

***Confidential Information for intended MedData Group Customer recipient only***

## **MedData Group Overview:**

MedData Group, an IQVIA business, provides the highest quality professional healthcare data to support and fuel (HCP) audience identification, segmentation, targeting and measurement. Our data is used by a broad range of customers needing to engage and activate HCPs through Programmatic, Email, Social, AdvancedTV as well as offline marketing channels.

Audience identification, segmentation and targeting can be done on multiple channels with supplied NPI match files, Specialty, Behavioral (Rx, Dx and Px) and a range of other filtering as well as combinations of all of the above.

MedData Group provides rigorous and compliant processes around its data acquisition, hygiene, digital identity resolution and privacy practices, and offers flexible data usage options and exceptional service. IQVIA's Clinical Behavior data (Rx, Dx and Px) is sourced from Federal (CMS) and Commercial (Retail, Insurance, etc.) sources and represents 100% of Federal and 75% of Commercial claims and cover 300M+ lives. Together these elements ensure that our customers' identified target segments based on NPI level targeting will be accurate, and that campaigns fueled with our data will support leading coverage volumes, and effective ROI, and that campaign execution will be smooth.

## **1. Data Sources for Professional, Demographic and Clinical Behavior Data:**

### **a. Professional & Demographic**

#### **i. 600+ federal/state, commercial/private data sources (listing a few State and Federal below)**

1. NPES: (National Plan & Provider Enumeration System)
2. PECOS: Medicare (Provider Enrollment Chain, and Ownership System)
3. State Licensure Data
4. Retail Transactional Data
5. Insurance Plan data
6. Hundreds of additional public and private sources

#### **ii. Direct and Partnership driven registrations**

1. Medical Product Guide is a Medical Device and Technology Directory owned by MedData Group. This is a free service to Healthcare Professionals can register for information on Medical Devices, Technology and Professional services for use in practice, institutional and a wide variety of organizational healthcare settings.

2. Direct/private healthcare publisher and other content provider partnerships are in place for which we promote and co-promote relevant clinical, event, educational professional, product and professional content.
- iii. **1<sup>st</sup> Party proprietary Research & Validation Team**
  1. 250-person team responsible for validating and enriching data

## **b. Rx (Prescription), Dx (Diagnosis) and Px (Procedure) Clinical Behavior Data**

**IQVIA's Clinical Behavior data** offers our customers access to the industry leading claims data set of clinical behavior data to identify a multi-disciplinary population of HCPs who prescribe any medication, diagnose any disease state or condition, and HCPs perform procedures. Clinical Indicator can also extend and complement other data sets such as match lists and proprietary client data to allow for analysis and targeting around a fuller, deeper and targeted set of HCP data.

- i. Leverage our Clinical Indicator solutions to access the complete CMS (Medicare) patient claims data set covering over 3M+ HCPs diagnosing and performing procedures in all care settings.
- ii. Actionable HCP profiling linking physicians, NPs, PAs and Allied Health professionals to logical groupings of (Rx) prescription (Dx) and procedure (Px) code data.
- iii. Thousands of exclusive pre-defined code groupings making the targeting process incredibly efficient and complete. Filters can be based on any specific NDC, ICD-10, CPT, and HCPCS Dx and Px billing codes.
- iv. Data segments can be developed from this clinical behavior for programmatic, social, email and postal outreach.

## **c. MedData Group's Identity Resolution process used for its HCP Digital IDs for programmatic and social platform targeting.**

### **Why We're Different? 1:1 NPI level Identity Association.**

#### **MedData Group's Approach to Identity Resolution for HCP Targeting Data**

No amount of targeting data matters if the identity resolution of an individual's offline identity is not accurately linked to their online identity. Online identity refers to cookies, mobile Ad IDs, and social IDs that associate directly to a person's web browsers, devices, and



mobile apps. In the case of HCPs, offline identity starts with the provider's NPI number and extends to all associated professional, demographic and clinical behavior data.

The opposite of deterministic identity resolution is probabilistic. Probabilistic processes attempt to link an individual's PII (personally identifiable information) to online identity and can include algorithmic and 'look-alike' modeling. While these can be acceptable approaches for some forms of consumer advertising, it can be both inefficient and potentially creates regulatory and brand safety issues when targeting HCPs.

### **Deterministic Identity Resolution**

At MedData Group, we use a deterministic methodology. A key part of our process involves deployment of millions of emails every month to our database of HCPs, promoting high value, professional content from a number of well-respected brands, including healthcare communities, publishers, CME, pharma, med device and Medical Tech vendors. This high volume of email activity, as well as the capture of registrations for vendor content on our Medical Product Guide directory and deployment of sophisticated HCP co-registration programs, allows us to tie active HCP online and contact data to our extended offline professional, demographic and behavioral databases. With this data we employ an exclusive process with our DMP, LiveRamp ensures our customers are able to take advantage of the most comprehensive and deterministic identity resolution available.

With the deterministic identity linkage made, our customers can then use targeting filters with each individual at the NPI level, such as specialty, other professional and demographic data, and HCP clinical behavior, such as their prescribing, diagnosis and procedure data. This results in the exact target audience to meet your campaign objectives that is both cost efficient and at the greatest scale available.

Our methodologies are all IAB and DAA compliant, and adhere to all industry and user privacy guidelines relating to our email and the extended contact information that comprises our process.