

# REIMAGINE YOUR HCP ADVERTISING

With Health Care Providers more difficult to reach than ever before, the medical profession has experienced an unprecedented increase in NPI-based targeted advertising. And yet, we've seen no evolution in this activation model.

Traditional NPI target lists are built from prescribing or self-reported specialty data. Utilizing these same tired lists over and over again has resulted in a drop in overall effectiveness and thus script lift.

For too long, life sciences companies have been constrained by this antiquated thinking. Health Care Providers, like any consumer, are influenced by the activity of their peers. Who do they follow on Twitter? Who do they refer their patients to? Who do patients gravitate to? All of these factors drive current and future behavior.

But conventional HCP targeting cannot uncover today's opinion influencers. Signals that uncover HCPs most beneficial to your brand are never considered. And the effect HCPs have on the behaviors of Patients and other HCPs is overlooked. The result is suboptimal engagement with your current and potential brand advocates.

## **SWOOP IS CHANGING ALL THIS.**

Swoop invites you to re-imagine your HCP advertising outside of the traditional prescriber-based list to discover:

1. Who are the most influential HCPs in your therapeutic area?
2. Who are most likely open to increasing use of your therapy based on their affiliation with your top prescribers?
3. And where are the Hospitals or IDNs of interest that you wish to reach en-masse?

## **DRIVING BETTER PATIENT OUTCOMES THROUGH RWD- BASED AND AI-GENERATED DIGITAL AUDIENCES**

### **PEOPLE**

Our data scientists, analytics and digital marketing professionals are industry experts traditionally found in top tier-life sciences companies and agencies.

### **PROCESS**

Our proprietary data curation, analytical model building and signals detection methods are grounded from the creation of over 3,000 audience segments.

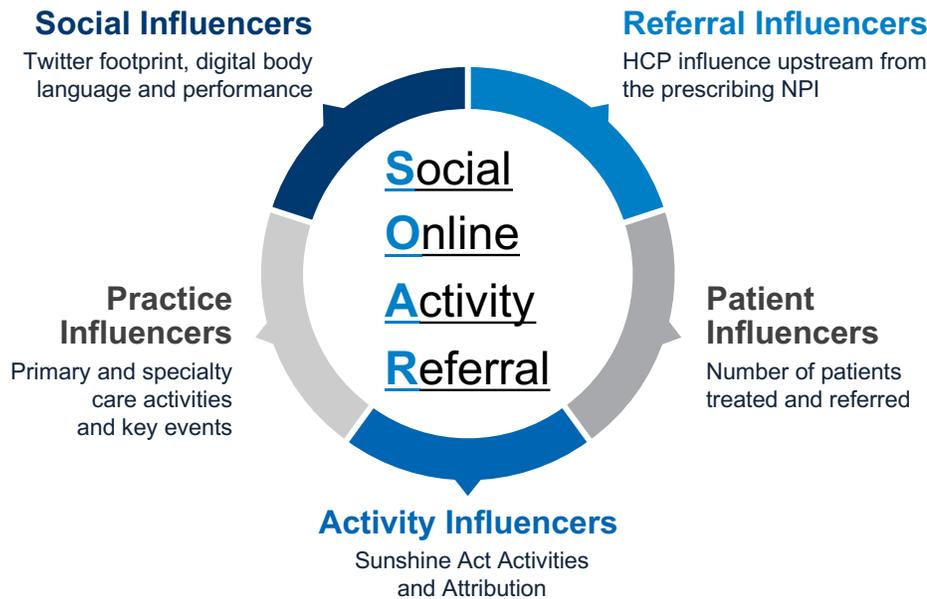
### **TECHNOLOGY**

We deploy natural language processing, deep learning, artificial intelligence and evolutionary computation to transform noisy and unconnected real world data into ideal target audiences.

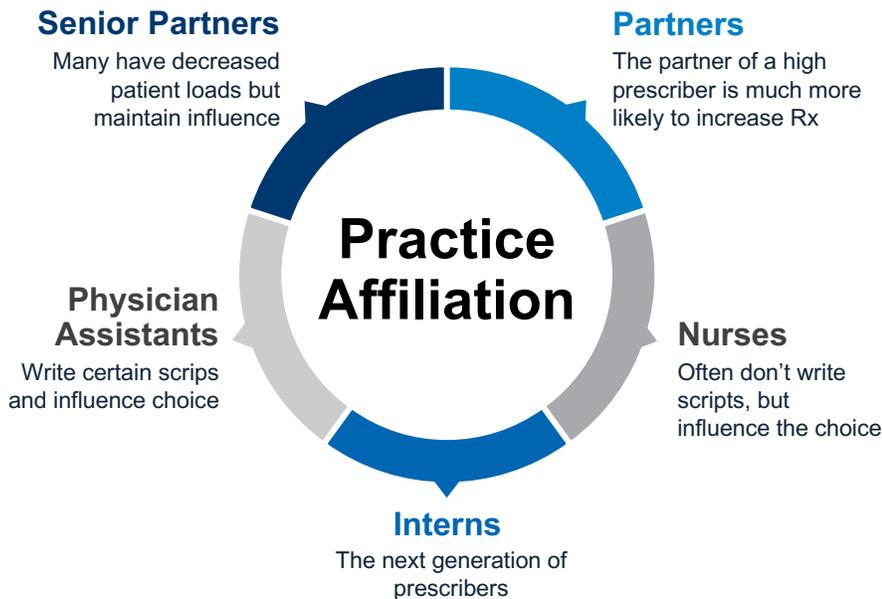
### **DATA**

Our real world data universe consists of over 300 million de-identified patient journeys and 65 billion anonymized social determinants of health signals with the ability to easily ingest and transform additional first party data streams of any source and scale.

With Swoop's Opinion Influencer Audiences, we identify the most influential HCPs in your therapeutic area based on their Social Activity + Online Activity + Referral Activity + Patient Activity.



With Swoop's High Prescriber Practice Affiliation Audiences, we reveal your top prescribing HCPs and target applicable NPIs in their practice.



## VERASPEC MODELING

There are thousands of primary care physicians who appear to act like high-value specialist. Swoop's exclusive VeraSpec Modeling defines HCPs by what they actually do rather than what they declare the do.

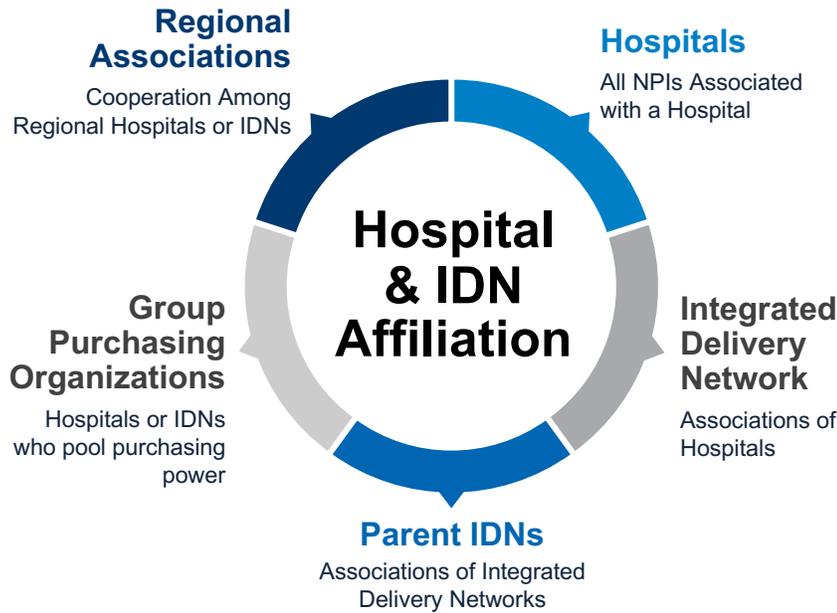
## uREFERRAL GRAPH

The most influential HCPs may be 3 or 4 steps removed from the prescribing HCP. Our uReferral Graph uses AI to complete the missing pieces and tracks a patient to the HCP that initiated their treatment journey.

## SOARDETECT

Influential HCPs often have greatly reduced patient interaction, resulting in important targets going undetected. SOARdetect assures your highest value "hidden" HCPs are always identified.

And with Swoop's Hospitals and Integrated Delivery Network Affiliation Audiences, we uncover and target NPIs at any affiliation level such as a hospital or integrated delivery network.



For all these exclusive audiences, we empower you to engage those HCPs with the highest propensity to be your brand ambassadors, using the industry's largest number of activation channels.

<p><b>Programmatic</b></p>	<p><b>Social Media</b></p>
<p><b>Site Personalization</b></p>	<p><b>Addressable TV</b></p>
<p><b>Connected TV</b></p>	<p><b>Linear TV</b></p>
<p><b>Streaming Audio</b></p>	<p><b>Internet Radio</b></p>
<p><b>Terrestrial Radio</b></p>	

## ABOUT SWOOP

Swoop ([www.swoop.com](http://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.