

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 Sample Segments



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

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


SAMPLE SEGMENTS

About Swoop

Swoop (www.swoop.com) 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 diagnostic and treatment journey. Swoop's HIPAA-certified and NAI-accredited Affiniti platform has uncovered over 6,000 unique target audiences for precisely engaging patient populations and their healthcare ecosystems through precise 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, 65 billion anonymized social determinants of health signals and 1.6 million health care provider profiles, 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 agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.

Persona 1

Affluent Seniors



At a glance:

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

Segment Size

37%

Activation Levels

| Tier | Activation Level |
|---------|------------------|
| Tier 1 | 26% |
| Tier 2a | 45% |
| Tier 2b | 21% |
| Tier 3 | 9% |

Demographic

Key differentiators:


- High net worth
- High education
- Married
- No children in HH

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%

Activation Levels

| Tier | Activation Level |
|---------|------------------|
| Tier 1 | 15% |
| Tier 2a | 39% |
| Tier 2b | 36% |
| Tier 3 | 10% |

Demographic

Key differentiators:


- High income
- Career
- Children in HH

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%

Activation Levels

| Tier | Activation Level |
|---------|------------------|
| Tier 1 | 6% |
| Tier 2a | 30% |
| Tier 2b | 37% |
| Tier 3 | 27% |

Demographic

Key differentiators:

- Skews younger
- Lower Income
- Single

Behavioral

- Digital Media
- Convenience
- Digital Natives