Definitive Healthcare

# Healthcare audiences for digital advertising

## Connect your clients with the patient audiences they need to reach

Drive better outcomes for your clients by leveraging the power of **highly customized** digital audiences to optimize healthcare marketing. Our **HIPAA-compliant** audiences empower our agency partners to deliver personalized, data-driven healthcare marketing campaigns that engage the right consumers, for **the right clinical risk**, across all digital channels, enhancing performance and delivering measurable results.

## Unmatched clarity

**225M+**

Consumers

**500+**

Health attributes across mobile, display, social, CTV, and DooH

## Deliver real results for your clients

**Targeted engagement & scaled campaigns**
Accurately pinpoint ideal consumers, increasing relevance and engagement.

**Compliant and privacy-safe**
Our data is HIPAA-compliant and meets all relevant regulations, ensuring secure and ethical use.

**Maximize client ROI**
Help clients achieve stronger returns through optimized audience segmentation and real-time insights.

**Omnichannel reach**
Engage consumers on multiple platforms—display, mobile, social, CTV and more—for comprehensive coverage.

© Definitive Healthcare, LLC. All rights reserved.

## Compliant and secure ready-to-target audiences

Our pre-built audiences are primed and set for action!

| Service line or therapy area | Ready-to-target audiences |
|---|---|
| Cardiology | Arrhythmia; Atrial Fibrillation; Cardiac Ablation Procedures; Cardiac Catheterization; Cardiac Pacemaker; Coronary Artery Bypass Graft Procedures; Heart Attack; Heart Valve Procedures; Peripheral Artery Disease; Stroke |
| Coverage | Commercial; Commercial Non-HMO; Medicaid; Medicare Advantage |
| Diabetes | Diabetic Foot Ulcer; Pre Diabetes; Type 2 Diabetes |
| Eating Disorder | Anorexia; Binge Eating; Bulimia |
| Fertility | Female Infertility |
| General Surgery | Bariatric Surgery; Free Flap Reconstruction Surgery; Laminectomy |
| Gastroenterology | GI Pancreatic Disease |
| Gynecology | Hysterectomy; Uterine Fibroid Embolization |
| Mental Health | Anxiety Ages 18-39; Anxiety Ages 40-64; Anxiety Ages 65+; Anxiety All Ages; Depression Ages 18-39; Depression Ages 40-64; Depression Ages 65+; Depression All Ages |
| Nephrology | Chronic Kidney Disease; End Stage Renal Disease |
| Neurology | Epilepsy |
| Obstetrics | C-Section Delivery; Labor and Delivery; Breast Cancer; Colon Cancer; Colonoscopy; Female Reproductive Cancer |
| Oncology | Lung Cancer; Lung Cancer - Screening; Mammography Screening; Mesothelioma; Oral Cancer; Prostate Cancer; Thyroid Cancer |
| Orthopedics | Chronic Back Pain; Hand and Wrist Procedures; Hip Replacement; Knee Replacement; Shoulder/Elbow Replacement; Spinal Fusion; Spinal Procedure; Spinal Surgery; Sports Medicine; Total Joint Replacement |
| Rehabilitation | Gait Training; Physical and Occupational Therapy |
| Site of care | Emergency Room Utilization Age 18-39; Emergency Room Utilization Age 40-64; Emergency Room Utilization Age 65+; Emergency Room Utilization All Ages; Hospice |
| Transplant | Bone Marrow Transplant; Heart Transplant; Kidney Transplant; Liver Transplant |
| General | Wellness Exam; Wellness Exam Ages 18-39; Wellness Exam Ages 40-64; Wellness Exam Ages 65+ |
| Women's Health | Pelvic Health Dysfunction |

**Visit us at definitivehc.com to learn more.**



© Definitive Healthcare, LLC. All rights reserved.