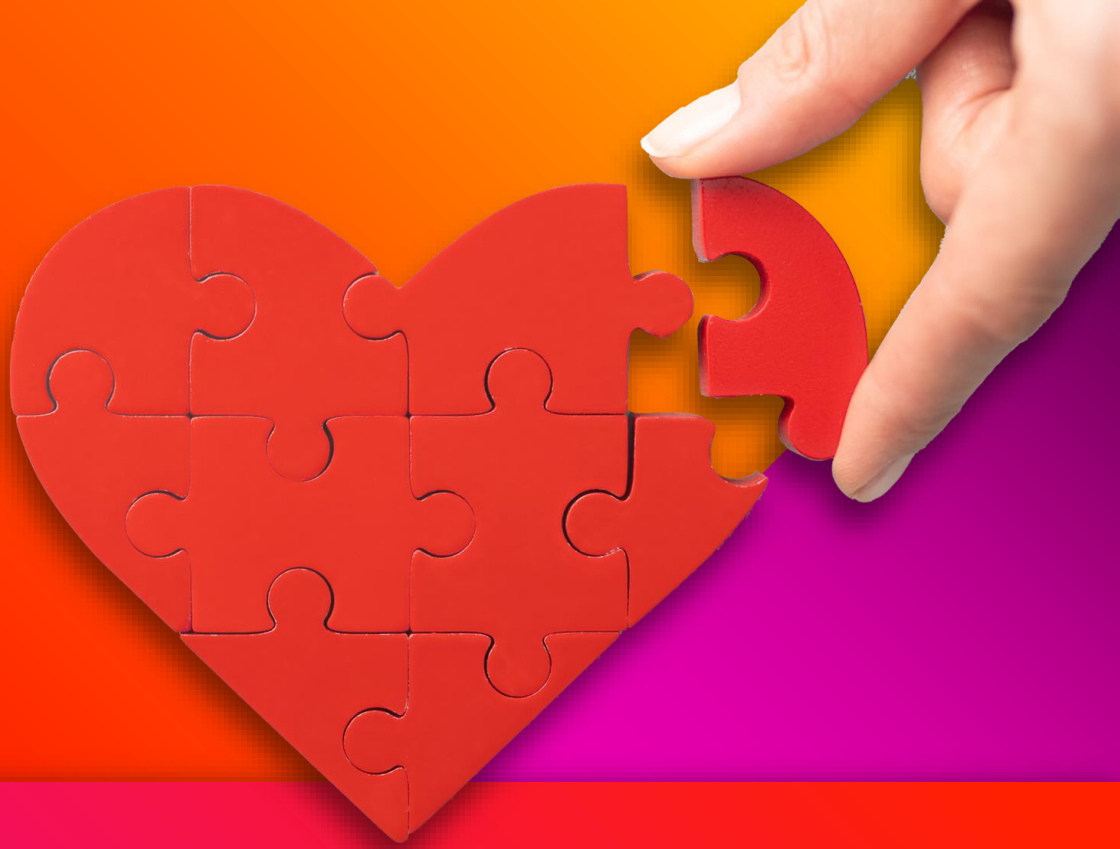
MiQ

The Healthcare Marketing Puzzle:

Measuring the Impact of Advertising



mbb.

UFHealth JACKSONVILLE

The Healthcare Marketing Puzzle: Measuring the Impact of Advertising

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SVP Product & Partnerships
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Ted Sweetser
VP Advertising, Sales
PurpleLab

Challenges for hospital and medical facility marketers

Highly regulated

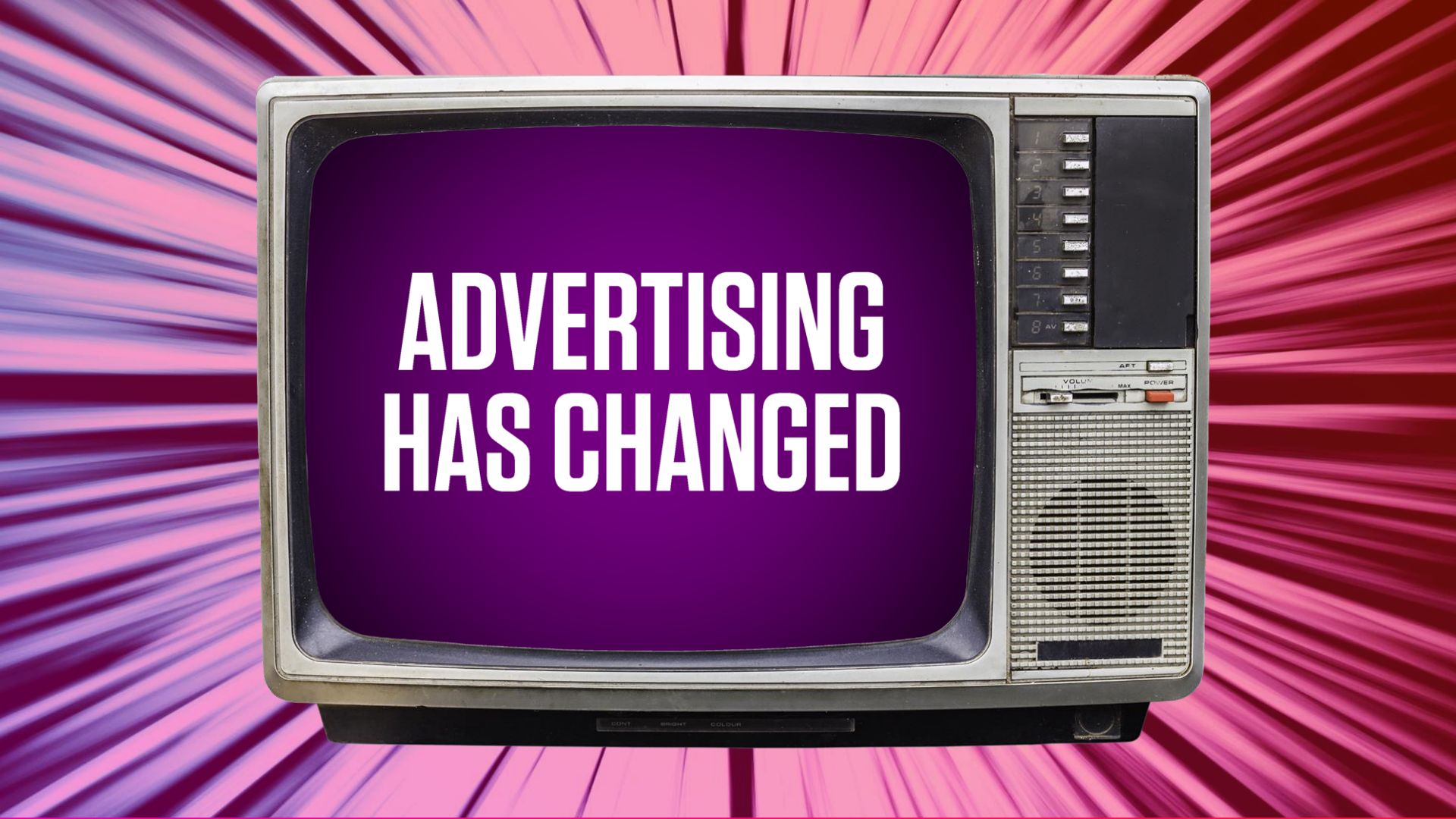
Marketing budgets are often the first cuts made

Siloed brand and speciality groups

Pressure on performance and cost consolidation

Few measurement solutions

Prohibitive targeting and measurement costs


ADVERTISING
HAS CHANGED

Fragmented consumption and media landscape

Mobile

CTV

DOOH

Audio

Video

Social

Display

Search

WE ARE MiQ

Not your average **programmatic media partner**

Since 2010, we've partnered with global brands and agencies to deliver the very best performance on ad campaigns, and the highest quality outcomes.

3,700+* HEALTHCARE CAMPAIGNS RUN

230+* HEALTHCARE BRANDS

1300+ GLOBAL EMPLOYEES

28+ GLOBAL OFFICES

*since 2019

MiQ 5 Years in a row
MiQ is proud to be recognized for commitment to our clients, partners, and the advertising industry.
adexchanger 2024 Programmatic POWER PLAYERS

BUSINESS INSIDER Hottest Adtech Companies

AdAge Best Places to Work 2023

DIGIDAY VIDEO & TV AWARDS

Campaign US TOP WOMEN IN MEDIA & AD TECH

campaign TECH AWARDS

The Drum Awards Digital Advertising

A comprehensive approach to healthcare marketing

BETTER PLANNING

MiQ's combines anonymized DTC and HCP data with OTC shopping and media habits for Day Zero Intelligence.

BETTER ACTIVATION

We are partner-agnostic, with access to diverse data sources and multiple DSPs, ensuring unbiased strategies that maximize ROI.

BETTER MEASUREMENT

Our first-to-market Hospital & Doctor Influence (HDI) dashboard leverages over 300 million insurance claims to deliver actionable insights that prove impact.

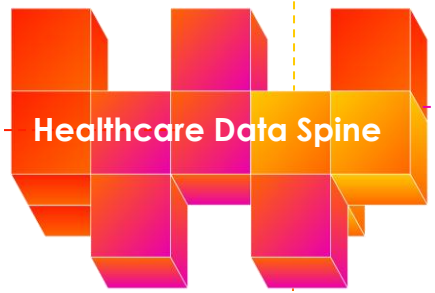
MiQ's Healthcare Data Spine connects siloed data to unlock a complete view of the health journey

+300MM anonymized insured US residents | +2MM HCPs | OTC shopper behaviors | Media habits

The largest most diversified TV data footprint
70MM devices across 50MM households

TV VIEWING

CONTEXTUAL



IQVIA
PurpleLab
Veeva Crossix
swoop
MiQ HEALTH SEGMENTS

COHORT

HEALTH

- 12 sources of claims data (tokenized)
- Medical library

→

- **300MM+ patients**
- **85% of all US claims data**
- **200K+ claims descriptions**

HIPAA de-identified data sourced from PurpleLab to ensure highest level of privacy & compliance.

NPI Registry (NPPES) →
- **2MM+ providers**
- **Public database**

Transaction Data →
- **OTC and lifestyle purchase data**
- **Environmental factors**

PATIENT DATA JOURNEY

PATIENT
BROWSING

PATIENT DATA JOURNEY

PATIENT BROWSING

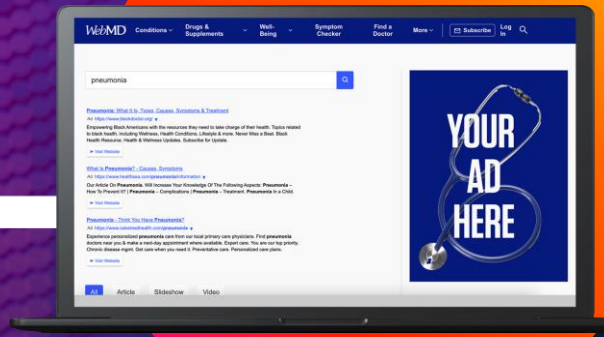
MiQ HEALTHCARE INTELLIGENCE

PATIENT DATA JOURNEY

PATIENT BROWSING

MiQ HEALTHCARE INTELLIGENCE

IMPRESSION SERVED



PATIENT DATA JOURNEY

PATIENT BROWSING

MiQ HEALTHCARE INTELLIGENCE

IMPRESSION SERVED

SEEKS CARE

PATIENT DATA JOURNEY

PATIENT BROWSING

MiQ HEALTHCARE INTELLIGENCE

IMPRESSION SERVED

SEEKS CARE

CLAIM FILED

PATIENT DATA JOURNEY

PATIENT BROWSING

MiQ HEALTHCARE INTELLIGENCE

IMPRESSION SERVED

SEEKS CARE

CLAIM FILED

DATA DEIDENTIFIED

PATIENT DATA JOURNEY

PATIENT BROWSING

MIQ HEALTHCARE INTELLIGENCE

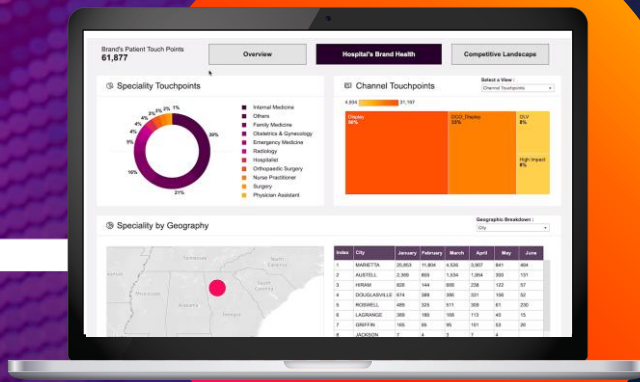
IMPRESSION SERVED

SEEKS CARE

CLAIM FILED

DATA DEIDENTIFIED

MiQ HDI DASHBOARD

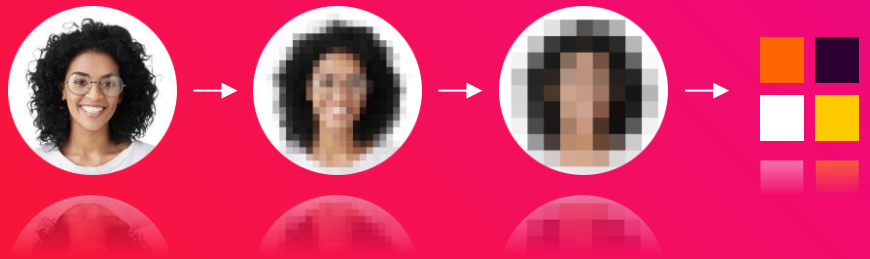


MiQ's Hospital Doctor Influence Offering

HDI is a measurement solution providing a complete view of patient touchpoints, with detailed insights for continuous optimization

INSIGHT GATHERING

DATA PROCESSING



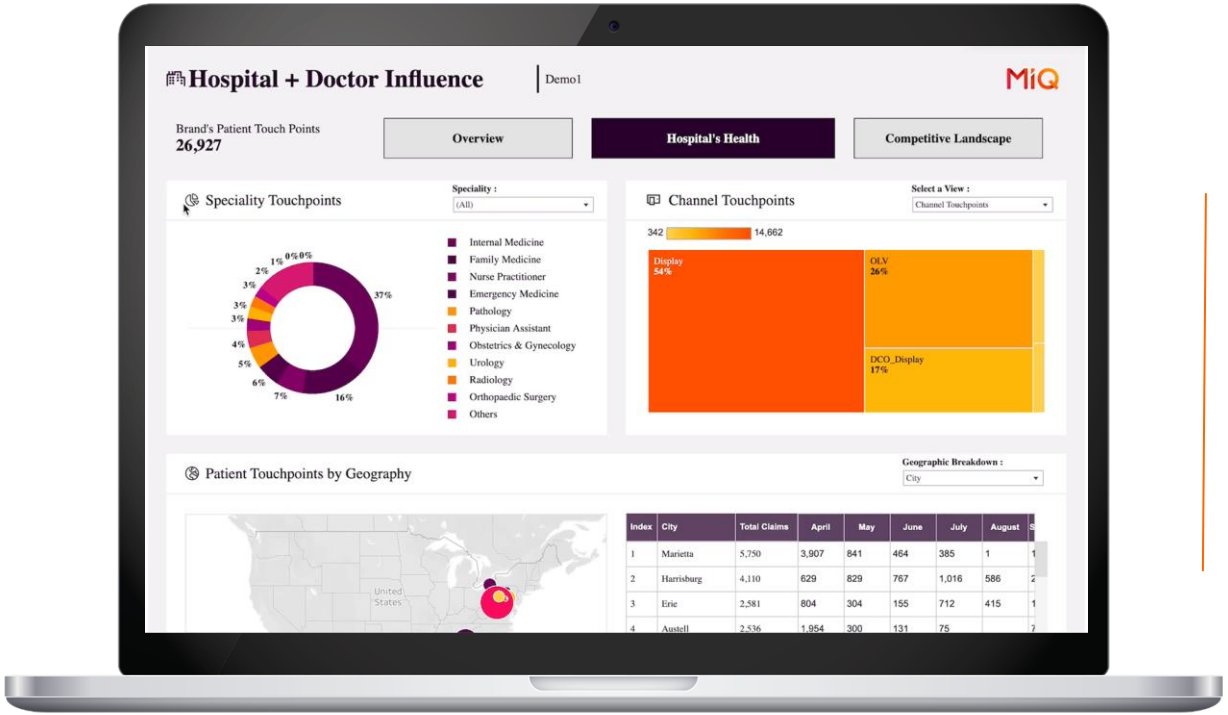
Claim

Provider

Facility

MEASUREMENT

Real patient visits, real impact: MiQ's Hospital and Doctor Influence (HDI) measurement solution uses claims data to evaluate campaign success



Prove ROI with our first-to-market measurement tool.

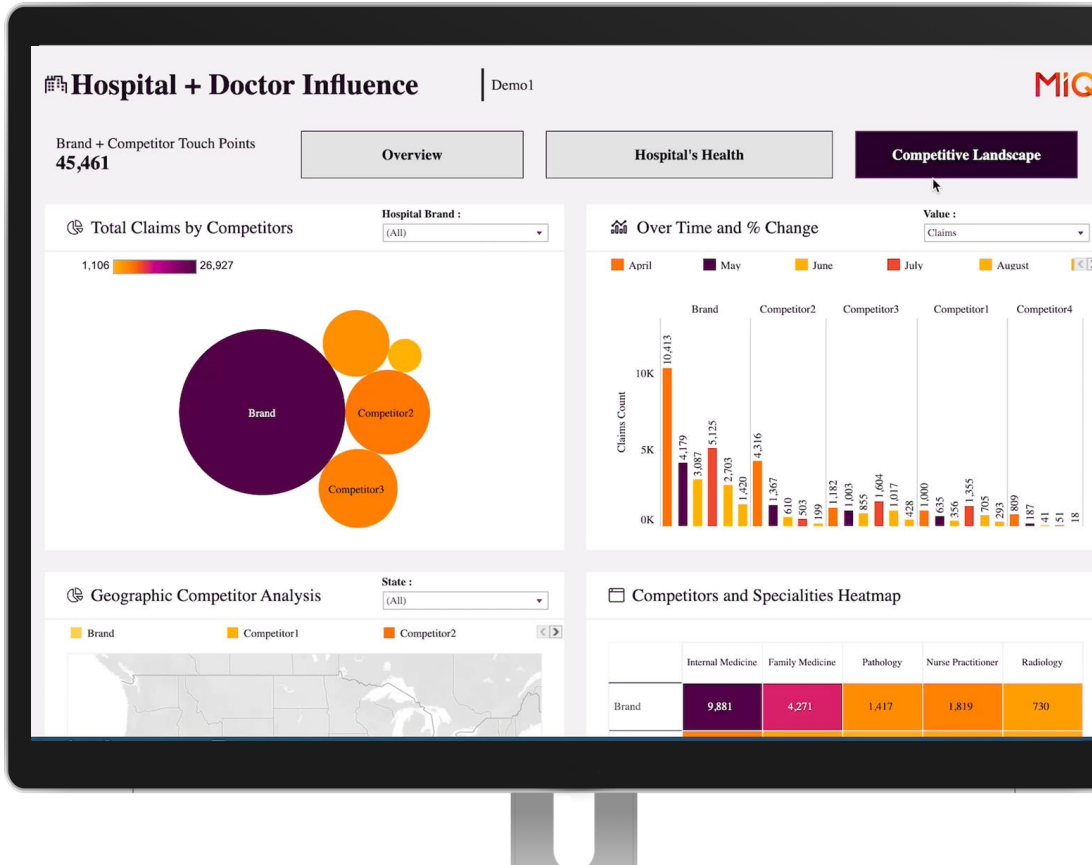
Demonstrate the true impact of your media investment by connecting media exposure to patient claims and appointments.

HDI provides a complete breakdown of claims data with detailed insights to inform optimization

Campaign overview
Campaign analysis of insurance claims across patients, providers, specialties, locations, and more

Hospital brand insight
Deep dive into sources of claims across specialties, channels, and geographies

Competitive landscape
Insight into total claims across competitors for share of voice analysis by geo and specialty



MBB + MiQ Case Study

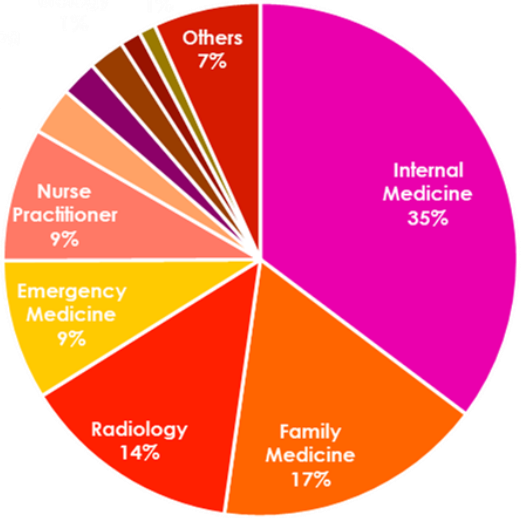
Proving ROI of Healthcare Marketing

Campaign flight: **March-August**

35.6m Impressions
3,813 Patient Claims

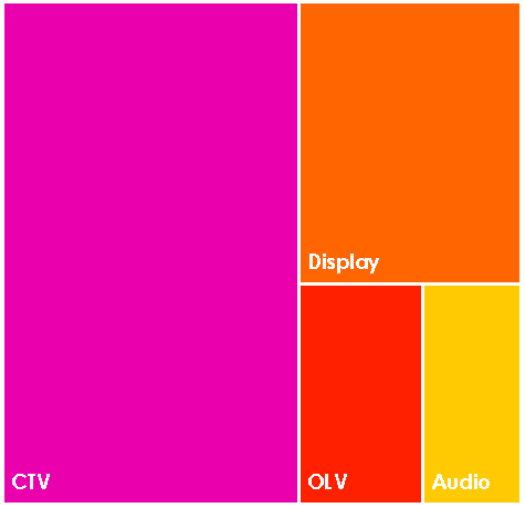
23% Share of total claims vs 3 selected competitors of similar size (16.8k claims)

Claims by Specialty



- **Internal Medicine** and **Family Medicine** make up over half of the claims
- Overtime, **Emergency Medicine** and **Nurse Practitioner** have grown the fastest

Claims by Channel



- **CTV** was effective reaching **Emergency Medicine** claims
- **Display** and **Audio** connected with **Radiology** claims

MiQ

for Healthcare

BETTER OUTCOMES FOR HEALTHCARE MARKETERS

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