

AUDIENCE ACTIVATION

Quality, Ready-to-Launch HCP Segments from **Redi-Data[®]**
DIGITAL

HCP-Verified Data Based on Your Ideal Combined Segment

With over 14 million proven HCP records, Redi-Data Digital[®] offers robust layers of multi-dimensional data to grow your omnichannel marketing. Enhance relationships, satisfaction, retention, and revenue with the power of thousands of “ready-to-launch” HCP segments.

Sourcing

Over 650 Data Sources

1.2 Million US-based physicians aggregated from state-licensing boards

Data

Decades of data compilation, and data aggregation experience

Over 180 Specialties

Accessible on all major platforms including The Trade Desk

Compliance

Independently Audited by the Alliance for Audited Media (AAM)

Opt-outs and hard bounces removed within 24 hours

CCPA, CDPR, and VCDPA Compliant

Ready...Set... Launch!

High-quality HCP segments are ready for activation on the LiveRamp Marketplace. Utilize hundreds of unique attributes at the hospital, network, and personnel levels to meet your specific needs. Push to your choice of DSP, social media, streaming service, or other syndicated platform.



Nurses



Nurse Practitioners



Physicians



Physicians Assistants



Dentists



Pharmacists



Social Workers



And More!

+ Why our partners choose us:

+ Quality

Our databases feature in-depth record profiles that are multi-sourced, multi-channel, and verified. Emails are updated daily for maximum deliverability.

+ Trust

In addition to powerful programmatic solutions, we are official licensees of trusted industry leaders like the AMA and AOA for postal and email HCP lists.

+ Reach

NPI#, ICD-10, CPT / HCPCS Insurance Claims Data

Physician Prescribing Data, Rx, and Therapeutic Class

Plus rich consumer behavioral data.

+ Scale

Leverage our powerful identity solution on LiveRamp and get high-quality HCP data at scalable rates to tailor your reach with precision.