



Two Innovative Digital Marketing Companies in the Life Sciences Space – and The Unexpected Resource That Makes Them Possible

An HealthLink Dimensions Mini Case Study

Two very different, very innovative digital marketing companies. Two unique applications of provider data. Something unexpected links them together.
Read on to find out more.

Healthlink
DIMENSIONS



Data-driven marketing platform built by healthcare experts for healthcare marketers

Proven solutions that drive higher audience quality and script performance through automatic in-flight optimizations, powered by real-world clinical data, predictive algorithms, and ongoing machine learning

More than **1.6M** verified healthcare professionals included with their core offerings

- Greater than **95%** NPI match list, with **85%** unique reach and **75%** of HCP population addressable daily
- Direct integration with endemic publishers such as Haymarket, HMP Global, Bulletin Healthcare, DocDelta, Fluent, and more

Data Needs

- Verified, accurate, and rapidly updated healthcare provider databases
- Intuitive search and segmentation tools
- Provider data formatted for the specific needs of endemic publishers



PULSEPOINT®

Digitally-driven healthcare marketing, customer analytics, and decision support

Digital determinants of health combined with real-world data to help healthcare organizations quickly identify the trends and analyses that lead to better healthcare decisions

- A truly integrated healthcare analytics platform tracking multiple healthcare audiences over time to increase accuracy and results across marketing, customer analytics, predictive analytics, and decision-support
- Multidimensional, data-driven view of healthcare at both population and individual levels to understand previously hidden correlations between decisions and outcomes
- Highly specific and easily customized patient segmentation, outreach, and treatment that enables proactive approaches for at-risk populations

Data Needs

- Detailed, accurate healthcare provider data, quickly segmentable by specialty, geography, program participation, and other essential criteria
- National scope across databases, combined with highly focused local detail
- Digital identities that enable direct integration into programmatic and similar digital outreach and engagement media

Two unique companies with very different visions for applying provider data and data management technology. What do they have in common?

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That's right – the one crucial element these two companies have in common is a driving need for accurate provider data from a trusted, comprehensive national resource. Both chose HealthLink Dimensions to bring their innovative life sciences solutions to market.

One of these innovators offers HealthLink Dimensions data as an audience option for programmatic campaigns. The other uses HealthLink Dimensions data as a core element of their identity resolution processes.

Why? Because HealthLink Dimensions has the most robust national provider database in the country, featuring:

- Exceptionally comprehensive sourcing
- Rapid verification, validation, and updating
- A data-driven, **Clinical Feedback Loop** in which HealthLink Dimensions works with providers, patients, and caregivers to recognize and correct data anomalies faster than anyone else in the business
- Deep, longstanding relationships with marketing platform leaders, including programmatic and endemic providers
- Direct experience building and supporting mobile messaging





Find out how the right data and data management partner creates powerful new marketing opportunities for your life sciences organization across complete drug, implant, and medical device lifecycles. Contact HealthLink Dimensions today at **404.250.3900** or visit us online at **HealthLinkDimensions.com.**

For more information on our partners, visit **deepintent.com** or **pulsepoint.com.**

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