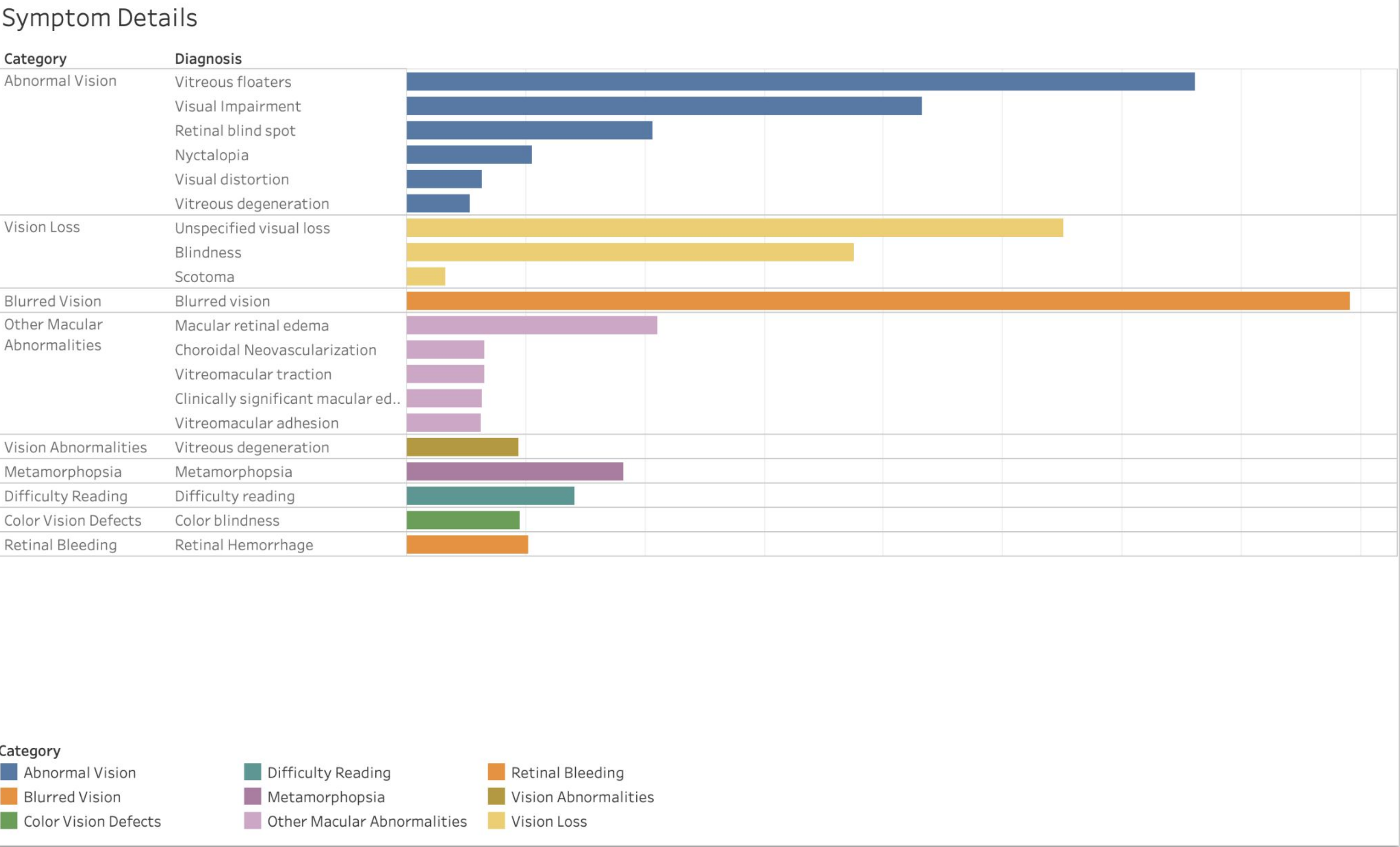Straight lines appear curved   Difficulty recognizing faces

Data-Driven Decision Making and AI
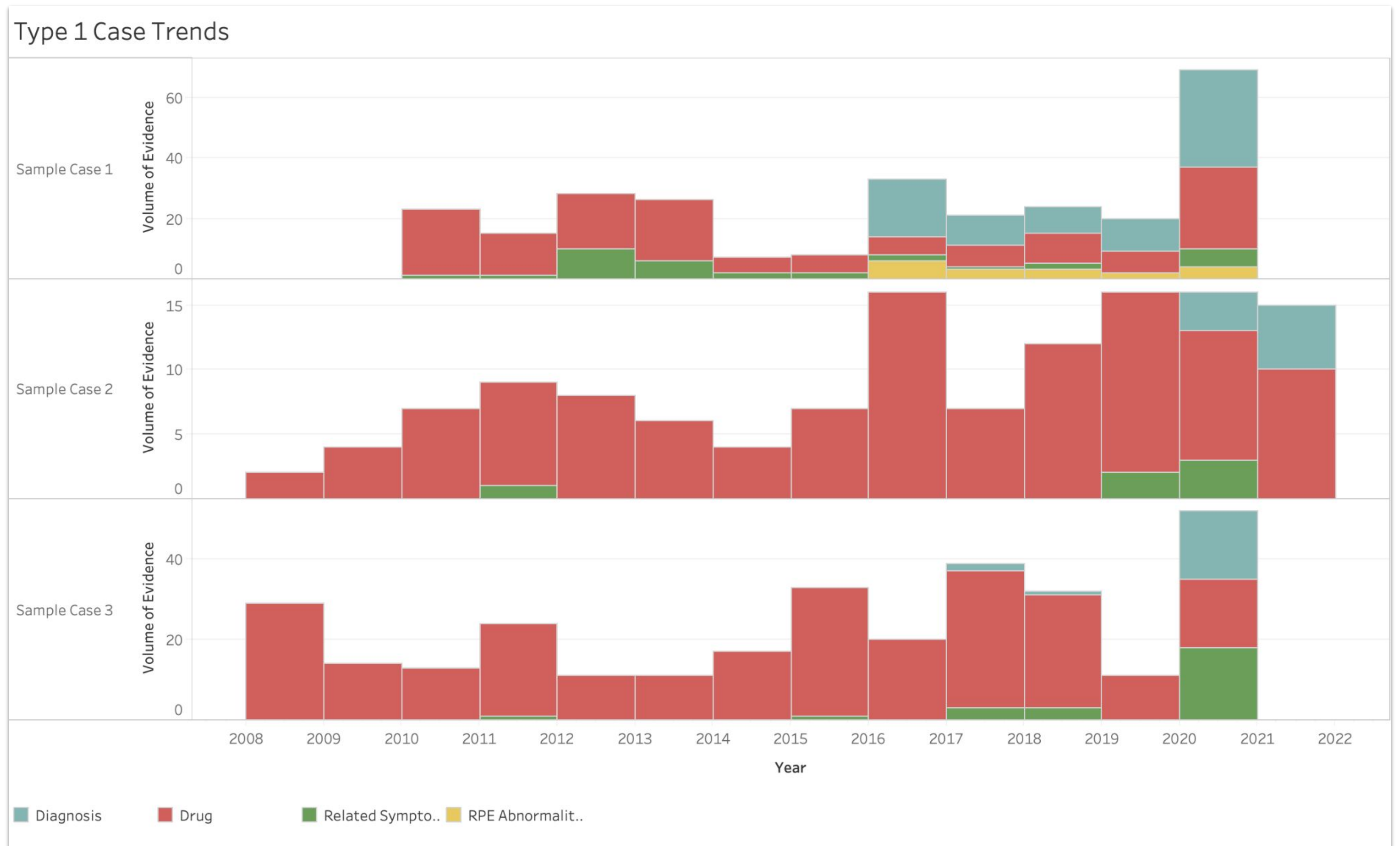
Diagnosis Analytics

Diagnostic Detail

Category	Diagnosis	
Age-Related Macular Degeneration	Age related macular degeneration	
	Nonexudative age-related macular degeneration	
	Exudative age-related macular degeneration	
Generic Macular Degeneration	Macular degeneration	
	Exudative macular degeneration	
	Geographic Atrophy	
	Stargardt's disease	
	Bilateral degeneration macula	
	Puckering macula	
	Atrophic macular change	
Drusen	Drusen	
Diabetic Retinopathy	Diabetic Retinopathy	
Other RPE Conditions	Retinal pigment epithelium atrophy	
	Retinal pigment epithelial mottling	
	Retinal pigment clumping	
	Retinal pigment epithelial abnormality	
	Retinal pigment epithelial hypertrophy	
Other Retinopathy	Peripheral retinal degeneration	
	Pattern dystrophy macula	
	Retinitis Pigmentosa	
	Retinopathy Prematurity	
	Bilateral retinopathy prematurity	
Retinal Macular Degenera..	Cystoid macular retinal degeneration	
Toxic Maculopathy	Bilateral Toxic Maculopathy	
Pigmentary Retinopathy	Pigmentary retinopathy	

Category

- Age-Related Macular Degeneration
- Diabetic Retinopathy
- Drusen
- Generic Macular Degeneration
- Other Retinopathy
- Other RPE Conditions
- Pigmentary Retinopathy
- Retinal Macular Degeneration
- Toxic Maculopathy

Symptom Analytics

Symptom Details

Category	Diagnosis	
Abnormal Vision	Vitreous floaters	
	Visual Impairment	
	Retinal blind spot	
	Nyctalopia	
	Visual distortion	
	Vitreous degeneration	
Vision Loss	Unspecified visual loss	
	Blindness	
	Scotoma	
Blurred Vision	Blurred vision	
Other Macular Abnormalities	Macular retinal edema	
	Choroidal Neovascularization	
	Vitreomacular traction	
	Clinically significant macular ed..	
	Vitreomacular adhesion	
Vision Abnormalities	Vitreous degeneration	
Metamorphopsia	Metamorphopsia	
Difficulty Reading	Difficulty reading	
Color Vision Defects	Color blindness	
Retinal Bleeding	Retinal Hemorrhage	

Category

- Abnormal Vision
- Blurred Vision
- Color Vision Defects
- Difficulty Reading
- Metamorphopsia
- Other Macular Abnormalities
- Retinal Bleeding
- Vision Abnormalities
- Vision Loss

Sample Case Profiles

Type 1 Case Trends

Adjustments to current criteria?

- **Doseage**
  - Will cumulative dose matter? If so, we should be sure we are initially gathering dose/day and the number of years on Elmiron in anticipation of future criteria qualifier.

- **Symptoms**
  - Is there a way to tighten this to better define our patient profile?
  - Are there any tests or treatments that we can ask about to see if we are looking at a pre-diagnosis of macular degeneration?
    - Fundus Autofluorescence Scan
    - Optical Coherence Tomography (OCT scan)

Video from NIH

See What I See: AMD

*Floaters: Not likely ARMD, so good way to eliminate ARMD. But could be diabetic retinopathy.

Adjustments to current criteria?

- **Should we be asking about any of the following risk factors? Should any of the following prevent an contract from going out?**
  - Diabetes (diabetic retinopathy)
  - Hypertension
  - Smoking
  - Weight
  - Cataracts
  - Glaucoma
  - Plaquenil-induced toxicity/hydroxychloroquine
    - Lupus/drugs that may cause similar symptoms - cross-over litigation?

- **Should we be looking for off-label users of Elmiron as potential clients?**
  - Osteoarthritis (off-label use of Elmiron)

Thank you!