MedData Group
an IQVIA business

Advanced Targeting Segment Details
(CONFIDENTIAL – FOR PARTNERS ONLY AND NOT FOR BROAD DISTRIBITION)

OTC (Over the counter) Product Recommendation Behavior.

- o **Data description:**

  - IQVIA is the only healthcare data provider that has proprietary data on what over-the-counter (OTC) non Rx products/categories that HCPs are recommending. The actual IQVIA brand supporting this unique data segmentation is 'ProVoice'. Many manufacurers license this reference data directly to support their marketing and sales strategies.

  - ProVoice leverages panels of tens of thousands of HCPs (ie; think Nielsen for TV ratings) that complete extensive surveys multiple times per year on what OTC brands HCPs are recommending.

  - The survey yields information across 150+ OTC (eg: Anti Migraine, Dry Eye, Cough/Cold, Psoriasis), nutritional (eg: probiotics), and medical device (eg: Glucose Monitors) categories. The responses are then extended (modeled) based on the additional extensive demographic, clinical claims and organization data of IQVIA to create the final OTC audience segments.

  - HCPs represented in the data include; Physicians, NP/PAs, dentists, hygienists, optometrists and pharmacists.

- o **Pricing:** Curated $25 CPM IF used as an 'off the shelf' segment (ie; all physicians recommending cough medicines). Many customers will want to further segment and customize and standard rates then apply.

Full Care Team (FCT)

- o **Data description:**
  - Leveraging IQVIA's OneKey Professional Reference data and Clinical Behavior (Rx/Dx) data sets the Full Care Team audiences represent all Healthcare Professionals that are associated to the diagnosis, prescribing, and ongoing treatment of patients with the identified condition. The Healthcare Professionals can include Physicians, NP's, PA's, RN's and other Professions / Specialists that are directly associated to the condition using medical claims data.

- o **Pricing:** Curated $25 CPM IF used as an 'off the shelf' segment (ie; all physicians recommending cough medicines). Many customers will want to further segment and customize and standard rates then apply.

Organizational Affiliations by IDN, Health System, Hospital Practice and other sites of care

- o **Data description:**
  - A key element of OneKey is the most accurate associations of any HCP NPI number to the organization(s) that individual HCP is affiliated with as well as the association of other allied and Hospital Professionals. All sources are not created equal as Public data sources such as CMS and licensure databases provide a professional address can be years out of date.

  - OneKey aggregates data from hundreds of sources including the largest and most accurate set of claims data available. A team of 250 data researchers manually validate the primary employment location (ie; medical practice, hospital, etc) of the HCP. That primary organization is then associated to the HCO (healthcare organization) that may own or operate the primary location and then further up the organization chain, such as the IDN (integrated delivery network) that may own the HCO.
  - Starting at the IDN level, all organizations including medical practice, clinics, hospitals, etc. can all be associated to individuals and each other

- o **Pricing:** Curated segments do not currently exist therefore all audiences are custom created at a $35 CPM.

Sites of Care

- o **Data description:**
    - OneKey includes comprehensive data on all types of sites of care from inpatient to outpatient. HCPs can be identified as affiliated with particular site types such as rehabilitation hospital, imaging centers, outpatient clinics, medical spas and more.

OneKey Site of Care
ACUTE CARE HOSPITAL
ALTERNATIVE MEDICINE
PSYCHIATRIC HOSPITAL
REHABILITATION HOSPITAL
PHYSICAL MEDICINE AND REHABILITATION
ALTERNATIVE MEDICINE
OUTPATIENT CLINIC
IMAGING CENTER
INDEPENDENT PHYSICIAN PRACTICE
MEDICAL GROUP
OUTPATIENT SURGICAL CENTER
MEDICAL SPA

- o **Pricing:** Curated segments do not currently exist therefore all audiences are custom created at a $35 CPM.

No Pharma Rep Access/'No See' Physicians by Site

- o **Data description:**
    - Rep access data is sourced via IQVIA primary research (phone and web) on an ongoing annual basis and allows IQVIA to identify NPIs related to 'No See' Sites of Care.
    - Now, over 50% of the primary sites of care that an HCP works at restrict pharma sales reps from in person visitis, which consequently restricts dropping off drug samples, and drug detailing, etc. The identified Sites of Care in OneKey have a flag for whether they allow drug rep access.

- o **Pricing:** Curated $25 CPM IF used as an 'off the shelf' segment (ie; all physicians associated with an independent physician practices that are no-see locations). If customers will want to further segment and customize and standard rates then apply.

HCPs visting, diagnosing and prescribing in Telehealth settings

- **Data description:**
  - Telehealth visits have exploded due to Coronavirus and even as patients become comfortable going back to medical offices, it will remain a key component of care.
    - Prior to COVID-19, the majority of physicians (73%) reported no use of telehealth at all
    - Physician use of telehealth is expected to grow to 90% post COVID-19

  - Claims data includes Px codes for NPIs in sites actively providing visits, care and prescribing via Telehealth.

  - Our segments relates NPIs within sites who have provided Telehealth visits in the last 2 years

- **Pricing:** Curated $25 CPM IF used as an 'off the shelf' segment (ie; all cardiologists providing care via telehealth). Many customers will want to further segment and customize (ie; prescribing specific brand(s) or diagnosing specific conditions, etc) and standard rates then apply.