

HealthEx[™] is the definitive profiling, targeting and measurement solution that allows you to find and effectively communicate with your healthcare audiences at scale. Power your brand's relevancy by delivering a meaningful omnichannel experience for your customers.

Connect patients to your brand in the moments that matter

HealthEx[™] is a targeting and engagement solution combining rich data, digital media, turnkey campaign management and dynamic measurement to enable you to communicate in an authentic and intuitive manner with your most receptive healthcare audiences.

Partner with us to:

- > See and understand your customers in ways that extend beyond brand interactions.
- > Deliver dynamic and tailored messaging based on individual profiles, market level dynamics, contextual data and individual engagement.
- > Develop and execute an integrated, omnichannel media strategy that engages with unique individuals over time.
- > Connect and align your online and offline database marketing efforts to deliver an impactful customer experience across channels.

How we do it

We've aligned Epsilon proprietary data sources with data from our strategic partners and client first-party data to:

Reach

Identify high-value and niche audiences through predictive models, and reach these audiences at scale through our offline data and online media footprint.

- > Find at-risk populations for therapeutic categories such as diabetes, cardiovascular, obesity, allergies, rheumatoid arthritis, psoriasis and COPD.
- > Deliver personalized educational materials over time and in a contextually relevant manner.

Understand

Understand how your audiences think and behave, and anticipate what they want. We have a level of unprecedented flexibility when it comes to segmenting your databases (both consumer and HCP) and programmatic media buying based on modeled treatment propensities.

- > Classify the level of knowledge, skills and confidence essential to being an empowered healthcare consumer. We can differentiate between proactive health treaters versus those that are disengaged and overwhelmed.
- > Determine which individuals have significant co-pay burdens and direct them to the right patient assistance programs. This approach is a core part of co-pay card program optimization.





- > Identify likely adherent and not adherent patients and direct them to the right components of your adherence and/or health and wellness support programs..
- > Help healthcare professionals understand the characteristics of their patients. This allows you to designate the appropriate HCP support programs specific to an HCP's patient base.

Engage

Connect database and digital media over time and across all digital channels, or beyond. Our nimble and cost-effective identity management, database management and digital media solutions power brand relevancy.

- > Customize your campaigns through real-time lead scoring including tailored fulfillment, cadence, and messaging.

Measure

Take a results-driven approach. We will provide clear recommendations on how to improve your targeting, messaging, content, offers and channel mix. We quantify the impact of your efforts and are committed to moving the economic needle of your business.

- > Assess what is and is not working through attribution analysis and rigorous test & control design.
- > Not only can we measure front-of-funnel metrics like engagement and/or high-value actions like registrations, but we also conduct analysis to determine a campaign's true impact in a turnkey fashion.
- > Evaluate performance in a matter of days, not weeks.

**For more information contact your Epsilon representative.
800 309 0505 | info@epsilon.com | epsilon.com**