



# CAUSEWAY SOLUTIONS

GUIDE TO ADVANCED AUDIENCES  
FOR HEALTHCARE

# GUIDE TO ADVANCED AUDIENCES FOR HEALTHCARE

## ENGAGE THE RIGHT AUDIENCES FOR THE MESSAGES YOU WANT TO DELIVER!



### SUPERIOR DATA ENHANCEMENT

At Causeway Solutions, we believe everyone should be able to access data, understand it, and gain insights from it. We provide centralized data warehousing solutions that identify, store, and analyze the data that is critical to your organization's mission. Causeway Solutions will not only integrate all the data assets your organization already owns but we can identify and provide additional data to further supplement the goals of your organization.

### RELEVANT AND RECENT

We use predictive modeling to drive prescriptive analytics, turning raw data into actionable intelligence. Beginning with a customized research instrument, we combine key demographic, lifestyle and voting behaviors and feed into our proprietary machine learning algorithms. Those algorithms score every individual within a population, predicting their likelihood to hold a certain point of view on a specific topic. These predictive scores can be used individually or combined with other scores or characteristics to create targeted universes – specifically for healthcare. These universes are combined into a patient acquisition and engagement roadmap, ensuring that our clients are speaking to the right people with the right message at the right time to achieve their goals.



## WHY CHOOSE CAUSEWAY SOLUTIONS?

Attract your target audiences and motivate them to take action. Causeway Solutions harnesses years of experience in data management and campaign strategy to create target audiences for your digital marketing campaigns. We partner with leaders in online and offline marketing to offer highly targeted activation strategies across mediums. In addition to the hundreds of off-the-shelf audiences we offer in the Causeway Solutions storefront in the LiveRamp Data Marketplace, we also offer Advanced Audiences to provide fast, affordable acquisition strategies.

*Our proprietary  
Advanced Audiences  
allow healthcare  
clients access to  
HIPAA-compliant,  
individual-level data.*

### **With shrinking budgets and expanding expectations, Advanced Audiences gives you:**

1. Audiences beyond demographics including observed and predictive behaviors, attitudes, values
2. Smarter segmentation targetable with individual level data
3. Value-driven data distributed to your offline or online platforms and publishers
4. Access to the most up-to-date, highest quality data that prioritizes accuracy



## RESPONSIBLE DATA STEWARDSHIP

With decades of experience supporting political campaigns, consumer and business to business marketing programs, Causeway Solutions maintains the highest standards for collecting, managing, and safeguarding consumer data. Our Data Analytics Platform is HITRUST Certified and we support our clients in creating secure, meaningful connections with their target audiences.

### DATA INTEGRITY

Advancing innovations in data management and analytics relies on impeccable integrity and transparency. Our HITRUST Certification gives our clients and partners confidence in our on-going commitment to high standards for cybersecurity and data protection.



### DATA PRIVACY

All data providers and vendors have the legal right to share information with Causeway Solutions. We validate their data sourcing and consumer privacy practices comply with our data ethics standards, legal requirements, and industry best practices.

### OTHER PROPRIETARY AND GENERALLY AVAILABLE DATA

Causeway Solutions' Advanced Audiences are a multi-sourced data product with data elements created from Causeway Solutions' proprietary sources and properly licensed data partners. The data elements contained within this audience list were created without the use of client-provided data.



## CUSTOM MODELING

Causeway Solutions offers custom modeling for campaigns looking to offer a highly personalized marketing experience and gain insight from custom analytics. Models generate detailed individual insights and predictive and prescriptive outputs that can be distributed to your preferred activation platform. While traditional research helps to make big strategic decisions, modeling drives countless small decisions that put a strategy into action. Data collection responses tied to consumer and voter data allows us to create a score for every individual in the population.

Our models look at the movement of specific individuals and groups in a granular fashion, enabling the creation of strategic universes and the development of ongoing marketing to engage your targeted consumer.

### **Predictive modeling**

allows us to tailor specific messages to specific individuals.

### **Prescriptive modeling**

defines a course of action that enables a campaign to reach its goals.

This information allows you to minimize marketing waste and improve marketing effectiveness by getting the right message to the right person at the right time and moving beyond audiences to individuals.



## ABOUT US

Causeway Solutions is a leading provider of acquisition analytics and strategic data insights supporting successful marketing plans, business decisions, and political campaigns. Specializing in predictive and prescriptive analytics and customized audience targeting strategies, Causeway Solutions has developed billions and billions of predictions and tens of thousands of unique consumer, constituent, patient, and voter-based audiences. Our acquisition analytics solutions offer highly targeted insights to measure public sentiment and deliver actionable data.



## WHAT'S NEXT

### ONLINE AUDIENCE ACTIVATION

Access the hundreds of off-the-shelf audiences in the Causeway Solutions storefront in the LiveRamp Data Marketplace or contact us for distribution to your preferred platform or publisher.

### OFFLINE AUDIENCE ACTIVATION

We offer subscriptions to our consumer, voter, and proprietary modeling data as well as individual list purchases. Contact us for more information.

### CUSTOM SOLUTIONS

Interested in custom modeling or custom universe creation? Contact us to review your organization's goals and marketing needs.

# ADVANCED HEALTHCARE AUDIENCES

MORE THAN 73 UNIQUE HEALTHCARE UNIVERSE, INCLUDING:

## ALTERNATIVE MEDICINE

- Willingness to consider:
  - Dietary supplements

## DRIVER OF CHOICE IN HEALTHCARE PROVIDER

- Connection (Bedside manner, consistent provider)
- Convenience (ease of scheduling)
- Quality (accolades, technology)

## GENERAL BELIEFS AND BEHAVIORS

- Likely to seek a 2<sup>nd</sup> opinion
- Willing to travel out of region for care
- Likely to NOT have a regular PCP
- Likely to have had an overnight hospital stay

## HEALTH INSURANCE

- Likely to purchase an individual plan through marketplace

## WEIGHT LOSS & OBESITY

- Considers self overweight
- Most willing to consider:
  - Bariatric surgery
  - OTC medications

## PHARMACY CHOICE

- Likely to use:
  - National chain
  - Independent pharmacy

## RETAIL HEALTH

- Most willing to use a non-traditional/retail health site
- Primary motivator
- Primary detractor

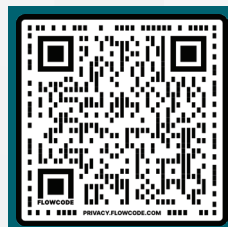
## MEDICAL APPOINTMENT SCHEDULING PREFERENCE

- Online
- Phone

## SENIOR LIVING

- Likely decision maker for another adult
- Favorable of senior living setting/industry
- Perceived barrier to senior living
  - Cost
  - Loss of independence
  - Illness risk
- Anticipated motivator to pursue senior living
  - Lack of independence in home
  - Safety

GRAB YOUR BROCHURE HERE





# CAUSEWAY SOLUTIONS

***#DataDoneRight***

*Better Data. Clear Analysis. Confident Decisions.*

CAUSEWAYSOLUTIONS.COM

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