

# AUDIENCE ACTIVATION

Healthcare Practitioner Custom Segments from **Redi-Data**  
DIGITAL

## Tailor Your Reach with Precision

At Redi-Data, privacy and data quality are our top priorities. Our digital identity solution, Redi-Data Digital®, will further boost your marketing campaigns with premium services like the ability to create custom segments. Expand your reach of healthcare providers (HCPs) across digital channels like programmatic, search, mobile, social media, Connected TV (CTV) and more.

### Why choose Redi-Data's Custom Segments?

#### Specialized Targeting Capabilities

Redi-Data provides the ability to apply these filters to your digital custom segments:

- + NPI National Provider Identification
- + ICD-10 Diagnosis
- + Aggregated State Licensing
- + Medical Claims Data
- + CPT Procedure Information
- + Physician/NP/PA Script Writing Habits

## Boost Your Healthcare Provider Marketing

With over 14 million tried and true HCP records, Redi-Data Digital® offers robust layers of multi-dimensional data to accurately match individuals and enhance omnichannel marketing.

### Expand Your Reach With A Custom Curated HCP Segment

Here's an example of the granular, pin-point targeting you can achieve with Redi-Data's custom segments:

RediData > HCP > Healthcare Practitioner > Physician > Prescriber > Diabetes > Rx > Ozempic

By creating a custom segment, you can reach the top decile of physicians Redi-Data has identified who are writing prescriptions for **Ozempic®** for the treatment of **Type 2 Diabetes**.

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