# THE MOST POWERFUL HEALTHCARE MARKETING PLATFORM

## deepintent™

Winner of the 2020 Digiday Best Buy-Side Platform Award

## Built Purposefully for the Unique Needs of Healthcare Marketers Like You

DeepIntent's Healthcare Marketing Platform is proven to improve script performance by up to 35%[1]. Ours is the first and only platform to uniquely combine real-world clinical data, premium media partnerships, and custom integrations to reach patients and providers across channels and devices.



**1.6M+** verified HCPs

**300M+** patients

**8B+** pharmacy claims[2]

**3B+** medical encounters[2]

**115K+** diagnosis and procedure codes

**80K+** drugs and prescribing behaviors

## Plan

### HEALTHCARE PLANNER

**Build HCP audiences with just a few clicks and export to the DSP for instant activation.**

+ 95%+ average NPI match rate in <10 seconds

+ Outperforms competitors in total active reach (90%+) and total daily reach (75%+)

Patent-pending

PM360 Innovation Award - Most Innovative Services

### PATIENT MODELED AUDIENCES

**Create precise, campaign-specific patient audiences in a privacy-safe way.**

+ Garners 30% higher audience quality at a lower cost than competitive solutions[3]

+ Each audience model is HIPAA-certified through an automatic process audited by third-party statisticians

Patent-pending

PM360 Innovation Award - Most Innovative Products

The Power of Positive Outcomes™ | deepintent.com

# Plan

## AUDIENCE MARKETPLACE

**Discover and reach clinically-precise audiences with the industry's first and only healthcare data marketplace.**

+ Access relevant patient audiences at scale using privacy-preserving curation technologies

+ Instantly activate HCP and patient audiences across all channels and devices

+ Access to daily PLD reporting

## ELIGIBILITY DATA

**Maximize exposure among HCPs prior to a clinically-relevant patient visit.**

+ Identify and reach NPIs who are scheduled to see patients based on specific ICD-10 codes

+ Verify HCP relevancy by mapping NPIs to brand's target list and/or specialties in DeepIntent's heathcare database

# Activate

## DEEPINTENT HEALTHCARE MARKETPLACE

**Reach HCPs and patients within curated, premium, brand-safe inventory across every channel and device.**

+ Trade directly with publishers or buy directly via the open exchange

+ Direct integration with leading health data providers and endemic publishers such as Haymarket, HMP Global, Bulletin Healthcare, DocDelta, Fluent, and more

+ Access to the only CTV Marketplace built exclusively for healthcare
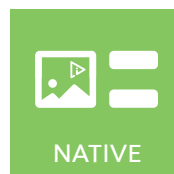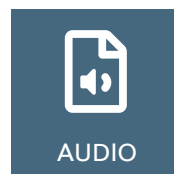
| VIDEO | CTV | eNEWSLETTER | DISPLAY | NATIVE | AUDIO |
|-------|-----|-------------|---------|--------|-------|

# Optimize and Measure

## DEEPINTENT OUTCOMES™

**Increase audience quality and script performance (TRx, NRx, NBRx) with in-flight optimizations powered by real-world clinical data**

+ Automatic optimizations based on predictive algorithms and ongoing machine learning

+ Daily data refreshes of the most comprehensive, timely healthcare data set

+ Proven to improve performance for patient, HCP, or integrated (patient and HCP) campaigns

## DEEPINTENT ORCHESTRATE™

**Dynamically update HCP target lists with seamless platform integrations.**

+ Integrates with Next Best Action/Engagement systems, CRM platforms, and real-time data

+ Coordinates HCP digital campaigns across channels

+ Provides personalized messaging to the right HCP based on engagement

Patented Technology