



## MISSION

Empower any organization with private, licensed, or public claims to gain rapid, trusted, and actionable insights from claims data with near-zero engineering effort.

## THE PROBLEM

Healthcare claims insight workflows are slow, manual, and fragmented—turning planning, sizing, audience creation, and activation into a multi-week process.

## CORE VALUE

SemantIQ uses purpose-built agentic AI to compress time-to-value from weeks to minutes—automating brief creation, realtime sizing, audience construction, rapid iterations, and provisioning—while keeping outputs transparent and explainable.

## HOW YOU CAN USE SEMANTIQ

### Agentic AI Products for Healthcare Intelligence

Plan, size, create, and refine claims-based insights in minutes (not weeks).

### License our Agent as Software for Your Claims Data

Deploy on private or licensed claims; interoperable with AWS, Azure, GCP, Snowflake, and Databricks.

### Use our Agent on SemantIQ's Proprietary Data

Longitudinal claims data (8+ years) for advertising, commercial intelligence, market access, and health equity use cases.

## WHAT WE DELIVER

An AI-native data stack that allows teams to explore claims data using natural language. Our agents return insights with transparency and explainability, reducing dependency on technical and analyst teams.

<b>8+ yrs</b>	<b>275M+</b>	<b>7M+</b>	<b>12B+</b>	<b>100+</b>
Longitudinal	Lives	NPIs	Claims	Commercial

## PURPOSE-BUILT FOR HEALTHCARE

- Understands ICD, CPT, NDC, and HCPCS codes, payer rules, and provider behaviors with domain-specific accuracy.
- Continuously improves through user feedback and RLHF (Reinforcement Learning with Human Feedback).
- Leverages longitudinal claims data to track patient journeys, trends, and benchmark outcomes.

## WHAT THE AGENT AUTOMATES

- Instant audience briefs (clinical context, strategy, segment recommendations) from media briefs or RFPs.
- Realtime counts and sizing across custom segments and permutations.
- Automated audience creation, list enrichment, and look-alike expansion; ready for activation.
- Natural-language insights with AI reasoning, SQL generation, and data lineage tracking.



## WEEKS TO MINUTES

Transform planning, sizing, building, and iterating audiences from weeks to minutes

### Today (broken)

- Audience brief compilation (1 week)
- Generate counts (2-5 days)
- Construct audience (5-7 days)
- Iterate revisions (days/weeks)

### SemantIQ (agentic)

- Instant audience briefs
- Realtime counts
- Automated audience creation
- Rapid iterations of permutations

## DEPLOYMENT & DATA OPTIONS

- Use SemantIQ on private or licensed claims data to build data and insight products.
- Interoperable with AWS, Azure, GCP, Snowflake, and Databricks.
- Optionally use SemantIQ's proprietary longitudinal claims dataset (8+ years).
- Outputs designed for action: audiences, insights, activation-ready segments.
- Coming to market: Feb 2026.

## CORE AGENTIC PRODUCTS (LIVE)

### Agentic Audience Briefs

- Background: clinical context for analysis
- Strategy: approaches to provision recommendations
- Segment recommendations aligned to objectives
- Built for media briefs/RFPs

### Agentic Audience Builder

- Craft custom audiences in minutes
- Hundreds of permutations across attributes
- Realtime sizing comparisons
- Export for activation

### Agentic List Enrichment & Agentic Insights

- Upload any NPI list; enrich name, location, specialty
- Segment logically; expand with look-alikes
- Activate directly in-flow
- Built for HCP + DTC planning

- Plain-English questions to claims insights
- Explainability: AI reasoning, SQL, lineage
- High-value HCP segments by behavior
- Geo hotspots for DTC