Jason has over 15 years of experience as an executive business leader focused on reaching and influencing healthcare practitioners using digital media.

In 2015, he founded Audience Synergy which has grown rapidly to become a leader in emerging digital advertising and measurement to targeted HCPs within non-endemic environments. He firmly believes that the shift to people-based programmatic advertising and Connected TV has only just begun.

“Audience Synergy has been recognized as a Top 20 FASTEST GROWING PRIVATE COMPANY By Portland Business Journal in 2020 and 2021 with over 70% YOY growth for 3 years straight.”


ExactNurse, the largest specialty nursing database in the US allows all healthcare advertisers to reach very specific RNs in the market they choose with any digital advertising placement from banners to social media.

Reach actual patients, not probabilistic audiences by leveraging national database of opt-in, permissioned consumers, delivered through digital and Connected TV, ensuring patients and caregivers see your brand message. Available upon request.
Run targeted media campaigns in-house, with our specialty HCP, Nursing and Patient audiences

<table>
<thead>
<tr>
<th><strong>Top Ad Platforms</strong></th>
<th><strong>Top Media Placements</strong></th>
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<tr>
<td>Facebook/Instagram</td>
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<td>MediaMath</td>
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<td>Amazon DSP</td>
<td>Native Ads</td>
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<tr>
<td>Dozens more....</td>
<td>Email Banners</td>
</tr>
</tbody>
</table>
Patient Ailment Audiences
Programmatic- DTP

Why use modeled audiences which contain consumers who do not need your drug/treatment? Test our self-declared patient audiences in your CTV and digital campaigns to see the difference for yourself!

☑ 100% Opt-in.  NAI Compliant
☑ Over 130 selectable conditions.
☑ Household-matched versions optimized for CTV
☑ Ready for deployment to your seat in over 80 top DSPs and publishers.
☑ 100% deterministic and PII-based.
### Featured Patient Audiences

US Permission-based self-declared ailment audiences for RX and OTC indications.

- 454,322 Acne Sufferers
- 13,101,736 Acute Coronary Syndrome
- 5,351,278 ADHD - Females
- 9,695,908 ADHD - Males
- 1,900,307 ADHD / Attention deficit hyperactivity disorder
- 30,659,842 Allergies - Allergic Rhinitis (hay fever)
- 26,657,272 Allergies - Atopic Eczema
- 19,326,675 Allergies - Food Allergies
- 2,396,263 Alzheimer Patients
- 1,958,176 Alopecia areata
- 1,956,345 Amputation
- 8,283,432 Angina
- 1,589,242 Anxiety disorders
- 1,935,090 Arrhythmia
- 40,793,669 Arthritis
- 467,809 Arthritis, Psoriatic
- 1,435,732 Arthritis, Rheumatoid
- 1,022,322 Asperger syndrome
- 2,119,809 Asthma
- 807,291 Atopic Dermatitis
- 1,502,532 Atrial Fibrillation (AFib or A-Fib)
- 2,179,492 Autism and autism spectrum disorders
- 19,432,489 Bladder Control
- 2,869,146 Bipolar/Depressive Disorder Patients
- 982,634 Bleeding disorders
- 996,039 Blindness and low vision
- 1,537,729 Brain injury
- 9,285,379 Bronchitis, Chronic
- 1,969,511 Burn injury
- 2,153,855 Celiac Disease
- 1,021,301 Cerebral palsy
- 32,826 Chronic Constipation
- 684,496 Chronic Dry Eye
- 2,050,507 Chronic fatigue syndrome
- 2,109,737 Chronic illness
- 6,012,045 Chronic Pain
- 2,086,127 Congenital heart disease
- 1,531,546 Coronary artery disease
- 534,577 Crohn’s Disease
- 1,065,984 Depression
- 1,587,459 Drug abuse and addiction
- 664,560 Dry Eye Disease
- 1,033,127 Eating disorders
- 1,029,091 Eczema
- 2,698,887 Emphysema
- 2,076,715 Endometriosis
- 1,098,807 GERD (Gastroesophageal Reflux Disease)
- 6,959,605 Glaucoma
- 119,758,407 Gum Problems
- 16,789,333 Hearing Difficulty
- 69,482,789 Heart Disease
- 2,139,783 Heart failure
- 5,579,825 Heartburn - GERD and/or heartburn
- 9,607 Hemophilia A
- 1,887,707 Hepatitis C
- 51,324,513 High Blood Pressure
- 5,778,678 High Cholesterol - Females age 45+
- 1,054,698 HIV/AIDS
- 115,250 Hyperthyroidism - Female
- 56,469 Hyperthyroidism - Male
- 2,162,357 IBD (Inflammatory Bowel Disease)
- 45,867,518 IBS (Irritable Bowel Syndrome)
- 1,034,616 Infectious Diseases
- 11,797,096 Insomnia - Female
- 23,081,771 Insomnia - Male
- 2,009,658 Kidney disease
- 2,074,665 Lactose intolerance
- 2,819,878 Learning disabilities
- 2,873,784 Liver Disease
- 1,476,228 Lupus
- 1,625,725 Major Depressive Disorder
- 1,047,318 Mental health
- 2,055,259 Mitral regurgitation
- 2,771,542 Mitral valve prolapse
- 1,952,984 Multiple Sclerosis (MS)
- 1,033,944 Myocardial infarction
- 37,697,090 Nasal Allergies
- 33,962 Nasal Polyps
- 48,498,905 Obesity - Female
- 38,001,480 Obesity - Male
- 1,193,403 Opioid use disorder
- 5,381,727 Osteoarthritis
- 5,015,824 Osteoporosis - Female
- 7,145 Polycystic Kidney Disease
- 2,063,925 Polycystic ovary syndrome (PCOS)
- 2,144,019 Post-traumatic stress disorder
- 3,070,475 Psoriasis
- 243,080 Psoriasis, Plaque
- 211,436 Rosacea
- 639,712 Schizophrenia
- 1,122,331 Scoliosis
- 241,795 Sensitive Skin
- 2,077,385 Speech and language disorders
- 992,702 Thyroid disease
- 2,909,769 Ulcers
Featured Patient Audiences

US Permission-based self-declared ailment audiences for RX and OTC indications.

Key Oncology Sub-segments

- 622,888 Bladder cancer
- 2,787,740 Breast cancer
- 907,302 Colorectal (Colon / Rectum) cancer
- 481,302 Endometrial/Uterine cancer
- 385,666 Kidney/Renal/Pelvis cancer
- 302,754 Leukemia
- 532,187 Lung cancer
- 1,041,909 Melanoma (Skin)
- 11,589 Metastatic Breast cancer
- 180,083 Multiple Myeloma
- 494,321 Non-Hodgkin Lymphoma
- 302,069 Oral/Oropharyngeal cancer
- 189,786, Ovary/Ovarian cancer
- 2,750,837 Prostate cancer
- 66,685 Small Intestine cancer
- 58,880 Stomach cancer
- 201,695 Testis/Testicular cancer
- 348,222 Thyroid cancer
- 59,133 Vulvar cancer

Additional audiences and latest counts? Just ask!
Patient and Caregiver
Audience Acquisition Process

**INTENT**
Search & AI

**TARGET**
Programmatic Ad

**ENGAGE**
Content

**COMPLIANT**
Opt-In

**EMAIL FOR DOUBLE OPT-IN**

Your copy of Better Living with Diabetes

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Managed Service
Patient and Caregiver
Audience Acquisition Process
Self-Service Pricing

Open CPM rates as end-user pricing in your DSP

HCP Programmatic Data Rates – Self Service

- Physician – No Segmentation (ALL): $12.00 CPM
- Physician – Specialty or List Match: $18.00 CPM
- NP/PA – No Segmentation (ALL): $12.00 CPM
- NP/PA – Specialty or List Match: $18.00 CPM
- RN – No Segmentation (ALL): $8.00 CPM
- RN – Specialty or Custom Segment: $12.00 CPM
- Pharmacist – No Segmentation (ALL): $12.00 CPM
- Pharmacist – Specialty or List Match: $18.00 CPM
- CTV Execution - +$2.00 CPM

DTP Programmatic Data Rates – Self Service

- DTP Patient Activation – Oncology Audiences: $3.50 CPM
- DTP Patient Activation – All Other Conditions: $2.25 CPM
- CTV Execution - +$1.25

First-party opt in audiences, NAI compliant!

Standard physician-level data and custom list match deployment available at no extra cost!

All prices include deployment to your DSP seat, zero minimums or setup costs. All standard segments are published in the LiveRamp Data Marketplace and natively in many top DSPs. PLD available monthly by the 15th of each month. Requires use of Throtle DMP in MediaMath or The Trade Desk with DSP logs sent by the DSP to Throtle.
Social Media Pricing Details

Deployment via LiveRamp

May be used in Facebook, Instagram, LinkedIn, Twitter, Snap and Pinterest. No setup costs or minimums.

Billed as a percentage of media spend: All RNs – 25%; Specialty RN, Respiratory Therapists, Dental, Physician, NP/PA, Pharmacist – 33%

Not a direct LiveRamp Customer?
Reach out for additional options.

Additional Details: All data pricing is NET.
Finding and Using our Specialty Data

Syndicated Segments:

• Our full catalog of HCP, Pharmacist, NP/PA and Registered Nurse audiences are fully published and syndicated for immediate use in the **LiveRamp Data Marketplace**. You can download our complete Taxonomy here.

• Also live natively in MediaMath, Xandr Invest, DV 360 and many other top DSPs.

• Standard or custom segments can be deployed to any DSP seat integrated with LiveRamp without the need for a LiveRamp account by the advertiser or agency. For a list of supported DSPs and Publishers, please visit this page and filter on Destination Capabilities = Data Marketplace Destination.

• To request a custom list match, or specialty segment for deployment to your DSP seat, please contact us at sima@shermanmmg.com
We look forward to continuing the conversation

For any questions or support needs related to data activation, please connect with your Audience Synergy representative, or send an email to data@audiencesynergy.com.