

**SOLVE TOMORROW'S
ADHERENCE CHALLENGES**
TODAY WITH SWOOP
PREDICTIVE AUDIENCES



TRANSFORMING OMNICHANNEL

swoop

ADHERENCE IS AN ONGOING HURDLE FOR PATIENTS, PROVIDERS, AND THE BRANDS WHO SUPPORT THEM

50%+ OF PATIENTS

with long-term chronic conditions fail to appropriately take their medication¹

75% OF HCPs

say it's either moderately or very difficult to identify at-risk patients²

\$500B ANNUAL LOSS

by brands every year due to patient non-adherence³

Swoop uses **privacy-safe patented predictive technology** to overcome adherence challenges by identifying patients most at risk of falling off treatment and their providers.

Uncover at-risk patients



Build an audience of patients most likely to become non-adherent

Converge patient-provider messaging



Link Swoop's database of 2M+ HCPs and proprietary device graph with at-risk patients

Reinforce treatment



Support messaging with omnichannel activation to both audiences across premium inventory

Increase the number of patients who adhere to treatment



Improve health outcomes for patients who stay on treatment



All Swoop audiences are privacy-safe by design. Swoop never uses health data to build segments, ensuring 100% compliance with the most stringent federal and state policies, including HIPAA and My Health My Data.

CASE STUDY

A leading pharmaceutical brand increased adherence 29% YoY with Swoop Predictive Audiences.



DRUG CLASS

Medication Assisted Treatments (MAT)



BRAND CHALLENGE

With an increased incidence in substance use disorders (SUDs), a MAT therapy wanted to increase adherence within its patient population to drive positive patient outcomes.



SWOOP SOLUTION

Leveraging Swoop's patented predictive technology, the brand was able to accurately uncover patients most likely to become non-adherent and activate them programmatically across premium inventory.

CAMPAIGN OUTCOME



100,000
PATIENTS FOUND



\$486,000
INCREMENTAL REVENUE



29%
ADHERENCE LIFT YoY



207:1
CAMPAIGN ROI

TRANSFORMING OMNICHANNEL

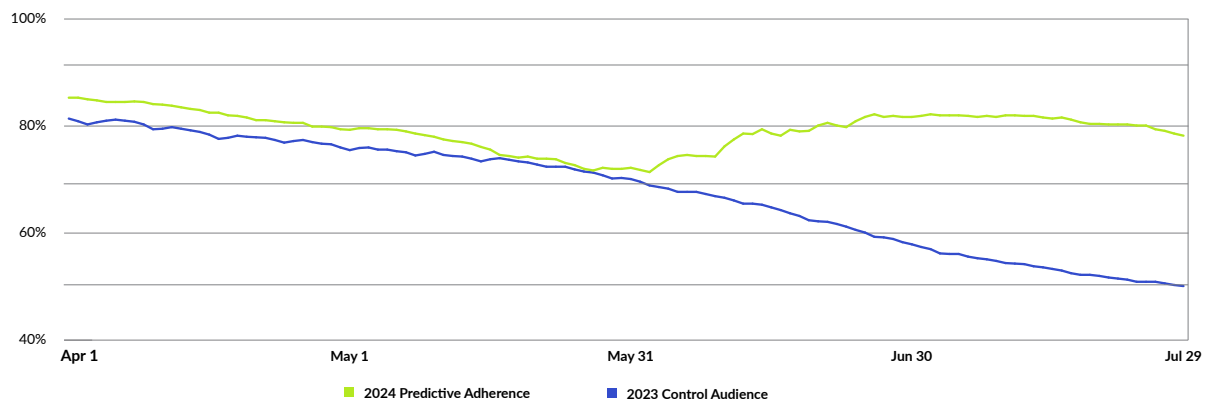


Visit swoop.com to learn more about Swoop Predictive Audiences.

MEASUREMENT ANALYSIS

TARGET AUDIENCE ADHERENCE TRENDS 2023-2024

- Swoop built a predictive adherence segment for the brand's 2024 campaign
- Compared against a control audience's activity from 2023
- Pre-campaign each audience showed declining adherence
- The predictive segment increased adherence 29% compared to the control group



OUR OMNICHANNEL VISION

At Swoop, we are creating a future where technology seamlessly connects patients and healthcare providers along their health journey.

- Predicting treatment milestones
- Delivering coordinated messaging across all channels
- Powering patient hub customization and sales force execution



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