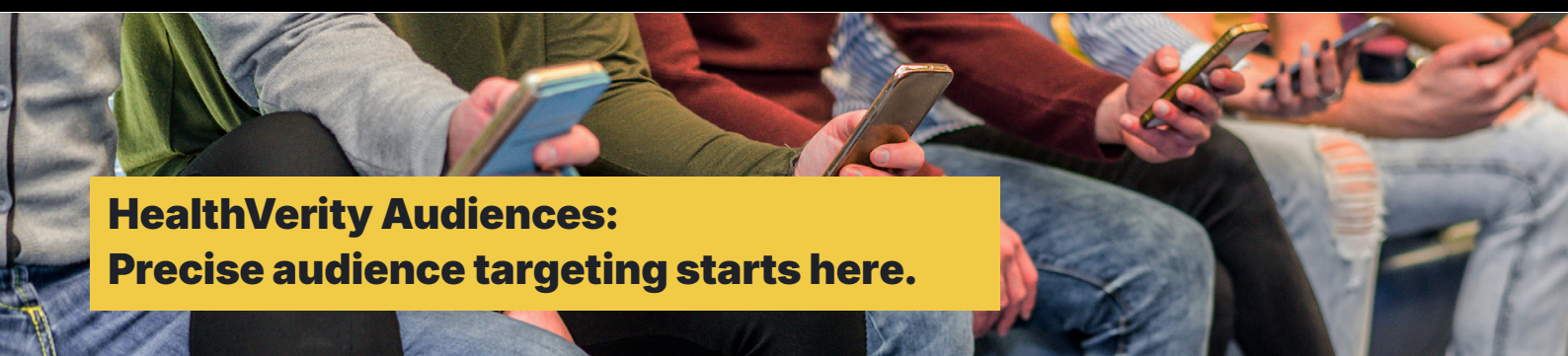




HealthVerity Audiences:
Precise audience targeting starts here.

Better audiences start with better data

Most healthcare audiences are built from partial datasets, disconnected clinical signals, or opaque models—forcing marketers to compromise between precision, scale, and transparency.

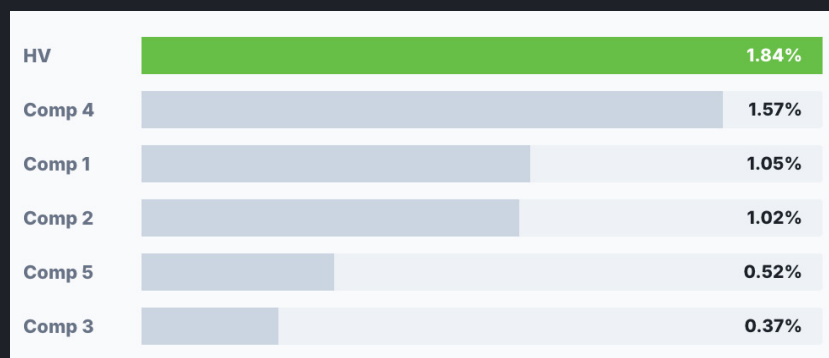
HealthVerity and Symphony Health eliminate that tradeoff. Built on one connected, privacy-certified real-world data ecosystem, HealthVerity Audiences combine deterministic precision with proprietary probabilistic modeling to deliver high-quality patient and HCP audiences for every commercial strategy.

Whether you're launching a new therapy, expanding reach, supporting field engagement, or activating omnichannel campaigns, HealthVerity Audiences help you reach the people who matter with greater confidence.

USE CASE

Chronic liver disease - Hematology DTC

HealthVerity Audiences delivered the highest audience quality score in a DTC campaign for Chronic Liver Disease and Chronic Immune Thrombocytopenia therapies. Performance was validated by a top-3 health DSP against seven competing providers.



>17% better than next best AQ score

1. Competitor scores are the highest scores achieved over the last 2 months of data campaign auditing.

Powered by:

330M+
de-identified patients

4M+
active HCPs

200B+
healthcare transactions

Broadest
pharmacy coverage
in market

Deploy audiences across:

 **Programmatic DSPs**
(PulsePoint, DeepIntent, The Trade Desk, and others)

 **Connected TV / OTT**

 **Social (Meta and others)**

 **Online video (OLV)**

 **Audio**

 **Linear TV**

One connected audience ecosystem.

Choose the audience strategy that aligns with your goals.

 Patient & Caregiver Audiences Reach patients, caregivers and households with privacy-compliant audiences built on real healthcare activity, ensuring precision across all major media channels.	 Practitioner Audiences Reach key practitioners with HCP audiences built on comprehensive provider coverage and real-world treatment intelligence. Use your own target list or let us build high-value lists based on specialty, treatment behavior, patient characteristics, and predictive triggers.
Ready-to-activate audiences ✓ 100+ syndicated condition-based audiences ✓ Ready for immediate activation	Target list activation ✓ Provide your existing HCP list ✓ We match and activate across digital media
Custom audiences ✓ Built around your specific diagnosis, treatment, payer, pharmacy, demographic or clinical criteria	Specialty-based audiences ✓ Build audiences by specialty or subspecialty ✓ Reach the clinicians most relevant to your brand
Predictive audiences ✓ Expand reach beyond known patients using probabilistic models built from real-world clinical and healthcare data ✓ Ideal for broad awareness and launch campaigns	Treatment audiences ✓ Identify HCPs based on how they treat patients—not simply their specialty ✓ Perfect for diseases managed across multiple provider types
Connect patients with their practitioners ✓ Identify diagnosed patients matched to the HCPs treating them ✓ Coordinate patient and HCP campaigns from the same underlying data	
Multiple targets. One connected data foundation.	

Activate seamlessly through trusted partners.

Choose the audience strategy that aligns with your goals.

/LiveRamp  **THROTTLE** 

Proven performance from rare to common diseases

Better data in. Better audiences out.

Unlike providers that depend on incomplete open claims data and black-box modeling, HealthVerity starts with verified clinical evidence, then applies privacy approved modeling to ensure absolute compliance

Precision where it counts

Audiences built on real clinical signals: confirmed diagnoses, procedures and prescriptions, resolved to anonymous patient IDs. No proxies, no modeled assumptions. Best for campaigns where accuracy is non-negotiable (i.e., rare disease).

Scale where you need it

Real-world clinical data identifies patients with the condition of interest. Patients are profiled and modeled to extend reach. Best for broad commercial launches, competitive landscape and campaigns that need to move the needle at scale.

USE CASE

AQ Index by Data Partner

When measuring performance across two rare disease brands with a low prevalence of 0.0204% and 0.0077%, HealthVerity delivered an AQ Index over 550% higher than comparable, legacy third-party audience partners.



>550% higher than next best partner

2. AQ Index measured against condition baseline prevalence, Q4 2024 DTC campaigns. Partner values shown are illustrative.

Why marketers choose HealthVerity audience solutions

- ✓ Get better audience quality with broader claims coverage
- ✓ Launch faster with seamless activation across leading media platforms
- ✓ Choose ready-to-use audiences or build a strategy tailored to your brand
- ✓ Know exactly how your audiences are built—with speed and transparency
- ✓ Refine targets collaboratively to improve campaign performance
- ✓ Reach patients and HCPs through a single connected data strategy
- ✓ Combine deterministic precision with probabilistic scale
- ✓ Connect with individual HCPs—not just segments
- ✓ Access advanced audience targeting with flexible pricing



LEARN MORE

For more on HealthVerity Audiences, [connect with us](#) today.