



**RESPONSORY**

Medical, Healthcare and  
Pharmaceutical Data Suite

ADDRESSING THE MEDICAL HEALTHCARE MARKETING DATA GAP

W H I T E  P A P E R

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# HEALTHCARE MARKETING EXPERTISE MEETS NEXT GENERATION DATA

As Premier Partner for Semcasting's Smart Zones audience targeting platform, the healthcare marketing experts at Responsory are proud to employ the next generation in medical healthcare data.

Semcasting is an innovator in B2B and B2C data marketing solutions and Responsory is a multichannel marketing agency with 15+ years of healthcare marketing expertise. Our partnership means that Responsory's proven healthcare marketing methods, process and successes are backed by powerful data and audience targeting tools that take marketing segmentation to a whole new level.

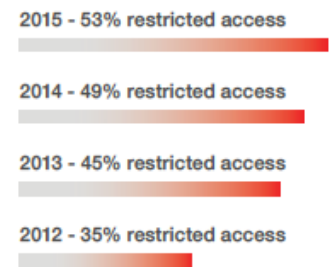
## ADDRESSING THE MEDICAL HEALTHCARE MARKETING DATA GAP

Medical and healthcare marketing has changed dramatically over the last decade. The growing costs of medical care, the rollout of the Affordable Care Act, and changing pharmaceutical distribution models are impacting the entire industry.

- Ten years ago, pharmaceutical reps were buying lunches, sponsoring seminars and speaking to doctors face-to-face to pitch a product. Today, ZS Associates reports that more than half of all physicians restrict access.
- When the Affordable Care Act began requiring healthcare insurers to offer plans to all patients and age groups, the need arose for risk-managed consumer acquisition models.
- Pharmaceutical and healthcare companies have challenges when it comes to marketing communications. Radio and television are broadcast mediums offering inefficient reach. Primetime programming provides less than 20% audience coverage. Postal marketing is very costly, and mailing lists must be carefully managed to stay on the right side of HIPAA privacy regulations.

## PHYSICIANS RESTRICTING ACCESS TO PHARMA REPS

Over half of U.S. physicians restricted access to pharmaceutical representatives in 2015\*



\*ZS Associates AccessMonitor™ 2015 Executive Summary



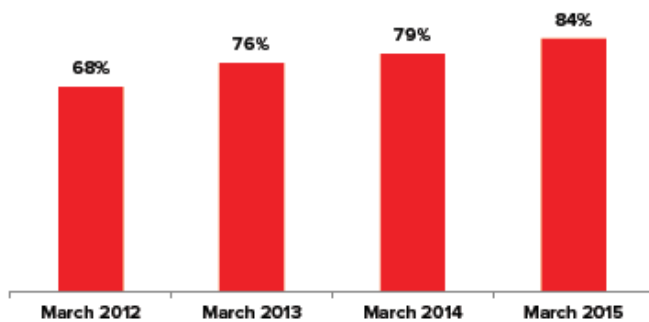
## MEDICAL HEALTHCARE MARKETING TODAY

The necessary infrastructure to qualify audiences for health services and products is limited. The CDC and Medline Plus identify approximately 220 chronic disease states and indicators that drug companies and physicians target for remediation. Until recently, the options for medical and pharmaceutical targeting were based on sampling disease states geographically and building out models to extrapolate possible distribution patterns. For the top 10 to 15 common diseases, these predictive models are a practical option. For the many others diseases, however, the sampling data is much too sparse.

In order to take offline prospect lists and target them online, marketers have to match the lists to online cookies through an onboarding process. The primary problem with this method is the poor match rates.

With a 20-30% match rate to anonymous cookie pools, onboarded audiences are likely to be both inaccurate and limited in unique users. Cookies are often blocked on desktop computers and are functionally useless on mobile devices. When targeting businesses, cookies are even less efficient — most network administrators block third-party cookies. Mobile-device incompatibility is a concern when 84% of U.S. physicians report using smartphones for professional purposes and 56% use tablets.

### U.S. PHYSICIANS USING SMARTPHONES FOR PROFESSIONAL PURPOSES



*Kantar Media, "Sources & Interactions Study, March 2015 - Medical/Surgical Edition," August 2016*

## WHAT IS THE ACA OPEN ENROLLMENT PERIOD?

Open Enrollment is a set period of time once a year, implemented by the Affordable Care Act, when businesses and consumers can enroll or change health insurance coverage — outside of special consumer enrollment periods specific to life events.

In the 2016 Open Enrollment period, the Department of Health and Human Services reported that 12.7 million consumers enrolled or re-enrolled.



## SEMCASTING'S MEDICAL HEALTHCARE DATA SUITE

In order to address the inefficiencies of online medical and healthcare marketing, Semcasting has designed a multi-dimensional data suite to provide comprehensive coverage of healthcare service providers, pharmaceutical distribution and patient requirements. The Semcasting Medical Healthcare Data Suite relies on a four-point framework to identify the correct targets for any online marketing campaign.

- 1. Hospitals and Medical Offices:** Across the United States and Canada, Semcasting has mapped over 255,000 hospitals and medical offices to their locations and geographic service trade areas.
- 2. Physicians and Providers:** Nearly 1 million physicians and healthcare providers have been catalogued by their specialties, service trade areas, and their institutional and clinical associations.
- 3. Prescription Drug Classes and Distribution:** Semcasting has mapped the distribution source and frequency of over 1.1+ billion prescriptions in 559 classes of over 1,550 brand and generic pharmaceuticals.
- 4. Disease States and Chronic Indicators:** Semcasting has classified 18 common and 200 chronic disease states, as well as 110 disease categories, by their CDC symptomatology. In addition, Semcasting analysts have linked these diseases and disease conditions to the brand and generic prescriptions used to treat them.

Four categories of data are deterministically mapped to multiple geographic levels by weighted population, covering the entire United States. Every household in every level is enhanced with an indexed score for frequency of brand and generic prescription, disease types, and physician and hospital coverage.

Scored geographies are combined and overlaid to service providers, specialties, and highlevel demographic filters to create an ideal audience of "hot spots." Each selected hot spot is converted to IP Address Zones in their prioritized order of preference. Targeting the top scoring locations improves response rates. Avoiding the lower priority locations improves profitability and ROI metrics.

To identify prospects in a privacy-safe manner, we aggregate populations to multiple levels of geography: DMA, Zip3, Zip Code, and Zip+1. HIPAA-recommended grouping standards are strictly adhered to at a minimum of 200+ households per location to protect identities. There are no uses of cookies or tracking in the preparation or deployment of a segment. No individual address, household or location is ever accessible or used in the distribution of a score. All drug prescription information is tied to the prescriber, not the patient.

## COOKIE FACTS

Over 50 percent of browsers block cookies and only one in four cookies is an active, qualified user.\*

Apple iOS

80% of users block cookies



Safari

51% of users block cookies



Internet Explorer

38% of users block cookies



Firefox

37% of users block cookies



Chrome

32% of users block cookies

\*Google Analytics Study



## THE SEMCASTING HEALTH INDEX

Semcasting has also created a proprietary Health Index that, along with common demographic attributes, will provide the health insurance industry with guidance on risk-adjusted populations. The Semcasting Health Index provides a ranked score at every geographic level for prescription distribution, disease state frequency and care provider specialties.

The Index scores and aggregates multiple geographic levels resulting in an Index ranking of the overall health of a population. A score of 50 out of 100 meets the national average of any geographic location. A score above 50 is considered to have a healthier population.

Sample List				
City, State	Zip 5 Location	Insured Population	Density	Health Index
Stow, MA	01775	211	8	58.4
Sudbury, MA	01776	3,030	35	46.9
Wayland, MA	01778	3,486	43	32.9
Woburn, MA	01801	51,912	99	66.8
Burlington, MA	01803	14,047	65	37.3
Burlington, MA	01805	35,428	99	62.3
Andover, MA	01810	29,831	74	47.7
Billerica, MA	01821	7,303	44	56.5

## THE SERVICE PROVIDER INDEX

Semcasting Medical Health Data supplies 100 to 1 Index scores for healthcare provider services and caregiver availability.

Sample List							
NPI	Provider City	Provider Zip+4	Provider Specialty	AFib	ALZRDSD	Asthma	Cancer
1184601635	Agawam	00000-1001	Nurse Practitioner	36	68	24	N/A
1356389167	Agawam	00000-1001	Podiatry	16	14	9	11
1386751964	Agawam	00000-1001	Internal Medicine	N/A	N/A	N/A	N/A
1952369175	Agawam	00000-1001	Obstetrics/Gynecology	N/A	N/A	N/A	13
1356356562	Agawam	01001-1522	Centralized Flu	9	4	5	8
1114988490	Agawam	01001-1523	Internal Medicine	11	8	7	8
1164457362	Agawam	01001-1524	Optometry	11	8	7	14
1528167988	Agawam	01001-1555	Mass Immunization Roster Biller	N/A	N/A	N/A	N/A
1275540965	Agawam	01001-1753	Clinical Psychologist	N/A	0	N/A	N/A
1457450587	Agawam	01001-1803	Optometrist	8	N/A	10	9



## MEDICAL HEALTHCARE DATA SOURCES

The Semcasting Medical Healthcare Data Suite is compiled from a variety of publicly available sources. The primary sources include:

- **Clinical Data:** The CDC – Prevention of Chronic Disease, the Department of Health and Human Services, and the Center for Medicare and Medicaid Services.
- **Disease Data:** The WHO Internal Classification of Disease (ICD) and the Chronic Conditions Data Warehouse (CCW).
- **Provider (Doctors, Nursing Homes, Clinics, and Physician-Operated Labs) Data:** CMS.gov and the Medicare Medical Provider Index – NPI listings.
- **Provider Specialties and Drug Classifications:** HHS standard reporting, the U.S. Food and Drug Administration, the U.S. Library of Medicine and the Healthcare Provider Taxonomy.
- **Prescription Data:** Healthcare.gov, the Medicare Public Use File, and Part D Prescribers.

## MEDICAL HEALTHCARE DATA AND SMART ZONES TARGETING

Semcasting Smart Zones® is a twice-patented IP targeting technology that matches internet delivery points to demographically related households, identified businesses, and mobile carrier devices. Offline CRM or list data can be converted with nearly 100% coverage into internet delivery points. With the Smart Zone identified, digital advertising can be delivered to any internet-connected device.

Normally, the 97+ million Smart Zones in the U.S. map out to groups of 1-8 households. However, depending on regulatory requirements and the needs of a campaign, Smart Zones maps out to the populations at a Zip+1, Zip Code, Zip3, DMA, or State level.

Semcasting Smart Zones® is a cookie-free technology developed for maximum reach and is device agnostic. Advertising can be done on desktops, Wi-Fi networks, mobile carrier phones, tablets, IPTV, and other connected devices.

### SMART ZONES BENEFITS



#### 100% REACH

Reach 250 million-plus individuals and over 18 million businesses in the U.S. and Canada



#### MEDIA ZONES

Link audiences to their preferred sites, categories, ad sizes and day/time



#### DEVICE INDEPENDENT

Access to desktops, laptops, tablets and smart phones



#### COOKIE-FREE PRIVACY

No use of cookies, tracking or inferred audience segmentation



#### DATA RICH

Over 750 data variables

Responsory, a Johnson Direct company, is proud to be designated as a Premier Partner for Semcasting's Smart Zones audience targeting platform. Semcasting is a leading data provider and the patent owner of the Smart Zones technology.

