



deepintent⁺

PATIENT MODELED AUDIENCES



Patent-pending technology



PM360 Innovation Award -
Most Innovative Products

Precision, Privacy, and Proven Performance

Reach highly-qualified patient audiences with speed and precision, in a transparent and privacy-compliant way. DeepIntent's Patient Modeled Audiences is our patent-pending, HIPAA-certified solution proven to increase audience quality up to 25%. Create custom models based on the industry's most comprehensive real-world clinical datasets available to identify your campaign-specific patient audiences.

Benefits



Precision

Unique models based on campaign-specific medical and/or pharmacy claims codes



Addressability

Send audiences directly to DeepIntent's Healthcare DSP for immediate, streamlined activation



Transparency

Full visibility into model inputs, propensity scores, and audience selection process



Privacy

Automated, third-party, HIPAA certification for every audience model

Data



300M+
patients



115K+
diagnosis and
procedure codes



80K+
drugs and
prescribing behaviors



4K+
consumer attributes