Definitive Healthcare

Populi: Population Insights Dashboard

600+ HIPAA-compliant consumer & patient attributes turned into targeted, activation-ready campaigns

What it is

The Populi Population Insights Dashboard gives marketing and growth teams one place to size, understand, and target any patient or consumer population. It combines health interest models, geography, demographics, economics, and media/channel behavior so a campaign idea can be turned into a ready-to-activate audience without switching tools.

Core use cases

1. Marketing & campaign strategy

Size the opportunity and decide where and how to invest media dollars, state or nationwide, before a dollar is spent.

2. Target audience building for execution

Layer clinical, demographic, and behavioral filters to build an addressable audience, ready to hand off for activation.

3. Market / strategic planning

Quantify TAM/SAM and evaluate service area population trends to pinpoint where to expand facilities or service lines.

4. Consumer / market research

Profile consumers by demographics, SDOH, and preferences to understand who they are and what they need.

Building a target audience

Clinical models	Geography
• 1100+ propensity models across 17+ clinical categories • 1–10 decile score ranks likelihood of the target encounter (10 = highest) • Start the build with your highest deciles	• See where propensity concentrates: by state, county, or zip code • Decide whether a campaign should run statewide or nationally • Focus media spend on the largest, highest-scoring pockets

© 2026 Definitive Healthcare, LLC. All rights reserved.

Demographics & economics	Channel models
• Age, gender, homeownership, household size, and more • Lifestage & lifestyle personas for creative and messaging inspiration • Income, economic stability score, and net worth signal ability to pay for services	• See where the audience actually consumes media • Digital/programmatic signals: heavy Facebook use, streaming internet radio or apps • CTV & linear: primetime TV viewership, Amazon Prime subscribership

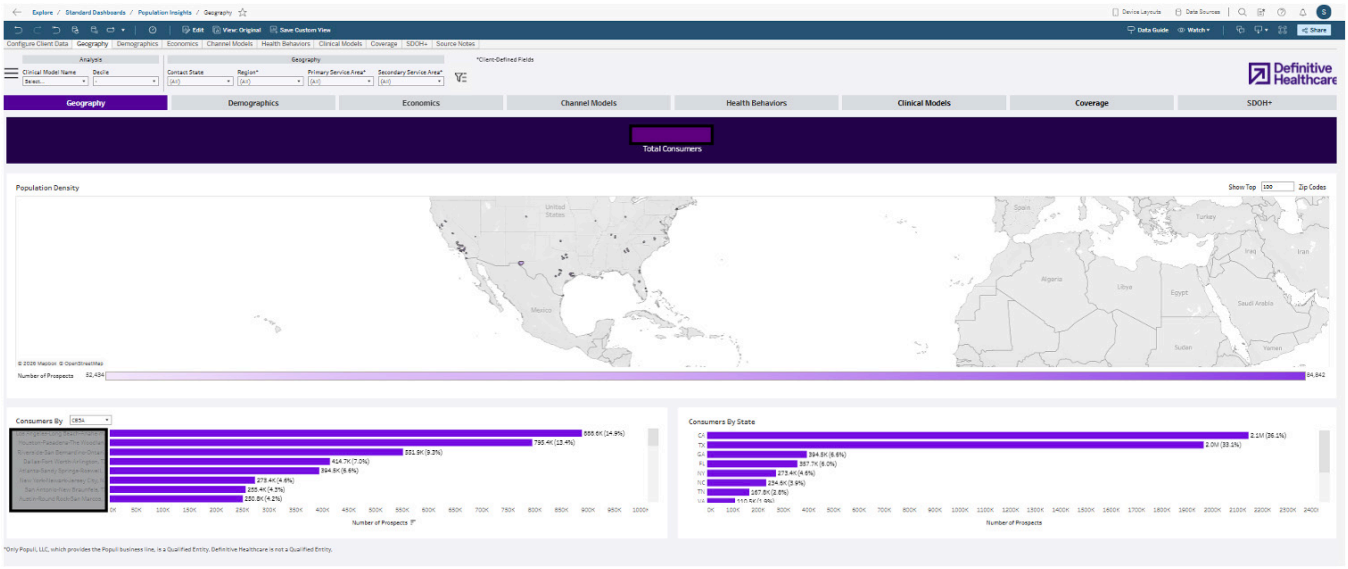
Example: Increasing encounters for orthopedic knee replacements

Clinical models scores the population 1–10 on likelihood of needing a knee replacement

→ Geography maps the top deciles to find concentrations by state or zip code

→ Demographics & economics profiles those consumers (age, homeowner status, income) to shape creative and offer

→ Channel models shows where to reach them — e.g., Facebook, programmatic display/ audio, or CTV.



Visit us at definitivehc.com to learn more.

© 2026 Definitive Healthcare, LLC. All rights reserved.