



CMO has a new meaning in healthcare.

It is possible to grow your practice and improve your community's health; fuel your marketing with AnalyticsIQ's data.

The future of healthcare marketing is rooted in data.

The healthcare industry is rapidly transforming with a focus on value based care. The priority is on people's health and wellness, patient's overall treatment, adherence to care plans and long-term quality of life. If you want to run a profitable insurance business, healthcare organization or wellness company, your journey to improved marketing success and a better life for your customers starts with data.

Fortunately, there is no shortage of healthcare data available today. In fact, many insurance and healthcare marketers find themselves in a tough position; they are data-rich but analytics-poor. That's where AnalyticsIQ comes in. Not only do we provide accurate health, wellness and lifestyle data, you can't find anywhere else, but our modeling and analytics expertise can help you develop custom audiences. Start reaching the right people across the right channel at the right time in their health journey.

Our HealthIQ data includes attributes such as:

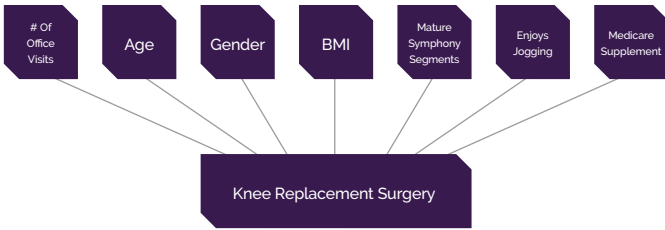
- Frequency of Exercise
- Lifestyle Diets such as Vegan, Vegetarian, and Paleo
- Body Mass Index (BMI)
- Sleep Habits
- Stress Levels
- Emotional Well-Being
- Overall Wellness Score

Customize your approach and help people live their best life.

Our HealthIQ data is both accurate and highly predictive. Many savvy marketers want to curate a personalized experience through custom models. In healthcare marketing, developing a propensity model requires robust data and analytics to identify prospects for targeted advertising.

For instance, healthcare marketers may use a combination of healthcare diagnostics, demographics, lifestyle and interest data to predict the likelihood a patient is a candidate for a knee replacement.

Propensity Model to Predict Future, Profitable Customers



By working with AnalyticsIQ, you have access to the data and expertise to help you create HIPPA and privacy compliant audiences that achieve a variety of goals including...

Cross-sell

- Identify which individuals are likely to respond to messaging related to proactive wellness services

Upsell

- Target people who are likely to respond to messaging focused on related services

Retention

- Connect with past patients in your geo-footprint who are most likely to respond to prevention messaging

Acquisition

- Contact consumers who may be, now or in the future, seeking specific products or services



Segment your audience and personalize communication... starting now.

Leveraging advanced analytics and developing predictive custom models can sound like a daunting task, but it doesn't have to be. If you're just getting started on your mission to personalize patient and prospect communication, consider leveraging AnalyticsIQ's consumer segmentation system, Symphony. Our lifestyle segmentation system is comprised of 10 high-level segments that are then precisely divided into 90 micro-segments. We segment similar individuals based on factors such as demographics, affluence, credit risk, channel preferences, interests, motivators and even social media influence.

You understand that people take their health and wellness journey very personally. Their needs and values are unique. Leveraging Symphony is like hitting the "easy button" on targeting the best audience with the right message.

Let's talk.

Are you ready to start using sophisticated data to improve your organization? Our flexible approach makes it easy. Whether you are looking to test data, build custom models, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at sales@analytics-iq.com.