



**AUDIENCE SYNERGY**

Self-service Programmatic Healthcare Data



A market leader in non-endemic people-based physician targeting. Featuring Connected TV, Audio, Video Pre-roll, and digital advertising at scale with available Physician-level data (PLD).



ExactNurse, the largest specialty nursing database in the US allows all healthcare advertisers to reach very specific RNs in the market they choose with any digital advertising placement from banners to social media.



Reach actual patients, not probabilistic audiences by leveraging national database of opt-in, permissioned consumers, delivered through digital and Connected TV, ensuring patients and caregivers see your brand message. Available upon request.

## Jason B Smith Founder and President

Jason has over 15 years of experience as an executive business leader focused on reaching and influencing healthcare practitioners using digital media.

In 2015, he founded Audience Synergy which has grown rapidly to become a leader in emerging digital advertising and measurement to targeted HCPs within non-endemic environments. He firmly believes that the shift to people-based programmatic advertising and Connected TV has only just begun.



**AUDIENCE SYNERGY** has been recognized as a Top 20 FASTEST GROWING PRIVATE COMPANY By Portland Business Journal in 2020 and 2021 with over 70% YOY growth for 3 years straight.

# Run targeted media campaigns in-house, using our specialty Nursing & Physician audiences

## Top Ad Platforms

Facebook/Instagram

LinkedIn

Google DV360

The Trade Desk

MediaMath

Amazon DSP

Dozens more....

## Top Media Placements

Web Banners

Social

Streaming Audio

Online Video

Connected TV

Native Ads

Email Banners



# Registered Nursing Audiences

These are the standard specialties you can target in any geography. We can also build custom segments based on many different criteria:



Additional targeting available by:

- ✓ First License Date (experience)
- ✓ Additional Languages Spoken
- ✓ Employer Inclusions, Exclusions, Suppression by License Number
- ✓ Specify geography in your ad platform, or we can build custom set based on locations.
- ✓ Custom – Just ask!

AUDIENCE SYNERGY

Segment Name	Estimated Reach	Segment Name	Estimated Reach
All RNs	4,210,300	Specialty: Transplant Surgery	16,800
Specialty: Acute Care	328,200	Specialty: Wound Care	37,000
Specialty: Ambulatory	44,600	Employment: Travel	34,300
Specialty: Cardiology	98,800	Employment: Per-Diem / Contract	32,500
Specialty: Case Manager	75,200	Employment: Hospital	510,200
Specialty: Critical Care	163,500	Education: Associates / ADN	244,944
Specialty: Dermatology	10,500	Education: Bachelors / BSN	411,447
Specialty: Dialysis / Renal	38,300	Education: Masters / MSN	210,123
Specialty: Emergency	173,100	Education: Doctorate / DNP	71,362
Specialty: Endocrinology	14,300	Role: Chief Nursing Officer / CNO	7,500
Specialty: Family Practice / Primary Care	212,200	Role: Nurse Manager	240,700
Specialty: Gastroenterology	14,100	Role: Informatics	5,900
Specialty: Geriatric / Long Term Care	135,800	Role: Professor / Instructor	136,800
Specialty: Home Health	154,300	Role: Nurse Navigator	29,700
Specialty: Infection Control	21,600	NP - All	296,300
Specialty: Infusion	21,800	NP - Specialty: Acute Care	16,900
Specialty: MedSurg	159,800	NP - Specialty: Adult Health	28,600
Specialty: Neonatal	26,600	NP - Specialty: Community Health	700
Specialty: Neurology	38,100	NP - Specialty: Critical Care Medicine	1,100
Specialty: OBGYN	58,400	NP - Specialty: CRNA / Anesthetist	51,800
Specialty: Oncology	72,600	NP - Specialty: Family	145,800
Specialty: Operating Room (OR)	172,000	NP - Specialty: Gerontology	8,700
Specialty: Orthopedic	79,600	NP - Specialty: Neonatal	3,800
Specialty: PACU	35,000	NP - Specialty: Obstetrics & Gynecology	3,800
Specialty: Pediatric	80,100	NP - Specialty: Occupational Health	500
Specialty: Psychiatric	33,800	NP - Specialty: Oncology	6,500
Specialty: Public Health	58,200	NP - Specialty: Pediatrics	19,200
Specialty: Radiology	24,800	NP - Specialty: Perinatal	300
Specialty: Rehab	29,600	NP - Specialty: Primary Care	8,100
Specialty: Respiratory	31,900	NP - Specialty: Psychiatric/Mental Health	16,000
Specialty: School	64,300	NP - Specialty: Women's Health	9,300
Specialty: Telemetry	155,800		

# Physician, PA and Pharmacist Audiences

These are the current standard specialties you can target in any geography. We can also build custom segments based on many different criteria:

- ✓ Custom List Match
- ✓ Prescriptive Behavior
- ✓ Diagnoses (ICD10 Codes)
- ✓ Bi-lingual, Languages Spoken
- ✓ Unique Need – Just ask!

Segment Name	Est Reach	Segment Name	Est Reach	Segment Name	Est Reach
Physician - All US Physicians	949,200	Physician - Nuclear Cardiology	1,000	Physician - Pain Medicine - Physical Medicine	2,000
Physician - Allergy & Immunology	3,600	Physician - Obstetrics & Gynecology	39,400	Physician - Sports Medicine - Physical Medicine	700
Physician - Allergy	1,200	Physician - Gynecology	4,500	Physician - Plastic Surgery	5,100
Physician - Anesthesiology	50,500	Physician - Maternal & Fetal Medicine	2,500	Physician - Occupational Medicine	2,700
Physician - Pain Medicine - Anesthesiology	6,200	Physician - Obstetrics	1,800	Physician - Public Health & Preventive Medicine	1,900
Physician - Critical Care Medicine - Anesthesiology	1,800	Physician - Reproductive Endocrinology	1,500	Physician - Preventive Medicine	1,200
Physician - Pediatric Anesthesiology	1,700	Physician - Gynecologic Oncology	1,500	Physician - Aerospace Medicine	800
Physician - Colon & Rectal Surgery	1,900	Physician - Female Pelvic Medicine and Reconstructive Surgery	800	Physician - Psychiatry	47,800
Physician - Dermatology	13,500	Physician - Ophthalmology	22,100	Physician - Neurology	18,100
Physician - MOHS-Micrographic Surgery	1,500	Physician - Retina Specialist	1,200	Physician - Child & Adolescent Psychiatry	8,100
Physician - Procedural Dermatology	1,300	Physician - Oral & Maxillofacial Surgery	1,100	Physician - Child Neurology	2,100
Physician - Dermatopathology	1,100	Physician - Orthopaedic Surgery	24,700	Physician - Geriatric Psychiatry	1,400
Physician - Emergency Medicine	55,400	Physician - Sports Medicine - Orthopaedic Surgery	3,400	Physician - Clinical Neurophysiology	1,100
Physician - Emergency Medical Services	4,100	Physician - Hand Surgery	2,600	Physician - Addiction Psychiatry	1,100
Physician - Pediatric Emergency Medicine (EM)	1,100	Physician - Orthopaedic Surgery of the Spine	2,100	Physician - Forensic Psychiatry	1,000
Physician - Family Medicine	128,700	Physician - Adult Reconstructive Orthopaedic Surgery	1,500	Physician - Diagnostic Radiology	37,600
Physician - Adult Medicine	2,300	Physician - Orthopaedic Trauma	1,000	Physician - Radiation Oncology	5,700
Physician - Sports Medicine	2,300	Physician - Foot and Ankle Surgery	900	Physician - Vascular & Interventional Radiology	3,900
Physician - Geriatric Medicine - Family Medicine	2,300	Physician - Pediatric Orthopaedic Surgery	800	Physician - Neuroradiology	2,800
Physician - Hospice and Palliative Medicine	900	Physician - Otolaryngology	9,600	Physician - Body Imaging	2,300
Physician - Addiction Medicine	800	Physician - Otolaryngology/Facial Plastic Surgery	900	Physician - Nuclear Radiology	1,500
Physician - General Practice	14,800	Physician - Facial Plastic Surgery	800	Physician - Pediatric Radiology	1,100
Physician - Hospitalist	22,200	Physician - Interventional Pain Medicine	2,600	Physician - Surgery	33,300
Physician - Internal Medicine	159,600	Physician - Pain Medicine	1,700	Physician - Vascular Surgery	4,800
Physician - Cardiovascular Disease	29,200	Physician - Anatomic Pathology & Clinical Pathology	14,200	Physician - Plastic and Reconstructive Surgery	2,500
Physician - Gastroenterology	16,500	Physician - Anatomic Pathology	2,900	Physician - Surgical Critical Care	2,100
Physician - Pulmonary Disease	14,700	Physician - Cytopathology	1,600	Physician - Surgical Oncology	1,800
Physician - Hematology & Oncology	12,600	Physician - Clinical Pathology/Laboratory Medicine	1,500	Physician - Trauma Surgery	1,500
Physician - Nephrology	11,700	Physician - Hematology - Pathology	900	Physician - Pediatric Surgery	1,300
Physician - Critical Care Medicine (IM)	9,400	Physician - Dermatopathology - Pathology	800	Physician - Thoracic Surgery	5,300
Physician - Infectious Disease	9,000	Physician - Pediatrics	73,300	Physician - Transplant Surgery	1,000
Physician - Endocrinology, Diabetes & Metabolism	8,400	Physician - Neonatal-Perinatal Medicine	6,100	Physician - Urology	11,900
Physician - Rheumatology	6,600	Physician - Adolescent Medicine	3,100	Physician Assistant - - All	21,600
Physician - Interventional Cardiology	6,400	Physician - Pediatric Hematology-Oncology	3,000	Physician Assistant - - Medical	8,800
Physician - Geriatric Medicine - Internal Medicine	5,400	Physician - Pediatric Cardiology	3,000	Physician Assistant - - Surgical	4,000
Physician - Medical Oncology	4,600	Physician - Pediatric Critical Care Medicine	2,700	Pharmacist - All	86,700
Physician - Clinical Cardiac Electrophysiology	2,900	Physician - Pediatric Emergency Medicine	2,500	Pharmacist - Critical Care	100
Physician - Hospice and Palliative Medicine (IM)	1,800	Physician - Pediatric Gastroenterology	1,800	Pharmacist - Geriatric	700
Physician - Sleep Medicine	1,700	Physician - Pediatric Endocrinology	1,700	Pharmacist - Nuclear	100
Physician - Hematology (IM)	1,700	Physician - Pediatric Infectious Diseases	1,400	Pharmacist - Nutrition Support	300
Physician - Clinical Genetics (M.D.)	1,000	Physician - Pediatric Pulmonology	1,300	Pharmacist - Pharmacist Clinician	3,600
Physician - Neurological Surgery	6,900	Physician - Developmental - Behavioral Pediatrics	1,100	Pharmacist - Pharmacotherapy	3,400
Physician - Neuromusculoskeletal Medicine & OMM	1,300	Physician - Pediatric Nephrology	800	Pharmacist - Psychiatric	400
Physician - Nuclear Medicine	1,200	Physician - Physical Medicine & Rehabilitation	10,800	Pharmacist - Ambulatory Care	400
				Pharmacist - Oncology	600

# How it works – We make it easy!

## Tell us how you run your ads and we can get you setup:

- Our full Registered Nurse, NP/PA, Physician and Pharmacist audiences are fully published and syndicated for immediate use in the **LiveRamp Data Marketplace**. [You can download our complete Taxonomy here](#). You can also find us natively **in the Top DSPs**.
- You can target any specialty and geography within your own Ad Platform (DSP) and pay a data fee based on the impressions you run. Our sales team can provide specialty counts based on any geography and recommend maximum impression goals per placement.
- If you don't have a LiveRamp account, we can send any audience directly to your ad platform seat. For a list of supported DSPs and Publishers, [please visit this page](#) and filter on Destination Capabilities = Data Marketplace Destination.
- Social Media activation requires a LiveRamp Data Buyer account OR a direct agreement with Audience Synergy (minimums apply).

# Self-Service Pricing

Open CPM rates as end-user pricing in your DSP

## HCP Programmatic Data Rates – Self Service

- Physician –Specialty or List Match: \$12.00 CPM
- NP/PA – Specialty or List Match: \$12.00 CPM
- Pharmacist –Specialty or List Match: \$12.00 CPM
- RN – Specialty or Custom Segment: \$12.00 CPM
- RN – No Segmentation (ALL): \$8.00 CPM

*Standard physician-level data and custom list match deployment available at no extra cost!*

*All prices include deployment to your DSP seat, zero minimums or setup costs. All standard segments are published in the LiveRamp Data Marketplace and natively in many top DSPs. PLD available monthly by the 10<sup>th</sup> of each month. Requires use of Throttle DMP in MediaMath or The Trade Desk with DSP logs sent by the DSP to Throttle.*

## DTP Programmatic Data Rates – Self Service

- DTP Patient Activation – Oncology Audiences: \$3.50 CPM
- DTP Patient Activation – All Other Conditions: \$2.25 CPM

*First-party opt in audiences, NAI compliant!*

*No setup cost for deployment to any LiveRamp supported DSP. Not available for social media usage.*



Social Media use for either audience requires LiveRamp social activation agreement or a direct billing agreement with AS. Audience is onboarded as a first-party segment. Cost varies by onboarding method.



# Social Media Pricing Details

## Deployment via LiveRamp

May be used in Facebook, Instagram, LinkedIn, Twitter, Snap and Pinterest.  
No setup costs or minimums.

Billed as a percentage of media spend: All RNs – 25%; Specialty RN, Respiratory Therapists, Dental, Physician, NP/PA, Pharmacist – 33%

## Not a direct LiveRamp Customer?

Reach out for additional options.





# We look forward to continuing the conversation

For any questions or support needs related to data activation, please connect with your Audience Synergy representative, or send an email to [data@audiencesynergy.com](mailto:data@audiencesynergy.com).

