Privacy-safe

Industry 1st

First consumer health data company to become a member of the NAI and have our own **Privacy Board**
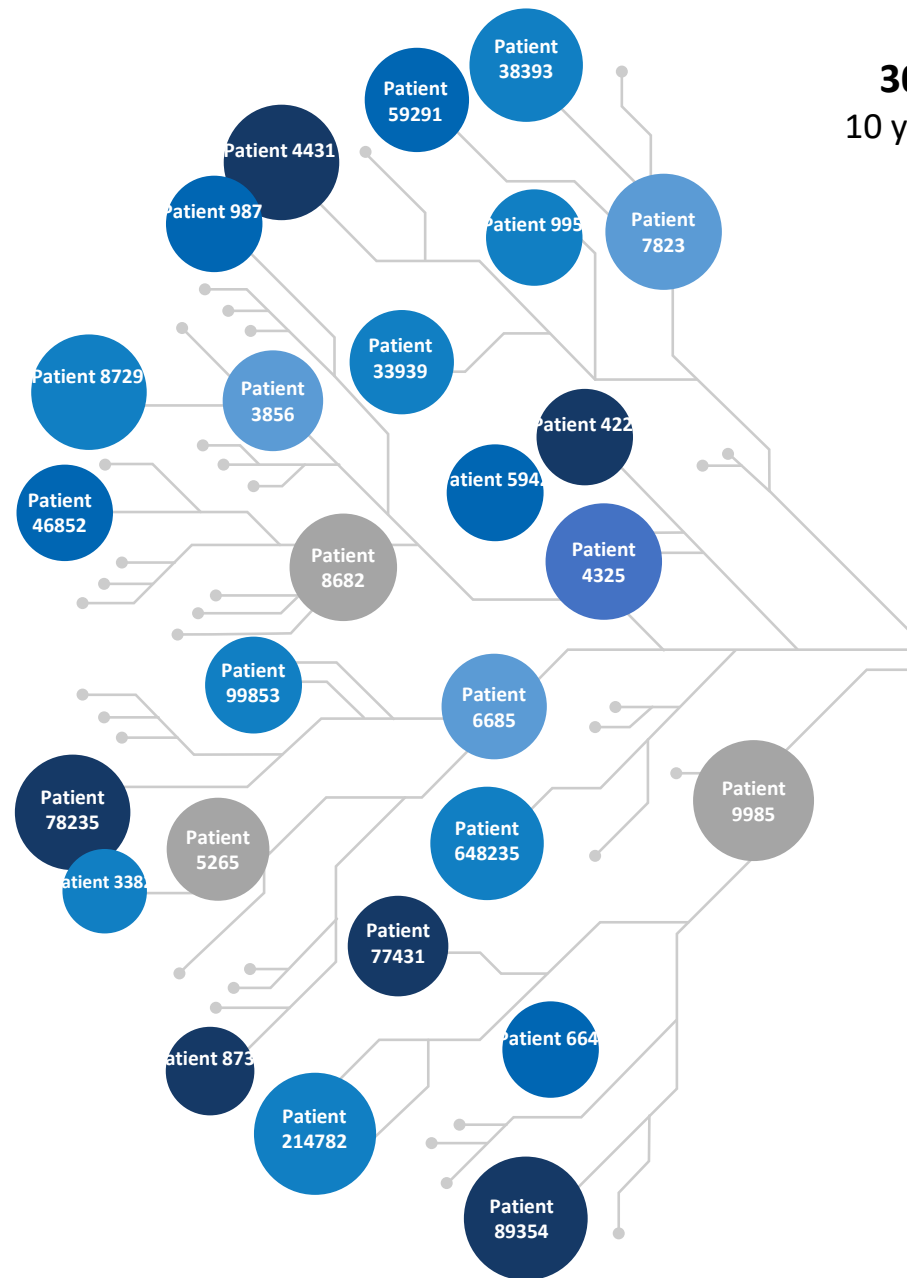
100% NAI

As an engaged member, we assure 100% compliance with the **NAI 2020 Code of Conduct Guidelines**

All Conditions

Our segment-building methodology is approved for **sensitive** and **non-sensitive** conditions

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Our system transforms real world data into precise patient audiences

300 Million Unique De-Identified Patients
10 years of granular level longitudinal data **refreshed weekly**
Dx, Rx, CPT and J-Code as well as NPI for Each Claim

SWOOP DATA UNIVERSE

MACHINE LEARNING
ARTIFICIAL INTELLIGENCE
DATA UNIFICATION
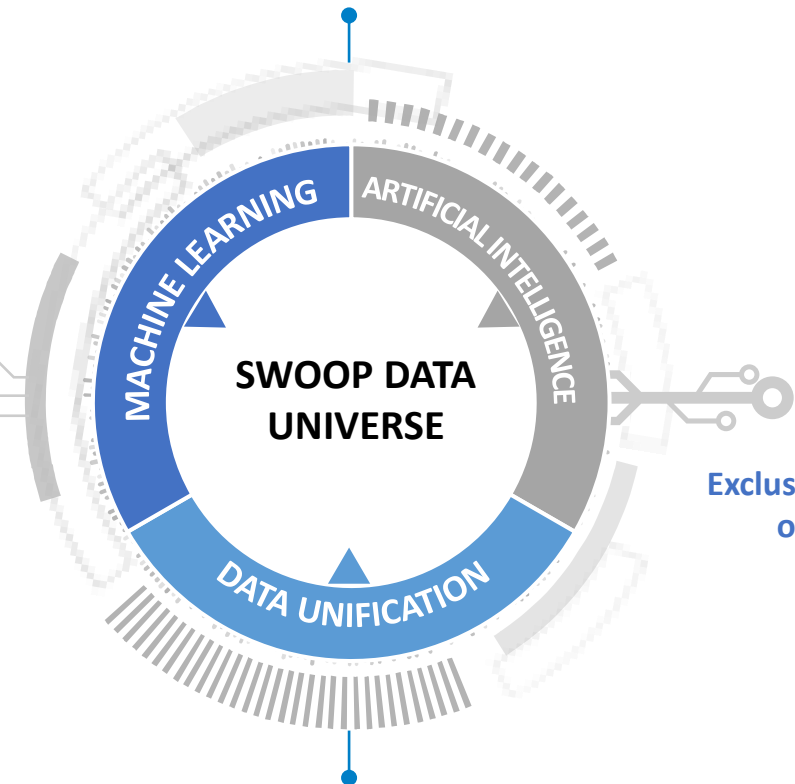
Exclusive Target Audience of Ideal Patients

65 Billion Anonymous Consumer Attributes
Representing over 3,100 consumer segments

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Our patient audience building process

1 No health data or inferred health knowledge Used

2 Randomized process creates demographic targeting rules

3 Propensity of condition measured against universe of conditions

4 Targeting rules established using propensity across all conditions

5 Patient Segments named off demographic traits

Final segments are sent to Liveramp and distributed to destination partners as IDLs

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Swoop patient audiences are distinctive

Exclusive

Audience segments are based on unique brand objectives and patient definitions

Higher-Performing

Built to exceed established upfront performance and audience quality goals

No Upfront Costs

Segments are created in less than 30 days with no cost to customize or update

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Activate Across Your Media Mix

Platform Agnostic Data
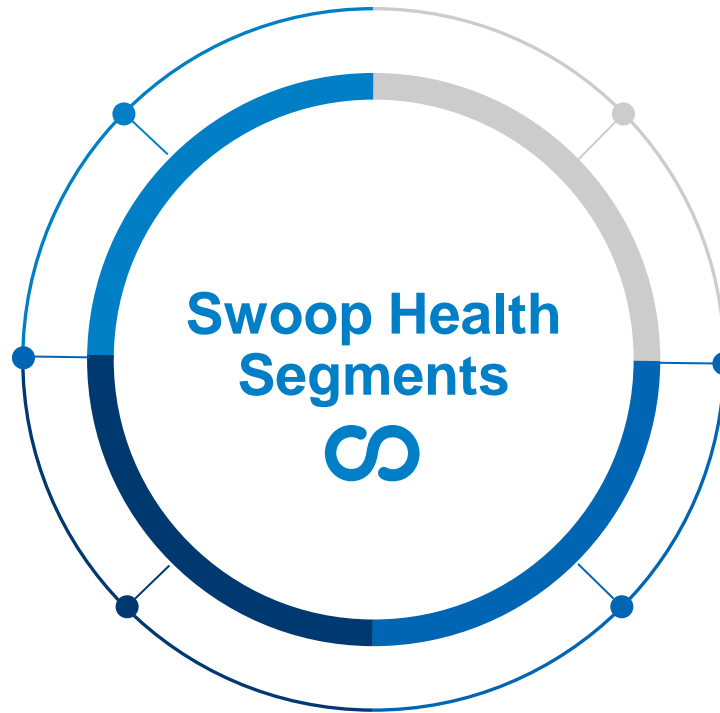
Programmatic
Display | OLV | Audio

CTV
OTT | AVOD | vMVPDs

Linear
Broadcast | Planning Tools

Social
Consumer Social Networks

Addressable
Cable | Satellite | Telco | MVPD | VOD

Endemics
Site Direct

Swoop Health Segments

Custom DTC Patient Audiences / Examples

Diagnosed

Build custom segments to target patients based on diagnosis, or a combination of diagnoses that lead to a brand's indication

Examples:
- #1 Recently Diagnosed with X (1yr lookback for 1st Dx)
- #2 Diagnosed with X + Comorbidity Y
- #3 Diagnosed with X + Recent Hospitalization / Doctor Visit (6mo lookback)

Treating

Build custom segments for adherence, re-engagement and/or conquesting based on current / past treatments/procedures within a specific time frame

Examples:
- #1 Diagnosed with X + Treating Y
- #2 Current user of Y Segment
- #3 Lapsed User of Z (6 months look back)

Additional

SWOOP can incorporate additional factors in the development of custom segments, including:

- Insured / Payer
- Demo / Lifestyle

Examples:
- #1 M18-34 + Diagnosed with X
- #2 Diagnosed with X + Aetna Medicare (part of formulary)
- #3 Diagnosed with X + Drug Dependence / Abuse

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THANK YOU

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Swoop (www.swoop.com), part of Real Chemistry, empowers the world's leading pharmaceutical brands to better educate patients about disease states and the therapies that could remedy their conditions, as well as enable them to become active participants in their treatment journey. Swoop's HIPAA-certified and NAI-accredited system of activation has uncovered over 1,500 unique target audiences for precisely activating patient populations and their healthcare ecosystems through cross-channel marketing strategies. By utilizing artificial intelligence, machine learning and evolutionary computation in conjunction with a real world data universe of over 300 million de-identified patients and 65 billion anonymized social determinants of health signals, Swoop's segments are superior in audience quality, lead to optimal conversion and drive increased Rx lift. It's no wonder that 18 of the top 20 healthcare marketing agencies and 42 of the top 50 pharmaceutical brands power their marketing efforts with Swoop. And we are just getting started.

HIPAA & Patient Privacy

- **A HIPAA certification certifies that the entire data set is de-identified**

- **But a HIPAA certification <u>does</u> <u>not</u> guarantee a segment itself maintains patient privacy**
  - Take an extreme example of a segment of 1. If you know who received the ad, then you know that person has the condition

- **Swoop maintains its commitment to Patient Privacy through k-Anonymity**

AQ &
Script Lift
Correlation

Why is Audience Quality (AQ) an Important KPI?

1. You cannot drive script lift if you're not reaching diagnosed patients

2. AQ is a leading indicator of script lift and can be used as a near-term metric for optimization

3. For sensitive/rare conditions, privacy drives lower overall AQ, but a higher multiple when compared to the prevalence found in the population. For instance, a typical Swoop segment in this category will contain 100 to 5000X the prevalence found in the general population

4. In order to maintain patient privacy, the concept of k-anonymity shows that AQ cannot be over 50%

Swoop Capabilities for AQ

- Swoop builds exclusive audience segments to achieve the highest AQ possible based on the benchmark you provide, while still maintaining patient privacy, given the specific condition prevalence

- Swoop builds each segment to your AQ benchmark before going live, so you'll know upfront how a Swoop campaign will perform

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