PART OF REAL CHEMISTRY

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PATIENT SEGMENTS

Traditional market segmentation starts with a relatively small number of demographic and lifestyle characteristics. Each consumer is then slotted into the best fitting descriptor. The result is an artificially simplistic view of healthcare consumer groups that creates potential mismatches by forcing a "best fit". Swoop is changing this by aligning precise patient definitions with Social Determinants of Health.

INCORPORATING SDOH DATA AND ACTIVITY-BASED INTELLIGENCE INCREASES PATIENT AUDIENCE GRANULARITY

- Will segments cluster demographically as well as attitudinally?

- Do audiences have health behaviors that warrant different messaging?

- What channel is the best way to reach patients?

OUR ML AND AI-BASED SYSTEM OF INSIGHT PROVIDES HIGH-DEFINITION PATIENT INTELLIGENCE

Cluster Modeling

Considers all relevant pattern of life characteristics rather than a few pre-determined demographic trait

Dimensional Spatiality

Measures the distance from any point in a multi-dimensional space where population clusters form around an attribute

Commonality Extraction

By not using pre-determined categories, we uncover natural population clusters and then extract commonalities

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OUR SDOH DATA UNIVERSE

ECONOMIC STABILITY
Employment, Working Conditions, Income, Expenses, Spending, Debt

ENVIRONMENT
Location, Housing, Transportation, Safety, Recreation, Walkability

EDUCATION
Literacy, Education Level, Language, Vocational Training

DEMOGRAPHICS
Citizenship, Gender, Ethnicity, Faith, Age, Marriage, Children

WELLNESS
Nutrition, Hunger, Access to Healthy Options, Activity Level

COMMUNITY
Integration, Support, Engagement, Discrimination, Stress

HEALTH CARE
Availability, Accessibility, Coverage, Quality of Care

INFLUENCE
Social Media, Web, Digital, Television, Ratio

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SAMPLE SEGMENTS

Persona 1

Affluent Seniors

At a glance:
- Oldest segment (75+)
- Highest net worth
- Highly health conscious
- Low channel engagement

Segment Size

37%

Demographic

Key differentiators:
- High net worth
- High education
- Married
- No children in HH

Activation Levels

26% — Tier 1
45% — Tier 2a
21% — Tier 2b
9% — Tier 3

Behavioral

- Health Conscious
- Risk-Tolerant
- Tech Averse

Persona 2

Middle Age Moderates

At a glance:
- Middle-aged (36-54)
- Mid-career
- HCP-reliant
- Broad channel reach

Segment Size

35%

Demographic

Key differentiators:
- High income
- Career
- Children in HH

Activation Levels

15% — Tier 1
39% — Tier 2a
36% — Tier 2b
10% — Tier 3

Behavioral

- Tech Savvy
- Online News & Magazines
- HCP Influences

Persona 3

Modern Convenience Seekers

At a glance:
- Youngest segment (18-35)
- Least financially secure
- Most risk averse

Segment Size

28%

Demographic

Key differentiators:
- Skews younger
- Lower Income
- Single

Activation Levels

6% — Tier 1
30% — Tier 2a
37% — Tier 2b
27% — Tier 3

Behavioral

- Digital Media
- Convenience
- Digital Natives

ABOUT SWOOP

Swoop (www.swoop.com), part of Real Chemistry, empowers the world's leading pharmaceutical brands to better-educate patients about disease states and the therapies that could remedy their conditions, as well as enable them to become active participants in their treatment journey. Swoop's HIPAA-certified and NAI-accredited system of engagement has uncovered over 3,000 unique target audiences for precisely activating patient populations and their healthcare ecosystems through omnichannel marketing strategies. By utilizing artificial intelligence, machine learning and evolutionary computation in conjunction with a real world data universe of over 300 million de-identified patients and 65 billion anonymized social determinants of health signals, Swoop's segments are superior in audience quality, lead to optimal conversion and drive increased Rx lift. It's no wonder that 18 of the top 20 healthcare marketing agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.