deepintent+

HEALTHCARE PLANNER

Patent-pending technology

PM360 Innovation Award - Most Innovative Services

Identify Your Most Valuable HCP Audiences

Unleash the power of our unique data for 1.6M+ verified and opted-in HCPs with DeepIntent's patent-pending Healthcare Planner. Explore, rank, and filter audiences with comprehensive datasets such as clinical, behavioral, demographic, and identity data, and seamlessly activate across every channel and device.

Data

Diagnosis: ICD-10 codes for 280+ categories and 94K+ specific conditions

Procedure: CPT and HCPCS codes for 21K+ procedures and services

Prescription: Prescribing behavior by NDC for 80K+ drugs, including brands and script volume

Specialty: 550+ primary and sub-specialties

Degree Type: Physician, Nurse Practitioner, Physician Assistant

Geography: Physician practicing location including state, ZIP, DMA

NPI Lists: 95%+ average list match in <10 seconds, and outperforms competitors in active reach (75% of HCP population addressable daily)

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Benefits

Highly-qualified HCP audiences
Create custom audiences based on campaign-specific clinical data

Save time
Match your NPI list, build audiences, forecast performance, and send segments to the DeepIntent Healthcare DSP in just a few clicks

Gauge in-market performance potential
Real-time, transparent forecasting as selections are made
+ Audience, campaign parameters, advanced filters (frequency, device type, inventory, creative, budget, bid price)

Full control and transparency
Hands-on access to robust healthcare datasets and complete visibility into audience creation

Features

Gauge performance potential with real-time delivery forecasts
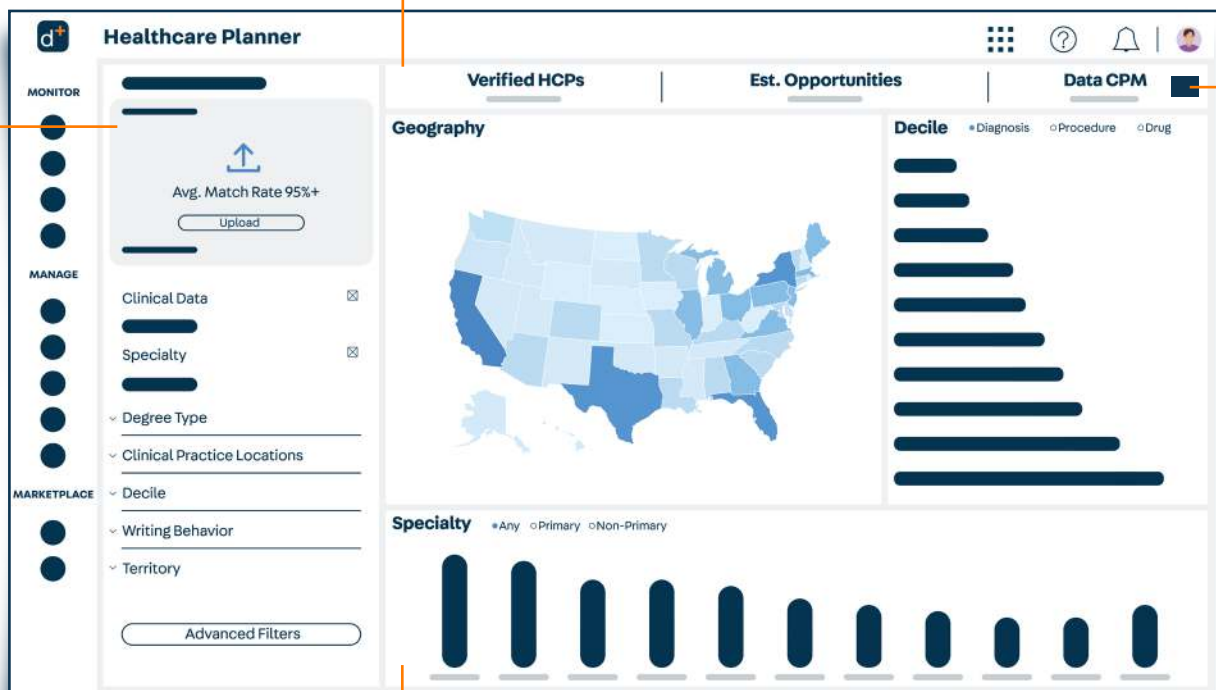
95% deterministic NPI matching in <10 seconds

One click to activate within our DSP and launch campaign in minutes

Self-serve access to explore prescribing and diagnostic data across the US

deep**intent**⁺