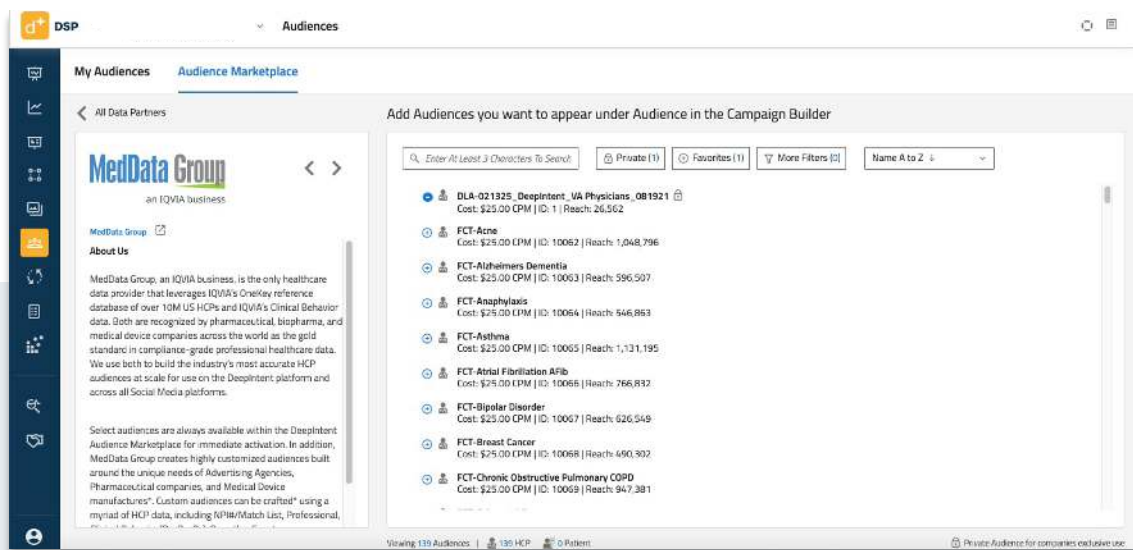


# Welcome to the DeepIntent Audience Marketplace

## MedData Group

an IQVIA business

You can now discover **MedData Group's** audience segments in the **DeepIntent Audience Marketplace**, the industry's first and only cookieless-by-design healthcare data ecosystem, and immediately activate your audiences at scale within DeepIntent's Healthcare DSP.



Immediately activate  
MedData Group's custom and  
ready-to-use audiences

Get higher match rates and  
reach across both cookieless  
and cookie-based environments

Receive daily  
PLD reporting for all  
HCP audiences

**CLICK [HERE](#)**  
for more information on Audience Marketplace.

# About MedData Group

MedData Group, an IQVIA business, leverages IQVIA's OneKey reference database of over 10M U.S. HCPs and IQVIA's Clinical Behavior data. Both are recognized by pharmaceutical, biopharma, and medical device companies as being the leader in compliance quality grade professional healthcare data.

## KEY FACTS

Over 1M  
U.S. Physicians

More than 4.3M Healthcare  
Professionals

456,000  
Nurse Practitioners and  
Physician Assistants

875,000  
Allied Health Professions

232,000  
U.S. Dentists

1.7M  
Hospital Professional Database

## MedData Group's ready-to-use segments available via the DeepIntent Audience Marketplace:

### + Specialty Group

- + Allergy/Immunology
- + Anesthesiology
- + Cardiology
- + Dermatology
- + Internal Medicine
- + Neurology
- + Oncology
- + Ophthalmology
- + Pathology
- + Pediatrics
- + Psychiatry

### + Professions

- + Advanced Practice Nurse
- + Audiologist
- + Clinical Nursing Specialist
- + Dental Assistant
- + Dentist
- + Licensed Practical Nurse

### + Professions Cont.

- + Occupational Therapist
- + Optometrist
- + Pharmacist
- + Physical Therapist
- + Physician
- + Physician Assistant
- + Psychologist
- + Registered Nurse

### + Full Care Team (FCT) audiences represent HCPs that are associated to the diagnosis, prescribing, and ongoing treatment of patients with the identified conditions:

- + Asthma
- + Breast Cancer
- + Diabetes DM
- + Diabetes Type I DM1
- + Diabetes Type II M2

### + Full Care Team (FCT) Cont.

- + Dry Eye
- + Human Immunodeficiency Virus HIV
- + Influenza Flu
- + Lung Cancer
- + Migraine
- + Multiple Sclerosis MS

### + HCP Recommenders (OTC) – Survey based data on HCPs who recommend OTC products/categories:

- + Adult Antacids
- + Allergic Reactions
- + Eczema
- + Flu
- + Psoriasis
- + Urinary Pain Relief

To have MedData Group's custom or requested audiences directly onboarded to your DeepIntent Healthcare DSP seat, please email MedData Group at [barry.miller@iqvia.com](mailto:barry.miller@iqvia.com) with your DeepIntent DSP Organization ID and Advertiser ID.