

REIMAGINE YOUR HCP ADVERTISING

With healthcare providers more difficult to reach than ever before, the medical profession has experienced an unprecedented increase in NPI-based targeted advertising. And yet, we've seen no evolution in this activation model.

Traditional NPI target lists are built from prescribing or self-reported specialty data. Utilizing these same lists repeatedly has resulted in a drop in overall effectiveness and script lift.

For too long, life sciences companies have been constrained by this antiquated thinking. Healthcare providers, like any consumer, are influenced by the activity of their peers. Who do they follow on Twitter? Who do they refer their patients to? Who do patients gravitate to? All of these factors drive current and future behavior.

However, conventional HCP targeting cannot uncover today's opinion influencers. Signals that uncover HCPs most beneficial to your brand are never considered. And the effect HCPs have on the behaviors of patients and other HCPs is overlooked. The result is suboptimal engagement with your current and potential brand advocates.

Swoop invites you to reimagine your HCP advertising outside of the traditional prescriber-based list to discover:

1. Who are the most influential HCPs in your therapeutic area?
2. Who are most likely open to increasing use of your therapy based on their affiliation with your top prescribers?
3. Where are the hospitals or IDNs of interest that you wish to reach en-masse?

**Driving better patient
outcomes through
RWD-based and
AI-generated digital
audiences**

PEOPLE

Our data scientists, analytics and digital marketing professionals are industry experts traditionally found in top-tier life sciences companies and agencies.

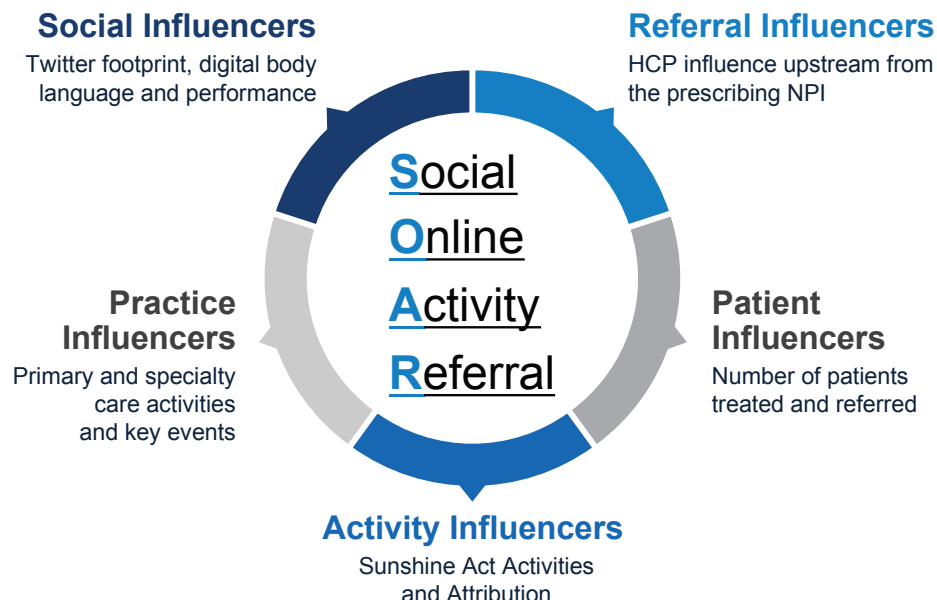
PROCESS

We deploy artificial intelligence to transform noisy and unconnected real world data into ideal target audiences.

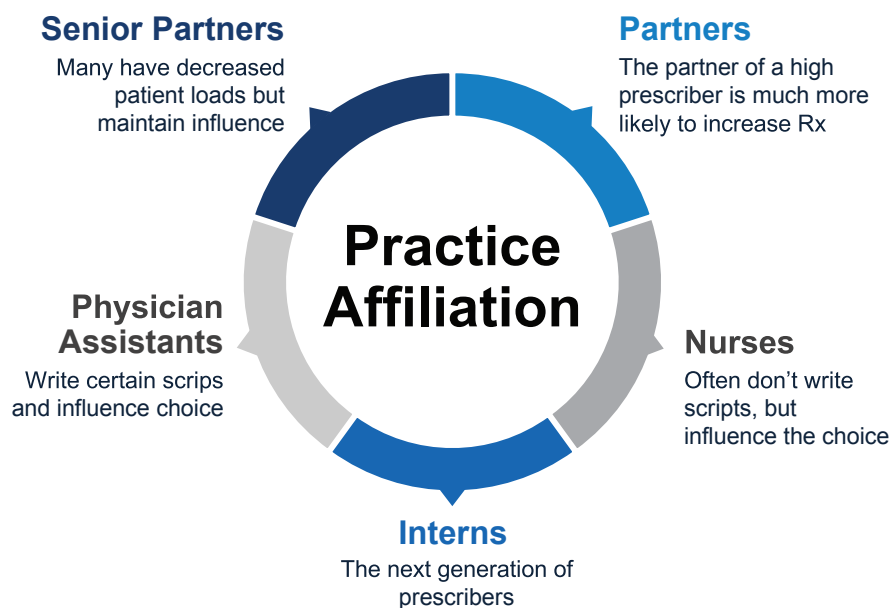
DATA

Our real world data universe consists of over 300 million de-identified patient journeys spanning over a decade and 65 billion anonymized social determinants of health signals. This includes the ability to easily ingest and transform additional first-party data streams of any source and scale.

With Swoop's Opinion Influencer Audiences, we identify the most influential HCPs in your therapeutic area based on their Social Activity + Online Activity + Referral Activity + Patient Activity.



With Swoop's High Prescriber Practice Affiliation Audiences, we reveal your top prescribing HCPs and target applicable NPIs in their practice.



VeraSpec Modeling

There are thousands of primary care physicians who appear to act like high-value specialists. Swoop's exclusive VeraSpec Modeling defines HCPs by what they actually do rather than what they declare they do.

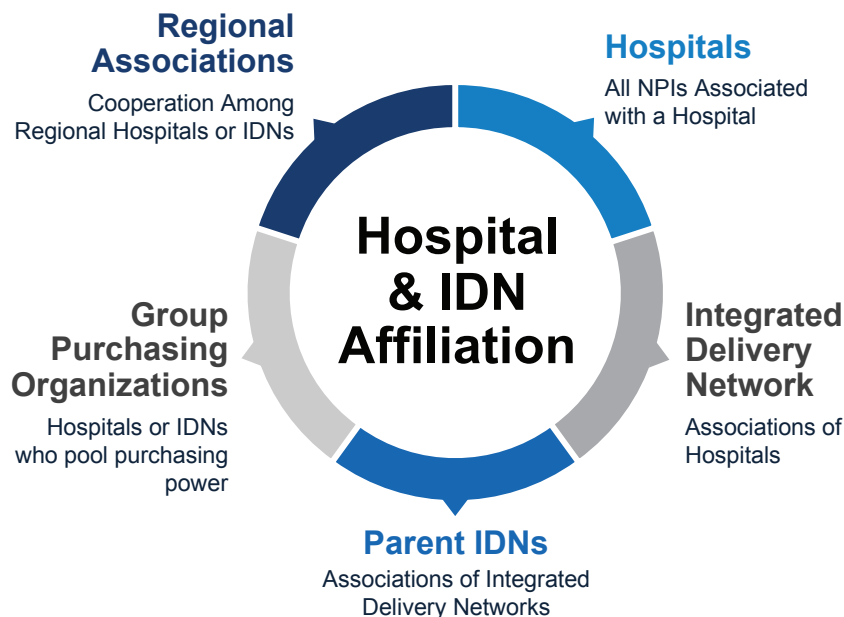
uReferral Graph

The most influential HCPs may be 3 or 4 steps removed from the prescribing HCP. Our uReferral Graph uses AI to complete the missing pieces and tracks a patient to the HCP that initiated their treatment journey.

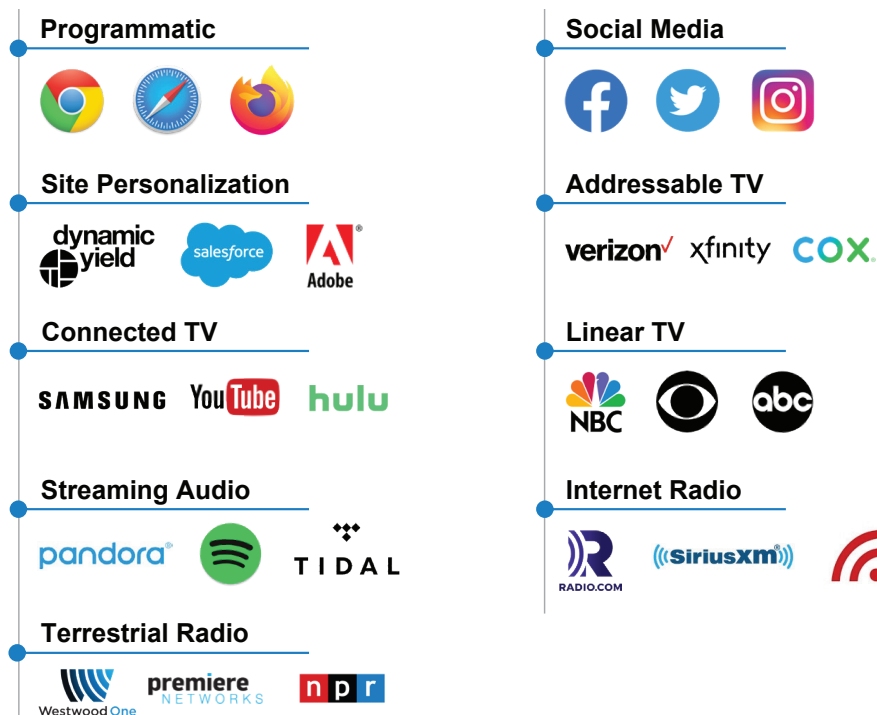
SOARdetect

Influential HCPs often have greatly reduced patient interaction, resulting in important targets going undetected. SOARdetect assures your highest value "hidden" HCPs are always identified.

With Swoop's Hospitals and Integrated Delivery Network Affiliation Audiences, we uncover and target NPIs at any affiliation level such as a hospital or integrated delivery network.



For all these exclusive audiences, we empower you to engage those HCPs with the highest propensity to be your brand ambassadors, using the industry's largest number of activation channels.



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).