

SemantIQ HCP Audiences

SemantIQ HCP Audiences leverage structured and enriched healthcare claims data to deliver a comprehensive understanding of provider behavior, referral patterns, and treatment trends.

These data-driven insights enable the creation of highly targeted yet scalable HCP audiences for impactful engagement.

Whether for brand messaging, driving script adoption, or clinical education, our audiences are optimized to reach the right providers at the right moment - driving measurable outcomes with high accuracy, compliance, and fidelity.

Real-world clinical behavior reveals true HCP intent.

Consider this:

- Who's more likely to initiate a treatment: a provider who reads a journal article, or one who's already prescribing that therapy to similar patients?
- Are oncologists more likely to adopt your precision medicine if they treat high volumes of biomarker-positive cases, or if they just attended a related conference?
- Will primary care physicians more likely refer to your specialist group if they match referral patterns in your target geography, or if they simply meet a demographic profile?

Data Foundation Based On Healthcare Claims Data From:

- 12Bn+ Claims
- 275M+ Lives In All 50 States
- 100+ Payers - Commercial + Medicare / Medicaid
- Includes Pharmacy And Specialty RX Claims, Medicare Advantage, Managed Care Organizations & Cost Metrics
- Includes Affiliations and Healthcare Entity Assets and Wage Information
- Includes Settings and Referrals Information

With over 500 standard segments, SemantIQ HCP Audiences are easy to activate into your target publisher, DSP or SSP. Request our Audience Taxonomy for a complete list of syndicated audience segments

★ **Specialty**

- Primary Specialties
- Sub-Specialties
- Surgical Specialties
- Non-Physician Specialties
- STAR Rating

 **Conditions/Diagnosis**

- Chronic Conditions
- Autoimmune & Inflammatory
- Physical Medicine and Rehabilitation
- Neurological
- Pulmonary
- Circulatory
- Metabolic & Endocrine
- Mental Health
- Rare Diseases
- Acute Events

 **Drug (Prescriptions)**

- Drug Class
- Early Adopters
- HCP Credential and Taxonomy
- Off License Usage
- Brand vs Generic
- Delivery Mechanism

 **Setting**

- Inpatient Settings (Hospital-Based)
- Outpatient & Ambulatory
- Post-Acute & Long-Term Care
- Telehealth & Virtual Care
- Home Health
- Professional Setting

 **Diagnosis/Procedure**

- Surgical Procedures
- Diagnostic & Screening
- Interventionists
- Outpatient & Telehealth
- Preventative
- Labs

 **Education**

- Medical Degree (Credentialing)
- Medical School
- Certification
- Years of Experience

 **Practice Location**

- Geographic
- Facility Type
- Ownership Type

Custom audiences are produced upon request from our extensive healthcare data assets using our Agentic Audience Builder with fast turnaround time & provisioning.

Contact us at audiences@semantiqhealth.com to learn more and request to get on a SemantIQ Slack Channel for faster responses.