

**IN THE CIRCUIT COURT OF BUCHANAN COUNTY, MISSOURI
DIVISION 1**

JANE DOE AND JANICE DOE,
Individually and on behalf of all others
similarly situated,

Plaintiffs,

v.

MOSAIC HEALTH SYSTEM

And

**HEARTLAND REGIONAL
MEDICAL CENTER**
d/b/a Mosaic Life Care,

Defendants.

Case No. 22BU-CC01774-01

DECLARATION OF CAMERON R. AZARI, ESQ. REGARDING NOTICE PROGRAM

I, Cameron R. Azari, Esq., hereby declare and state as follows:

1. My name is Cameron R. Azari, Esq. I have personal knowledge of the matters set forth herein, and I believe them to be true and correct.

2. I am a nationally recognized expert in the field of legal notice and have served as an expert in hundreds of federal and state cases involving class action notice plans.

3. I am a Senior Vice President of Epiq Class Action & Claims Solutions, Inc. (“Epiq”) and the Managing Director of Epiq Legal Noticing (aka Hilsoft Notifications), a business unit of Epiq that specializes in designing, developing, analyzing, and implementing large-scale, un-biased, legal notification plans.

4. Epiq is an industry leader in class action administration, having implemented more than a thousand successful class action notice and settlement administration matters. Epiq Legal Noticing has handled some of the most complex and significant notice programs in recent history, examples of which are discussed below. With experience in more than 700 cases, including more than 75 multidistrict litigation settlements, Epiq Legal Noticing has prepared notices that have appeared in 53 languages and been distributed in almost every country, territory, and dependency

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in the world. Courts have recognized and approved numerous notice plans developed by Epiq Legal Noticing, and those decisions have invariably withstood appellate review.

RELEVANT EXPERIENCE

5. I have served as a notice expert and have been recognized and appointed by courts to design and provide notice in many significant cases, including:

a) *In re Juul Labs, Inc. Marketing, Sales Practices, and Products Liability Litigation* 19-md-02913 (N.D. Cal.), involved two settlements totaling \$300 million for JUUL Labs, Inc. and Altria, which alleged consumers were misled about JUUL products' addictiveness and safety, causing them to pay more, and that JUUL products were unlawfully marketed to minors. Two companion notice programs were implemented with more than 10.7 million email notices and nearly 500,000 postcard notices sent to potential class members and comprehensive media efforts (over 936 million impressions delivered). The notice programs each reached approximately 80% of the class nationwide.

b) *In Re: Zoom Video Communications, Inc. Privacy Litigation*, 3:20-cv-02155 (N.D. Cal.), involved an extensive notice plan for a \$85 million privacy settlement involving Zoom, the most popular videoconferencing platform. Notice was sent to more than 158 million class members by email or mail, and millions of reminder notices were sent to stimulate claim filings. The individual notice efforts reached approximately 91% of the class. A supplemental media campaign provided notice via regional newspaper notice, nationally distributed digital and social media notice (delivering more than 280 million impressions), sponsored search, an informational release, and a settlement website.

c) *In re Takata Airbag Products Liability Litigation*, MDL No. 2599, 1:15-md-02599 (S.D. Fla.), involved \$1.91 billion in settlements with BMW, Mazda, Subaru, Toyota, Honda, Nissan, Ford, and Volkswagen regarding Takata airbags. The notice programs included individual mailed notice to more than 61.8 million potential class members and extensive nationwide media via consumer publications, U.S. Territory newspapers, radio, digital notices, mobile digital notices, and behaviorally targeted digital media. Combined, the notice programs reached more than 95%

of adults aged 18+ in the U.S. who owned or leased a subject vehicle, with a frequency of 4.0 times each.

d) *In Re: Capital One Consumer Data Security Breach Litigation*, MDL No. 2915, 1:19-md-02915 (E.D. Va.), involved an extensive notice program for a \$190 million data breach settlement. Notice was sent to more than 93.6 million settlement class members by email or mail. The individual notice efforts reached approximately 96% of the identified settlement class members and were enhanced by a supplemental media plan that included digital and social media notices (delivering more than 123.4 million impressions), sponsored search, and a settlement website.

e) *In re: Disposable Contact Lens Antitrust Litigation*, 3:15-md-02626 (M.D. Fla.), involved several notice programs to notify retail purchasers of disposable contact lenses for four separate settlements totaling \$88 million. For each notice program more than 1.98 million email or postcard notices were sent to potential class members and a comprehensive media plan was implemented, with a well-read nationwide consumer publication, internet digital notices (delivering more than 312.9 million – 461.4 million impressions per campaign), sponsored search listings, and a case website.

f) *In re U.S. Office of Personnel Management Data Security Breach Litigation* MDL No. 2664, 15-cv-01394 (D.D.C.), involved a \$63 million settlement for compromised personal information of then-current and former federal government employees and contractors, and certain applicants for federal employment. An extensive nationwide media notice campaign was implemented using magazines, digital and social media notices (delivering more than 758 million impressions), traditional and satellite radio, and other forms of media. The media notice reached at least 85% of the class. In addition, more than 3.5 million email notices and/or postcard notices were sent to identified class members. The notice program was supplemented with outreach to unions and associations, sponsored search listings, an informational release, and a settlement website.

g) *In re: fairlife Milk Products Marketing and Sales Practices Litigation*, 1:19-cv-

03924 (N.D. Ill.), involved a \$21 million settlement against The Coca-Cola Company, fairlife, LLC, and other defendants alleging false labeling and marketing of fairlife milk products. A comprehensive media plan was implemented with a consumer print publication notice, targeted digital and social media notices (delivering more than 620.1 million impressions in English and Spanish nationwide). Combined with individual notice to a small percentage of the class, the notice plan reached approximately 80.2% of the class. The reach was further enhanced by sponsored search, an informational release, and a website.

h) *In re: Payment Card Interchange Fee and Merchant Discount Antitrust Litigation*, MDL No. 1720 (E.D.N.Y.). Second Circuit affirmed. *See Fikes Wholesale, Inc. v. Visa U.S.A., Inc.* 62 F.4th 704 (2d Cir. 2023). The case involved a \$5.5 billion settlement reached by Visa and MasterCard. An intensive initial notice program included more than 19.8 million direct mail notices sent to potential class members, together with insertions in over 1,500 newspapers, consumer magazines, national business publications, trade and specialty publications, with notices in multiple languages, and a digital notice campaign (delivering more than 770 million adult impressions). Sponsored search listings and a settlement website in eight languages expanded the notice program. For the subsequent settlement reached by Visa and MasterCard, an extensive notice program was implemented, which included over 16.3 million direct mail notices to class members together with more than 354 print publication insertions and digital notices (delivering more than 689 million adult impressions).

i) *In re: Oil Spill by the Oil Rig “Deepwater Horizon” in the Gulf of Mexico, on April 20, 2010*, MDL No. 2179 (E.D. La.), involved landmark settlement notice programs to distinct “Economic and Property Damages” and “Medical Benefits” settlement classes for BP’s \$7.8 billion settlement of claims related to the Deepwater Horizon oil spill. Notice efforts included more than 7,900 television spots, 5,200 radio spots, and 5,400 print insertions and reached over 95% of Gulf Coast residents.

6. I have served as a notice expert and have been recognized and appointed by courts to design and provide notice in numerous data breach and privacy settlements, including:

Data Breach & Privacy Cases	Case No. & Court
<i>In re: Zoom Video Communications, Inc. Privacy Litigation</i>	3:20-cv-02155 (N.D. Cal.)
<i>In re: Capital One Consumer Data Security Breach Litigation</i>	MDL No. 2915 (E.D. Va.)
<i>In re: Morgan Stanley Data Security Litigation</i>	1:20-cv-05914 (S.D.N.Y.)
<i>In re: U.S. Office of Personnel Management Data Security Breach Litigation</i>	MDL No. 2664, (D.D.C.)
<i>In re: Department of Veteran Affairs (VA) Data Theft Litigation</i>	MDL No. 1796 (D.D.C.)
<i>In re: Premiera Blue Cross Customer Data Security Breach Litigation</i>	MDL No. 2633 (D. Or.)
<i>In re Accellion, Inc. Data Breach Litigation Accellion; Harbour et al. v. California Health & Wellness, et al. (Health Net) (\$10 million Data Breach Settlement)</i>	MDL 3002 5:21-CV-01155; 5:21-cv-03322
<i>Ambrose v. Boston Globe Media Partners, LLC (Video Privacy Protection Act)</i>	1:22-cv-10195 (D. Mass.)
<i>King v. PeopleNet Corporation (Privacy Biometric Data)</i>	2021-CH-01602 (Cir. Ct. Cook Cnty. Ill.)
<i>Lukens v. Utah Imaging Associates, Inc. (Data Breach)</i>	2020-CI-16240 (Dist. Ct. of Bexar Cnty., Tex. 166th Jud. Dist.)
<i>McCullough v. True Health New Mexico, Inc. (Data Breach)</i>	D-202-CV-2021-06816 (2nd Dist. Ct, N.M.)
<i>Chapman v. Insight Global Inc. (Data Breach)</i>	1:21-cv-00824 (M.D. Penn.)
<i>Thomsen et al. v. Morley Cos., Inc. (Data Breach)</i>	1:22-cv-10271 (E.D. Mich.)
<i>In re Scripps Health Data Incident Litigation</i>	37-2021-00024103 (Sup. Ct. Cal. Cnty. of San Diego)
<i>Service et al. v. Volkswagen Group of America et al. (Data Breach)</i>	C22-01841 (Sup. Ct. Cal. Cnty. of Contra Costa)
<i>Wenston Desue et al. v. 20/20 Eye Care Network, Inc. et al. (Data Breach)</i>	21-cv-61275 (S.D. Fla.)
<i>Kostka et al. v. Dickey's Barbecue Restaurants, Inc. et al. (Data Breach)</i>	3:20-cv-03424 (N.D. Tex.)
<i>Cochran et al. v. The Kroger Co. et al. (Data Breach)</i>	5:21-cv-01887 (N.D. Cal.)
<i>Ford et al. v. [24]7.ai, Inc. (Best Buy Data Incident)</i>	MDL No. 2863 (N.D. Cal.)
<i>In re: California Pizza Kitchen Data Breach Litigation</i>	8:21-cv-01928 (C.D. Cal.)
<i>Snyder et al. v. The Urology Center of Colorado, P.C. (Data Breach)</i>	2021CV33707 (2nd Dist. Ct, Cnty. of Denver Col.)
<i>Dearing v. Magellan Health Inc. et al. (Data Breach)</i>	CV2020-013648 (Sup. Ct. Cnty. of Maricopa, Ariz.)

Data Breach & Privacy Cases	Case No. & Court
<i>Torretto et al. v. Donnelley Financial Solutions, Inc. and Mediant Communications Inc. (Data Breach)</i>	1:20-cv-02667 (S.D.N.Y.)
<i>Stoll et al. v. Musculoskeletal Institute, Chartered d/b/a Florida Orthopaedic Institute (Data Breach)</i>	8:20-cv-01798 (M.D. Fla.)
<i>Hameed-Bolden et al. v. Forever 21 Retail, Inc. et al. (Data Breach for Payment Cards)</i>	2:18-cv-03019 (C.D. Cal.)
<i>In re Community Health Systems, Inc. Customer Data Security Breach Litigation</i>	MDL No. 2595 (N.D. Ala.)
<i>Lozano v. CodeMetro Inc. (Data Breach)</i>	37-2020-00022701 (Sup. Ct. Cal. Cnty. of San Diego)
<i>Fox et al. v. Iowa Health System d.b.a. UnityPoint Health (Data Breach)</i>	18-cv-00327 (W.D. Wis.)
<i>Armon et al. v. Washington State University (Data Breach)</i>	17-2-23244-1 consolidated with 17-2-25052-0 (Sup. Ct.
<i>Kuss v. American HomePatient, Inc. et al. (Data Breach)</i>	8:18-cv-02348 (M.D. Fla.)
<i>Nelson v. Roadrunner Transportation Systems, Inc. (Data Breach)</i>	1:18-cv-07400 (N.D. Ill.)
<i>Adlouni v. UCLA Health System Auxiliary et al. (Data Breach)</i>	BC589243 (Cal. Sup. Ct., L.A. Cnty.)
<i>Parsons v. Kimpton Hotel & Restaurant Group, LLC (Data Breach)</i>	3:16-cv-05387 (N.D. Cal.)
<i>In re: Valley Anesthesiology Consultants, Inc. Data Breach Litigation</i>	CV2016-013446 (Ariz. Super. Ct., Maricopa Cnty.)
<i>McGann et al., v. Schnuck Markets, Inc. (Data Breach)</i>	1322-CC00800 (Mo. Cir. Ct.)
<i>Greater Chautauqua Federal Credit Union et al. v. Kmart Corp. et al. (Data Breach)</i>	1:15-cv-02228 (N.D. Ill.)
<i>In re: Heartland Payment Systems, Inc. Data Security Breach Litigation</i>	MDL No. 2046 (S.D. Tex.)
<i>In re: Countrywide Financial Corp. Customer Data Security Breach Litigation</i>	MDL No. 1998, (W.D. Ky.)
<i>Bandy v. TOC Enterprises, Inc. d/b/a Tennessee Orthopaedic Clinics, a division of Tennessee Orthopaedic Alliance, P.A. (Data Breach)</i>	3:23-cv-00598, (M.D. Tenn)
<i>Medina et al. v. PracticeMax, Inc. (Data Breach)</i>	CV-22-01261, (D. Ariz.)
<i>In re Waste Management Data Breach Litigation</i>	1:21-cv-06199, (S.D.N.Y)
<i>Sherwood, et al. v. Horizon Actuarial Services, LLC</i>	1:22-cv-01495, (N.D. Ga.)
<i>Briscoe et al. v. First Financial Credit Union</i>	D-202-CV-2022-02974, (2nd. Jud. Dist. Cnty. of Bernalillo, N.M.)
<i>Patterson et al. v. DPP II LLC, et al.</i>	DC-23-01733, (Dist. Ct of Dallas Cnty., Tex.)

Data Breach & Privacy Cases	Case No. & Court
<i>In Re: Canon U.S.A. Data Breach Litigation</i>	1:20-cv-06239, (E.D.N.Y.)
<i>Farley et al. v. Eye Care Leaders Holding, LLC (Data Breach)</i>	1:22-cv-00468, (M.D.N.C.)
<i>In Re Wright & Filippis, LLC Data Security Breach Litigation</i>	2:22-cv-12908, (E.D. Mich.)
<i>Holden et al. v. Guardian Analytics, Inc. et al. (Data Breach)</i>	2:23-cv-2U5, (D.N.J.)
<i>Hoover et al. v. Camping World Group, LLC, et al. (Data Breach)</i>	2023LA00037, (18th Jud. Cir., Cir. Ct., DuPage Cnty, Ill.)
<i>In Re: Hope College Data Security Breach Litigation</i>	1:22-cv-01224, (W.D.Mich.)
<i>Guy et al. v. Convergent Outsourcing, Inc.</i>	2:22-cv-01558, (W.D. Wash.)
<i>Barletti v. Connexin Software, Inc. d/b/a Office Practicum</i>	2:22-cv-04676, (E.D. Penn.)

7. Courts have recognized our testimony as to which method of notification is appropriate for a given case, and I have provided testimony on numerous occasions on whether a certain method of notice represents the best notice practicable under the circumstances. Numerous court opinions and comments regarding my testimony, and the adequacy of our notice efforts, are included in the Epiq Legal Noticing *curriculum vitae* included as **Attachment 1**.

8. In forming expert opinions, my staff and I draw from our in-depth class action case experience, as well as our educational and related work experiences. I am an active member of the Oregon State Bar, having received my Bachelor of Science from Willamette University and my Juris Doctor from Northwestern School of Law at Lewis and Clark College. I have served as the Director of Legal Notice for Epiq since 2008 and have overseen the detailed planning of virtually all our court-approved notice programs during that time. Overall, I have more than 25 years of experience in the design and implementation of legal notification and claims administration programs, having been personally involved in well over one hundred successful notice programs.

9. The facts in this declaration are based on my personal knowledge, as well as information provided to me by my colleagues in the ordinary course of my business at Epiq and Epiq Legal Noticing (hereinafter “Epiq”).

OVERVIEW

10. This declaration describes the proposed Notice Program (“Notice Program”) and notices (the “Notice” or “Notices”) for *Jane Doe and Janice Doe v. Mosaic Health System et al.*, Case No. 22BU-CC01774-01, currently pending in the Circuit Court of Buchanan County, Missouri. Epiq designed this Notice Program based on our extensive prior experience and research into the notice issues particular to this case. We have analyzed and proposed the best notice practicable of providing notice to the classes.

DATA PRIVACY AND SECURITY

11. Epiq has procedures in place to protect the security of data for the classes. As with all cases, Epiq will maintain extensive data security and privacy safeguards in its official capacity as the Notice Administrator for this action. A Services Agreement, which formally retains Epiq as the Notice Administrator, will govern Epiq’s administration responsibilities for the action. Service changes or modification beyond the original contract scope will require formal contract addendum or modification. Epiq maintains adequate insurance in case of errors.

12. With respect to the data it receives, collects, and otherwise hosts, Epiq will serve as a data processor and act only at the direction of the designated data controller or of the Court, as described in applicable contracts, statements of work, and/or Court documents and Orders. Epiq will not utilize or perform other procedures on personal data provided or obtained as part of services as administrator. Epiq will not use any information provided by class members for any other purpose than the administration of this action. Specifically, class member information will not be used, disseminated, or disclosed by or to any other person for any other purpose unrelated to the administration of this action.

13. The security and privacy of clients’ and class members’ information and data are paramount to Epiq. That is why Epiq has invested in a layered and robust set of trusted security personnel, controls, and technology to protect the data we handle. To promote a secure environment for client and class member data, industry leading firewalls and intrusion prevention systems protect and monitor Epiq’s network perimeter with regular vulnerability scans and

penetration tests. Epiq deploys best-in-class endpoint detection, response, and anti-virus solutions on our endpoints and servers. Strong authentication mechanisms and multi-factor authentication are required for access to Epiq's systems and the data we protect. In addition, Epiq has employed the use of behavior and signature-based analytics as well as monitoring tools across our entire network, which are managed 24 hours per day, 7 days per week, by a team of experienced professionals.

14. Epiq's world class data centers are defended by multi-layered, physical access security, including formal ID and prior approval before access is granted, closed-circuit television ("CCTV"), alarms, biometric devices, and security guards, 24 hours per day, 7 days per week. Epiq manages minimum Tier 3+ data centers in 18 locations worldwide. Our centers have robust environmental controls including uninterruptable power supply ("UPS"), fire detection and suppression controls, flood protection, and cooling systems.

15. Beyond Epiq's technology, our people play a vital role in protecting class members' and our clients' information. Epiq has a dedicated information security team comprised of highly trained, experienced, and qualified security professionals. Our teams stay on top of important security issues and retain important industry standard certifications, like SysAdmin, Audit, Network, and Security ("SANS"), Certified Information Systems Security Professional ("CISSP"), and Certified Information Systems Auditor ("CISA"). Epiq is continually improving security infrastructure and processes based on an ever-changing digital landscape. Epiq also partners with best-in-class security service providers. Our robust policies and processes cover all aspects of information security to form part of an industry leading security and compliance program, which is regularly assessed by independent third parties.

16. Epiq holds several industry certifications including: Trusted Information Security Assessment Exchange ("TISAX"), Cyber Essentials, Privacy Shield, and ISO 27001. In addition to retaining these certifications, we are aligned to Health Insurance Portability and Accountability Act ("HIPAA"), National Institute of Standards and Technology ("NIST"), and Federal Information Security Management Act ("FISMA") frameworks. Epiq follows local, national, and

international privacy regulations. To support our business and staff, Epiq has a dedicated team to facilitate and monitor compliance with privacy policies. Epiq is also committed to a culture of security mindfulness. All employees routinely undergo cybersecurity trainings to ensure that safeguarding information and cybersecurity vigilance is a core practice in all aspects of the work our teams complete.

17. Upon completion of a project, Epiq continues to host all data until otherwise instructed in writing by a customer to delete, archive or return such data. When a customer requests that Epiq delete or destroy all data, Epiq agrees to delete or destroy all such data; provided, however, that Epiq may retain data as required by applicable law, rule or regulation, and to the extent such copies are electronically stored in accordance with Epiq's record retention or back-up policies or procedures (including those regarding electronic communications) then in effect. Epiq keeps data in line with client retention requirements. If no retention period is specified, Epiq returns the data to the client or securely deletes it as appropriate.

NOTICE PROGRAM METHODOLOGY

18. Missouri Rule of Civil Procedure Rule 52.08 directs that notice must be "the best notice practicable under the circumstances, including individual notice to all members who can be identified through reasonable effort."¹ The Notice Program will satisfy these requirements.

19. This Notice Program is designed to reach the greatest practicable number of class members. Given our experience with similar notice efforts and our understanding of the data, we anticipate the Notice Program individual notice efforts via email to identified class members will reach approximately 90% of the identified classes. The reach will be further enhanced by Digital Notices and a case website. In my experience, the projected reach of the Notice Program is consistent with other court-approved notice plans, is the best notice practicable under the circumstances of this case, and has been designed to satisfy the requirements of due process, including its "desire to actually inform" requirement.²

¹ Missouri Rule of Civil Procedure Rule 52.08(c)(2).

² *Mullane v. Cent. Hanover Bank & Trust Co.*, 339 U.S. 306, 315 (1950) ("But when notice is a person's due, process which is a mere gesture is not due process. The means employed must be

NOTICE PROGRAM DETAIL

20. On August 29, 2025, the Court granted the *Order Granting Plaintiff's Motion for Class Certification* ("Class Certification Order"), which certified the following classes:

Google Analytics Class: All persons who are Missouri citizens and who, from January 1, 2016 to December 13, 2022, were patients of Mosaic Health System, who logged into the MyMLC Patient Portal, and who had their medical record number, full or partial email address, and/or full or partial patient portal username disclosed to Google.

Meta Pixel Class: All persons who are Missouri citizens and who, from May 21, 2020 to December 13, 2022, were patients of Mosaic Health System, who logged into the MyMLC Patient Portal, and who had their Facebook ID connected to their activity on the Mosaic web properties by the 601079540756042 Meta Pixel.

NOTICE PROGRAM

Individual Notice

21. It is my understanding from counsel for the parties that Epiq will be provided data for identified class members, which will include names and email addresses ("Class List").

Individual Notice – Email

22. Epiq will send an Email Notice to all identified class members for whom a valid email address is available. The following industry standard best practices will be followed. The Email Notice will be drafted in such a way that the subject line, the sender, and the body of the message overcome SPAM filters and ensure readership to the fullest extent reasonably practicable. For instance, the Email Notice will use an embedded html text format. This format will provide easy-to-read text without graphics, tables, images, and other elements that in our experience would increase the likelihood that the message could be blocked by Internet Service Providers (ISPs) and/or SPAM filters for this type of email communication. The Email Notices will be sent from an IP address known to major email providers as one not used to send bulk "SPAM" or "junk" email blasts. Each Email Notice will be transmitted with a digital signature to the header and

such as one desirous of actually informing the absentee might reasonably adopt to accomplish it. The reasonableness and hence the constitutional validity of any chosen method may be defended on the ground that it is in itself reasonably certain to inform those affected . . .").

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content of the Email Notice, which will allow ISPs to programmatically authenticate that the Email Notices are from our authorized mail servers. Each Email Notice will also be transmitted with a unique message identifier. The Email Notice will include an embedded link to the case website. By clicking the link, recipients will be able to access the Long Form Notice and additional information about the case.

23. If the receiving email server cannot deliver the message, a “bounce code” will be returned along with the unique message identifier. For Email Notices for which a bounce code is received indicating that the message was undeliverable for reasons such as an inactive or disabled account, the recipient’s mailbox was full, technical autoreplies, etc., at least two additional attempts will be made to deliver the Notice by email.

Media Plan

Internet Digital Notice Campaign

24. Internet advertising has become a standard component in legal notice programs. The internet has proven to be an efficient and cost-effective method to target class members as part of providing notice of class certification and/or a settlement for a class action case. According to MRI-Simmons data, 97% of all adults are online and 84% of all adults use social media.³

25. The Notice Program will include targeted digital advertising (“Digital Notices”) on the selected advertising network *Basis Display Network*, which represents thousands of digital properties across all major content categories. Digital Notices will be targeted to selected target audiences and are designed to encourage participation by class members—by linking directly to the case website, allowing visitors easy access to relevant information and documents.

26. Digital Notices will also be placed on *Facebook*; one of the leading social media platforms in the United States. The social media campaign will use an interest-based approach which focuses on the interests that users exhibit while on the social media platforms, capitalizing on the target audience’s propensity to engage in social media.

³ MRI-Simmons 2025 Survey of the American Consumer®.

27. *Facebook* has a reach of approximately 60% of the U.S. population aged 18 and older⁴ with 196 million users.⁵

28. The Digital Notices will be distributed to a variety of target audiences, including those relevant to individuals' demonstrated interests and/or likes. All Digital Notices will appear on desktop, mobile, and tablet devices. Digital Notices on *Basis Display Network* and *Facebook* will be geotargeted to the State of Missouri. Digital Notices will also be targeted (remarketed) to people who click on a Digital Notice.

29. More details regarding the target audiences, specific ad sizes of the Digital Notices, and the number of planned impressions are included in the following table:

<i>Network/Property</i>	<i>Target</i>	<i>Ad Size</i>	<i>Planned Impressions</i>
<i>Basis Display Network</i>	Adults 18+ who have visited any Mosaic Health location	728x90, 300x250, 300x600 & 970x250	1,500,000
<i>Facebook</i>	Adults 18+	Newsfeed & Right Hand Column	2,000,000
TOTAL			3,500,000

30. Combined, approximately 3.5 million targeted impressions will be generated by the Digital Notices, which will be geotargeted to the State of Missouri. The Digital Notices will run for approximately four weeks.⁶ Clicking on the Digital Notices will link the readers to the case website, where they can easily obtain detailed information about the case.

Case Website

31. Epiq will create and maintain a dedicated website for the case with an easy to remember domain name. Class members will be able to obtain detailed information about the case

⁴ MRI-Simmons 2025 Survey of the American Consumer®.

⁵ Statista Digital 2025: Global Overview Report. Statista, founded in 2007, is a leading provider of worldwide market and consumer data and is trusted by thousands of companies around the world for data. Statista.com consolidates statistical data on over 80,000 topics from more than 22,500 sources and makes it available in German, English, French and Spanish.

⁶ The third-party ad management platform, ClickCease will be used to audit the Digital Notice ad placements. This type of platform tracks all Digital Notice ad clicks to provide real-time ad monitoring, fraud traffic analysis, blocks clicks from fraudulent sources, and quarantines dangerous IP addresses. This helps reduce wasted, fraudulent, or otherwise invalid traffic (e.g., ads being seen by 'bots' or non-humans, ads not being viewable, etc.).

and review key documents, including the Complaint, Long Form Notice, Class Certification Order, and other important court documents. In addition, the case website will include answers to frequently asked questions (“FAQs”), instructions for how class members may opt-out (request exclusion), and how to obtain other case-related information. The case website address will be displayed prominently in all notice documents.

Toll-Free Telephone Number

32. A toll-free telephone number will be established for the case. Callers will be able to hear an introductory message and will have the option to learn more about the case in the form of recorded answers to FAQs, and to request that a Long Form Notice be mailed to them. This automated telephone system will be available 24 hours per day, 7 days per week. The toll-free telephone number will be prominently displayed in all notice documents.

33. A postal mailing address will be provided, allowing class members the opportunity to request additional information or ask questions.

PLAIN LANGUAGE NOTICE DESIGN

34. The Notices are designed to be “noticed,” reviewed, and—by presenting the information in plain language—understood by class members. The design of the Notices follows the principles embodied in the Federal Judicial Center’s (“FJC”) illustrative “model” notices posted at www.fjc.gov. Many courts, and the FJC itself, have approved notices that Epiq’s noticing experts have written and designed in a similar fashion. The Notices contain substantial, albeit easy-to-read summaries of all key information about class members’ rights and options. Consistent with our normal practice, all notice documents will undergo a final edit prior to actual mailing and publication for grammatical errors and accuracy.

35. The Notices mailed to all identified class members will provide substantial information to the Classes. The Notices will include (i) details regarding the class members’ ability to opt-out, and (ii) the deadline to opt-out, among other information.

CONCLUSION

36. In class action notice planning, execution, and analysis, we are guided by due process considerations under the United States Constitution, by state and local rules and statutes, and further by case law pertaining to notice. This framework directs that the notice program be designed to reach the greatest practicable number of potential class members and, that the notice or notice program provide class members with easy access to the details of how the class action may impact their rights. All of these requirements will be met in this case.

37. Given our understanding of the data, we anticipate the Notice Program individual notice efforts via email to identified class members will reach approximately 90% of the identified class members. The reach will be further enhanced by Digital Notices, and a case website. The FJC’s *Judges’ Class Action Notice and Claims Process Checklist and Plain Language Guide*, which is relied upon for federal cases, and is illustrative for state cases, states that, “the lynchpin in an objective determination of the adequacy of a proposed notice effort is whether all the notice efforts together will reach a high percentage of the class. It is reasonable to reach between 70–95%.”⁷ Here, we have developed a Notice Program that will readily achieve a reach at the high end of that standard.

38. The Notice Program follows the guidance for satisfying due process obligations that a notice expert gleans from the United States Supreme Court’s seminal decisions, which emphasize the need: (a) to endeavor to actually inform the class, and (b) to ensure that notice is reasonably calculated to do so.

- a) “[W]hen notice is a person’s due, process which is a mere gesture is not due process. The means employed must be such as one desirous of actually informing the absentee might reasonably adopt to accomplish it,” *Mullane v. Central Hanover Trust*, 339 U.S. 306, 315 (1950); and
- b) “[N]otice must be reasonably calculated, under all the circumstances, to apprise interested parties of the pendency of the action and afford them an

⁷ FED. JUDICIAL CTR, JUDGES’ CLASS ACTION NOTICE AND CLAIMS PROCESS CHECKLIST AND PLAIN LANGUAGE GUIDE 3 (2010), available at <https://www.fjc.gov/content/judges-class-action-notice-and-claims-process-checklist-and-plain-language-guide-0>.

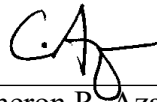
opportunity to present their objections,” *Eisen v. Carlisle & Jacquelin*, 417 U.S. 156 (1974) (citing *Mullane*, 339 U.S. at 314).

39. The Notice Program will provide the best notice practicable under the circumstances of this case, conform to all aspects of Missouri Rule of Civil Procedure Rule 52.08, regarding notice, comport with the guidance for effective notice articulated in the *Manual for Complex Litigation* 4th Ed. and FJC guidance, and satisfy the requirements of due process, including its “desire to actually inform” requirement.

40. The Notice Program schedule will afford enough time to provide full and proper notice to the class members before the opt-out deadline.

41. At the conclusion of the Notice Program, I will provide a final report detailing the effective implementation of the Notice Program.

I declare under penalty of perjury that the foregoing is true and correct. Executed on October 29, 2025.



Cameron R. Azari, Esq.