

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 overly simplistic view of healthcare consumer groups that creates potential mismatches by forcing a “best fit.” Instead, Swoop is aligning precise patient definitions with Social Determinants of Health (SDOH).

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 AI-Based System of Insight Provides High-Definition Patient Sample Segments



Cluster Modeling

Considers all relevant pattern of life characteristics rather than a few pre-determined demographic traits



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

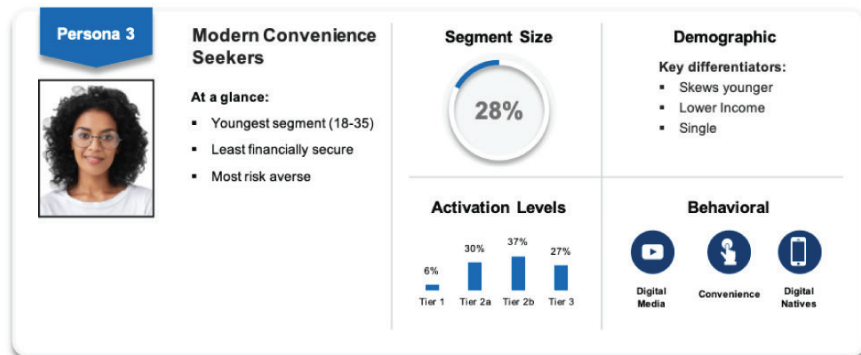
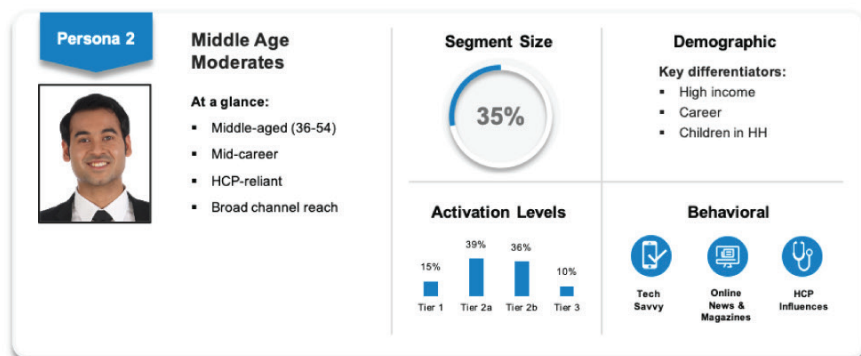
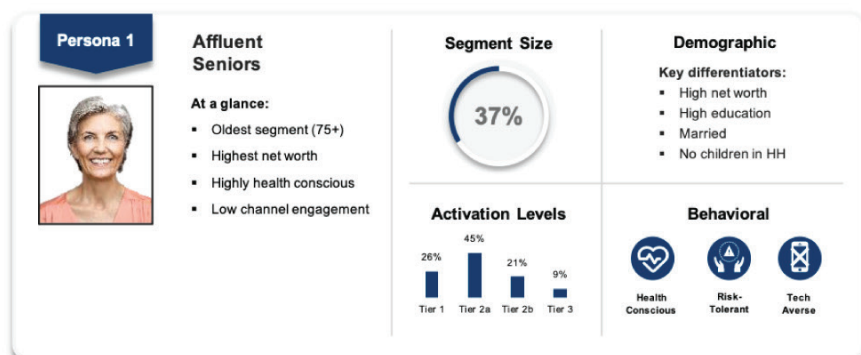
HEALTH CARE

Availability, Accessibility, Coverage, Quality of Care

INFLUENCE

Social Media, Web, Digital, Television, Radio

SAMPLE SEGMENTS



ABOUT SWOOP

Swoop, part of Real Chemistry, enables pharmaceutical and life sciences brands to reach their ideal DTC and HCP audiences at crucial moments of their diagnosis and treatment journey. Using AI and real world data, Swoop is a leader in developing brand-exclusive audiences of patients and their providers for healthcare companies. Once the right customers have been targeted, brands can drive bottom-of-the-funnel engagement through Swoop's proprietary medically trained and MLR-compliant conversational AI. Built on a privacy-by-design foundation, Swoop is both HIPAA-certified and NAI accredited, having developed more than 12,000 unique target audiences for 42 of the top 50 pharmaceutical companies safely. Its conversational AI has been implemented across 100 health brands and trained on over 1.3 billion medical conversations. To learn more, visit [Swoop.com](https://www.swoop.com).