



deepintent⁺

PATIENT MODELED AUDIENCES



Patent-pending technology



PM360 Innovation Award -
Most Innovative Products

Precision, Privacy, and Proven Performance

Reach highly-qualified patient audiences with speed and precision, in a privacy-safe way. DeepIntent's Patient Modeled Audiences is our patent-pending, HIPAA-certified custom modeling solution proven to increase audience quality up to 30%*.

Benefits



Precision

Unique models based on campaign-specific medical and/or pharmacy claims codes



Addressability

Send audiences directly to DeepIntent's Healthcare DSP for immediate, streamlined activation



Transparency

Full visibility into model inputs, propensity scores, and audience selection process



Privacy

Automated, third-party, HIPAA certification for every audience model

Data

Create custom, precise patient models based on the industry's most comprehensive real-world clinical datasets.



300M+
patients



8B+
pharmacy
claims
per year



3B+
medical
encounters
per year



115K+
diagnosis and
procedure codes



80K+
drugs and
prescribing
behaviors



4K+
consumer
attributes

*as demonstrated in a 60-day client case study, available on our website

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Patient Modeled Audiences Case Study Snapshot

Consistently the Top Performing Partner Due to Extraordinary Efficacy and Efficiency



Patient Modeled Audiences is proving to be a top performer across many of our clients for reaching qualified audiences at scale. As an agency that prides itself on the use of data and technology for healthcare marketing, Patient Modeled Audiences plays an integral role in that strategy."

CHIEF DIGITAL OFFICER, LEADING HEALTHCARE MEDIA AGENCY



Weight Management

Highest Audience Quality

25% higher vs. 12-partner average

Low Cost

59% lower CPM vs. partner average



COPD

Highest Prevalence Rate

100% higher vs. partner average, and 2x vs. goal

Strategic Excellence

Only partner able to create two distinct and actionable models

M1: Newly diagnosed | M2: Currently being treated



Dry Eyes

Highest Audience Quality

30% higher audience quality vs. 18-partner average

Superior Engagement

40% monthly increase in conversions



Mental Health

Most Qualified Audience

Delivered 50% more qualified impressions vs. industry benchmarks

Exceeded performance of all other partners