

HEALTHCARE & BEYOND

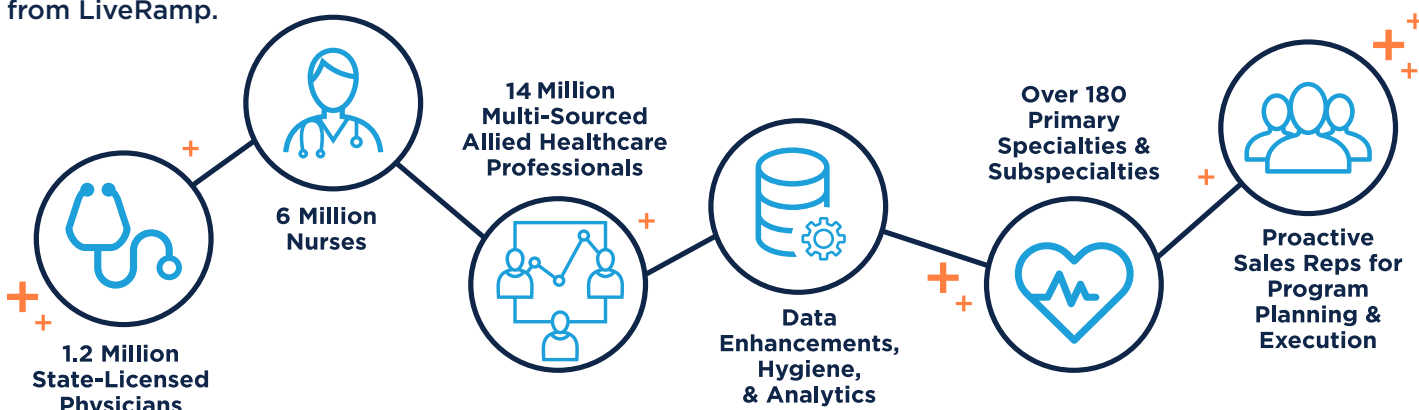
HCP Marketing with **Redi-Data**[®] DIGITAL

Who We Are & How We Do It

Redi-Data Digital[®] is a powerful identity solution that helps healthcare marketers build lasting relationships with healthcare professionals (HCPs) using some of the most innovative methods in the data industry. Access quality HCP data and expansive programmatic solutions that feature key differentiators, including custom segments curated with individual NPI numbers to detect the most specific audiences. Our third-party AAM-audited healthcare lists provide pharmaceutical brands and agencies with the most trusted, accurate allied healthcare information. Redi-Data Digital[®] is your complete source for premium healthcare data and marketing solutions.

Where We Are Going

We've expanded our relationship with LiveRamp for the ultimate experience in precision targeting. Combine the power and quality of our HCP data with seamless activation and valuable insight from LiveRamp.



Ready-to-Launch Segments

Automated Segments To Reach HCPs Such As:

- ✓ Physicians
- ✓ Nurse Practitioners (NPs)
- ✓ Physician Assistants (PAs)
- ✓ Pharmacists
- ✓ Nurses
- ✓ Dentists
- ✓ Mental Health Professionals
- ✓ Diabetes Educators
- ✓ And More!

Custom-Curated Segments

Reach Your Desired Audience with Specific Criteria:

- ✓ NPI Number
- ✓ ICD-10 Diagnoses and Procedure Codes
- ✓ CPT Medical, Surgical, and Diagnostic Procedures and Services
- ✓ Physician Prescribing Habits by Individual Rx Names or by Therapeutic Class
- ✓ Overlay Rich Consumer Behavioral Data

Custom Targeting Selections

Custom Selections For Targeting Can Include:

- ✓ Location Selections: Home & Home-Office
- ✓ Employment Type: Full & Part Time
- ✓ Hospital Affiliation
- ✓ Medical School Attended
- ✓ Granular Geo Searches: Rooftop Radius Up To 600-Mile Geographic Search Ability
- ✓ Demographics: Ethnicity, Age, and Estimated Income