

# MED-PRO

A Mass Tort Marketing Solution



## Target Specific Patients Profiles Through Programmatic Display and OTT

### Custom Modeled Patient Audiences – HIPAA Compliant

The process starts with a de-identified database of US Claims data, covering over 70% of all healthcare medical claims over the past 6 years. The data is certified HIPAA compliant with no identifying information about any of the patients.

This data is then combined with consumer attributes like age, gender, HHI, etc. and used to train a machine learning model.

Custom modeled audiences can be developed for any combination of conditions, procedures, tests & Rx history.

Message and influence your audience where they spend time.

Weekly campaign reporting included

