

# Healthcare Professionals

Reach the Right HCPs at Scale Through the Industry's Most Comprehensive Match Graph



**Crossix Segments** are specifically designed to help brands precisely reach target healthcare professionals (HCPs) wherever they are—on both professional and consumer sites—and across their many personal and professional devices.

## What Does It Solve?

Traditional targeting methods limit scale by using purchased email lists or relying on HCPs to self-identify on HCP-focused sites, limiting the ability to link HCPs to all digital devices. Crossix Segments address these issues and provide:



### Greater Accuracy

HCP matches powered by unique Crossix health and non-health data assets



### Increased Reach & Scale

Go beyond the devices that HCPs have used to view endemic content

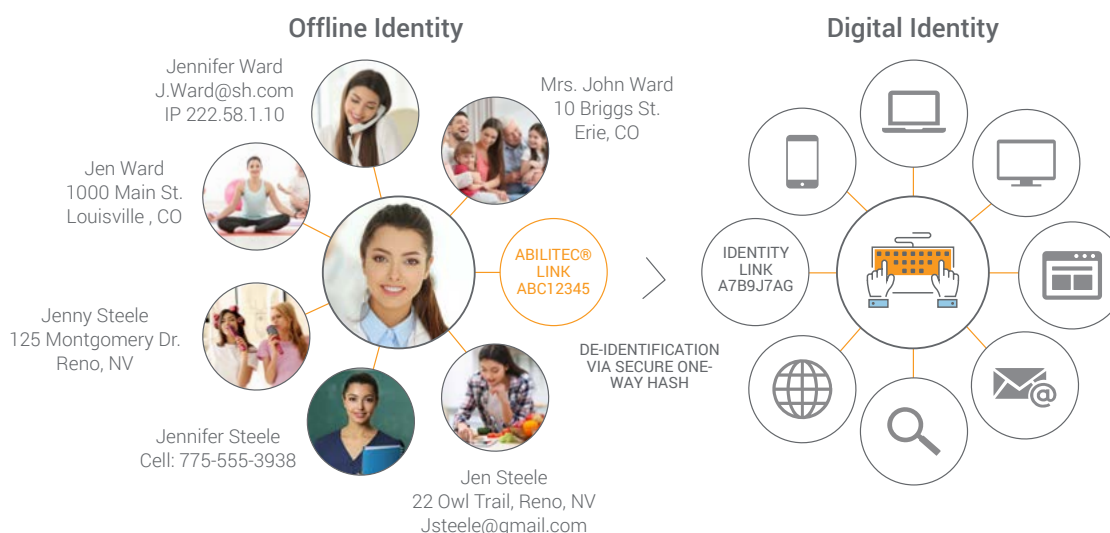


### Improved ROI

Leverage your own HCP target list or Crossix specialty segments for efficient media buys

## How It Works: A Singular View of the HCP

The Crossix-Axiom HCP Match Graph merges the HCP's many identities (work, home, married, etc.) into one profile and connects it with their digital identity (device usage, site activity, etc.). By linking the HCP's professional to consumer identity, marketers can enhance their ability to reach HCPs across all digital media platforms and devices—not just HCP-publishers.



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