![healthverity logo]

**MEDIA MEASUREMENT**

Real-time, real-world media attribution

Synchronize the impact of campaigns with patient behavior

Pharmaceutical brand campaign measurement has historically been limited to front-end metrics, such as clicks and views, and has been isolated from the actual impact on patients' healthcare decisions. This provides little ability to achieve meaningful reporting or actionable data. Marketers are looking to go beyond site interactions and extend campaign attribution to patient behavior, with a goal of improved adherence and overall health outcomes.

A closed-loop solution

HealthVerity Media Measurement changes the landscape by synchronizing your digital media ad and television exposure data to individual patient journeys in a highly actionable yet completely HIPAA-compliant manner. This powerful combination of first-party and third-party data is delivered directly to your environment of choice, giving you total control of your campaign analytics for precise targeting, self-directed analytics and real-time campaign optimization.
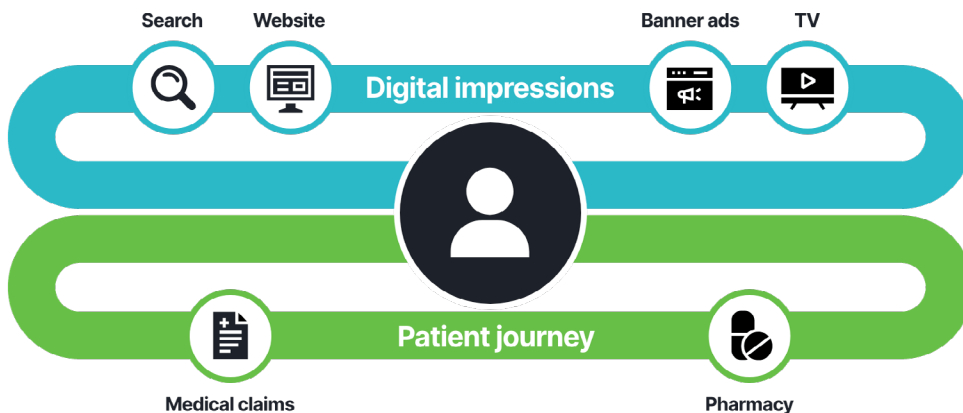
KEY BENEFITS:

- Priceless patient insights, including actual diagnoses, procedures and therapies

- Data granularity for superior analytics, including patient, transaction and event

- Optimization capabilities throughout the flight of the campaign

- Ability to measure any time, depending on your adserver's lookback window

- Freedom to leverage your preferred analytics partners and digital media activation platforms

- No tagging media or pixel placing required, saving time and effort

- HIPAA-compliant data delivered directly to your analytics environment for analysis on day one

Search | Website | Digital impressions | Banner ads | TV

Patient journey

Medical claims | Pharmacy

Seamless, HIPAA-compliant media attribution

With HealthVerity Media Measurement, you can seamlessly associate media interactions to transaction-level patient data in a HIPAA-compliant manner with robust, accurate, de-identified patient profiles that track behavior over time. The HealthVerity ID, a unique but persistent way of resolving patient identity, transforms disparate online and offline identities into one comprehensive view of the de-identified patient, providing the industry's best patient identity resolution, leveraging your choice of pharmacy and medical transactions from patients of interest.

Here's how the process works:

1

Gather ad impressions:
→ Digital ad impressions
→ Web visits
→ Television ad exposures

2

Assign HealthVerity ID:
Apply the industry's most accurate matching and identity resolution technology to individuals engaging with campaigns

3

Sync ad impressions with patient behavior:
Join media engagement and healthcare data at the patient level

4

Power measurement attribution:
Understand which channels have the greatest influence on patient actions, make informed, data-driven decisions on future marketing spend and expected ROI

LEARN MORE

For more information about HealthVerity Media Measurement, email **info@healthverity.com** or visit **healthverity.com/media-measurement**

A new approach to media measurement

Audience Quality Measurement: Synchronize digital impressions to actual health history to validate your targeting criteria

Lookalike Modeling: Leverage insights generated from your validated audience to optimize media targeting against lookalike audience segments.

ROI Analysis: Measure the impact of media campaigns on real-world patient outcomes and accurately attribute marketing ROI with data delivered directly to your computing environment

Attribution Analysis: Understand the right combinations of digital and TV promotion that drove the outcome, moving from static marketing mix models to real-time signals that allow you to optimize the campaign in flight to get the best outcomes

Patient Journey: Build a comprehensive view of the patient and track behavior over time to confirm the impact media has on patient switching decisions, adherence and outcomes

Synchronize the Science℠