



HEALTHCARE MARKETING EXPERTISE MEETS NEXT GENERATION DATA

As Premier Partner for Semcasting’s Smart Zones audience targeting platform, the healthcare marketing experts at Responsory are proud to employ the next generation in medical healthcare data.

Semcasting is an innovator in B2B and B2C data marketing solutions and Responsory is a multichannel marketing agency with 15+ years of healthcare marketing expertise. Our partnership means that Responsory’s proven healthcare marketing methods, process and successes are backed by powerful data and audience targeting tools that take marketing segmentation to a whole new level.

Semcasting Medical Healthcare Data

Improving the efficiency of communication is a critical business challenge for the medical and healthcare industries. Successfully delivering the right message to the right consumers or doctors is key for both managing costs and increasing response rates online.

With greater than 85% Internet participation in many health markets, the internet can reach more unique consumers than radio, television, or direct mail. Recognizing this opportunity, online healthcare and pharmaceutical marketing has increased dramatically in the last few years. However, marketers don’t often have the data required to execute audience segmentation at scale.

USE CASE: CAREGIVERS

- Provide doctors, nurses, and health practices with planning tools for patient outreach
- Privacy-sensitive resource and logistics data is beneficial to healthcare practices for promotion and staff planning

USE CASE: HEALTHCARE SUPPORT ORGANIZATION

- Determine the profile of consumers in each locale and match them to their coverage needs for online outreach
- Meet healthcare regulatory guidelines while supporting segmentation of consumers for risk-adjusted policy options

USE CASE: PHARMACEUTICAL ORGANIZATION

- Provide logistical and inventory planning support for matching drug distribution profiles to local populations
- Provide targeted online access to consumers for pharmaceutical information and clinical trial opportunities
- Reach doctors by specialty in population centers with high propensity for specific disease states

SEMCASTING MEDICAL HEALTHCARE DATA AND SMART ZONES

Semcasting has built a Medical Healthcare Data (MHD) Suite to address the marketing and outreach needs of healthcare providers, pharmaceutical companies and insurance organizations. The Semcasting MHD Suite provides marketers with a unique Big Data perspective by packaging the publicly-available information on U.S. healthcare service providers, common diseases and chronic conditions, as well as generic and brand drug distribution patterns.

Standard data models collect patient symptomologies on a few conditions to model out consumer propensities. Alternatively, Semcasting MHD scores the U.S. population by population density and demographics and links them to the service areas of U.S. care providers, their professional specialties, their hospital or office locations, and prescription drug distributions.

These geographic scores are converted using Semcasting's twice-patented Smart Zones IP technology. Semcasting Smart Zones® maps physical locations to their internet delivery points, enabling coverage of any IP device (desktops, mobile devices, and addressable TV) without the use of cookies.

Available Data Counts and Coverage	
Type	Count
Hospitals	6,661
Physician-Operated Labs, Clinics, and Offices	120,624
NPI Providers, Doctors, and Healthcare Professionals	986,677
Provider Specialties	199
Brand and Generic Drug Classes	559
Individual Brands and Generic Drugs	1660 / 2992
Healthcare Provider Prescriptions	1.1+ Billion
Common and Chronic Disease Conditions	128
Common and Chronic Disease States and Indicators	219

Semcasting Data Analysis and Indices

Semcasting's patented Genetic Modeling Platform uses the Medical Healthcare Data to generate Indexed scores by disease, drug regimen and medical specialty to the healthcare service provider geographies.

Brand & Generic Drug Groups: 1560 Brands / 2992 Unique Combinations of Drug Classes & Conditions

Semcasting analysts have linked 128 common and chronic disease conditions to 559 drug classes and 1,551 brand and generic drug protocols.

Sample List			
Prescription Brand Name	Prescription Generic Name	Prescription Drug Class	Disease Condition
1st Tier Unifine Pentips	Needles, Insulin Disposable	Non-Drug Product	Diabetes
Abacavir	Abacavir Sulfate	HIV Nucleoside Analog Reverse Transcriptase Inhibitor	HIV Antiviral
Abelcet	Amphotericin B Lipid Complex	Antifungal	Infection
Abilify	Aripiprazole	Atypical Antipsychotic	Antipsychotic
Abilify Discmelt	Aripiprazole	Atypical Antipsychotic	Antipsychotic
Abilify Maintena	Aripiprazole	Atypical Antipsychotic	Antipsychotic
Acarbose	Acarbose	Alpha-Glucosidase Inhibitor	Diabetes
Accolate	Zafirlukast	Leukotriene Receptor Antagonist	Asthma
Accupril	Quinapril HCL	Angiotensin-Converting Enzyme Inhibitor Activity	Cardiovascular
Acebutolol HCL	Acebutolol HCL	Beta Blocker	Cardiovascular

SEMCASTING HEALTH INDEX

The Semcasting Health Index was designed to assist health insurance marketers in determining the relative health profile of a select geography. This Index ranks the per capita health of consumers at the state, Zip3, Zip Code, and Zip+1 level based on healthcare services available and disease and drug distribution scores. A Health Index score of 50 out of 100 meets the national average for any geographic location. A score above 50 is considered to have a healthier population.

Sample List				
City, State	Zip 5 Location	Insured Population	Density	Health Index
Stow, MA	01775	211	8	58.4
Sudbury, MA	01776	3,030	35	46.9
Wayland, MA	01778	3,486	43	32.9
Woburn, MA	01801	51,912	99	66.8
Burlington, MA	01803	14,047	65	37.3
Burlington, MA	01805	35,428	99	62.3
Andover, MA	01810	29,831	74	47.7
Billerica, MA	01821	7,303	44	56.5

BRAND AND GENERIC PHARMACEUTICAL DISTRIBUTION INDEX

Semcasting's patented Genetic Modeling Platform uses the Medical Healthcare Data to generate Indexed scores by disease, drug regimen and medical specialty to the healthcare service provider geographies.

Brand & Generic Drug Groups: 1560 Brands / 2992 Unique Combinations of Drug Classes & Conditions

Semcasting analysts have linked 128 common and chronic disease conditions to 559 drugs classes and 1,551 brand and generic drug protocols.

Sample List						
Provider Zip 5	Population	Health Index	Alprazolam	Amitriptyline HCL	Amlodipine Besylate	Azithromycin
01001	8,393	50.9	44	48	95	40
01002	17,606	31.3	45	20	34	19
01003	239	97.2	93	N/A	99	N/A
01006	2,648	50.1	23	81	64	44
01007	4,634	37.9	19	16	45	32
01010	942	44.7	34	67	43	9
01013	2,222	1.0	N/A	N/A	N/A	N/A
01020	30,277	51.1	29	71	70	38

SERVICE PROVIDER INDEX

The Semcasting Medical Health Data supplies 100 to 1 Index scores for the healthcare provider services and caregiver availability.

Sample List							
NPI	Provider City	Provider Zip+4	Provider Specialty	AFib	ALZRDSD	Asthma	Cancer
1184601635	Agawam	00000-1001	Nurse Practitioner	36	68	24	N/A
1356389167	Agawam	00000-1001	Podiatry	16	14	9	11
1386751964	Agawam	00000-1001	Internal Medicine	N/A	N/A	N/A	N/A
1952369175	Agawam	00000-1001	Obstetrics/Gynecology	N/A	N/A	N/A	13
1356356562	Agawam	01001-1522	Centralized Flu	9	4	5	8
1114988490	Agawam	01001-1523	Internal Medicine	11	8	7	8
1164457362	Agawam	01001-1524	Optometry	11	8	7	14
1528167988	Agawam	01001-1555	Mass Immunization Roster Biller	N/A	N/A	N/A	N/A
1275540965	Agawam	01001-1753	Clinical Psychologist	N/A	0	N/A	N/A
1457450587	Agawam	01001-1803	Optometrist	8	N/A	10	9

HIPAA-Compliant Privacy Safe Havens

Semcasting actively maintains a Safe Haven when working with healthcare data. To target in a privacy-safe manner and meet HIPAA recommendations, we score by geographic location rather than by consumer. Our scores apply to multiple levels of geography – DMA, Zip3, Zip Code, and Zip+1. No individual address is used in the creation or distribution of a score. HIPAA-recommended grouping standards are strictly adhered to for the protection of identities. There is no use of cookies or tracking in the preparation or deployment of a segment.

The ISO 27000 family of standards provides a guideline to organizations on how to keep information and data assets secure. This standard helps Semcasting manage the security of the assets they are entrusted with. The Smart Zones Platform is accessible only to registered users through secure cloud-based services which are certified under ISO 27000, PCI Compliant, VMware Cloud Certified, HP Cloud Certified, and SSA 16 SOC II.

Smart Zones technology is a widely-used patented technology that provides targeting without any use of cookies and without any user tracking. TRUSTe, the IAB, and the DMA industry groups that monitor Internet and Direct Marketing activities have recognized Smart Zones as privacy-compliant. In addition, the Smart Zones technology conforms with, and supports, the “Consumer Privacy Bill of Rights” introduced in 2012 and again in January 2015 by the White House.



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Medical Healthcare Data Sources

The Semcasting Medical Healthcare Data Suite is exclusively based on the compilation and integration of publicly available sources.

- Clinic data is sourced from the CDC – Prevention of Chronic Disease, the Department of Health and Human Services, and the Center for Medicare and Medicaid Services
- Disease data is from the WHO Internal Classification of Disease (ICD) and the Chronic Conditions Data Warehouse (CCW)
- Provider (Doctors, Nursing Homes, Clinics, and Physician-Operated Labs) data is built from CMS.gov and the Medicare Medical Provider Index – NPI listings
- Provider Specialties and Drug classifications are multi-sourced from HHS standard reporting, the U.S. Food and Drug Administration, the U.S. Library of Medicine, and Semcasting's Proprietary Healthcare Provider Taxonomy
- Prescription data is sourced from Healthcare.gov, the Medicare Public Use File, and Part D Prescribers

SMART ZONES BENEFITS



100% REACH

Reach 250 million-plus individuals and over 18 million businesses in the U.S. and Canada



MEDIA ZONES

Link audiences to their preferred sites, categories, ad sizes and day/time



DEVICE INDEPENDENT

Access to desktops, laptops, tablets and smart phones



COOKIE-FREE PRIVACY

No use of cookies, tracking or inferred audience segmentation



DATA RICH

Over 750 data variables



REQUEST A COMPLIMENTARY SMART ZONES BY RESPONSORY DEMO:

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(800) 710-2750

[SmartZones by Responsory.com](https://www.SmartZonesbyResponsory.com)

Responsory, a Johnson Direct company, is proud to be designated as a Premier Partner for Semcasting's Smart Zones audience targeting platform. Semcasting is a leading data provider and the patent owner of the Smart Zones technology.

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