



## CAPABILITIES SHEET

**HEALTHCARE**  
**MARKETING**

# HEALTHCARE **MARKETING**

## SMARTER HEALTHCARE AUDIENCE STRATEGY

The strongest healthcare audiences aren't always built from a diagnosed condition, broad demographics, or a generic "health-conscious consumer" label.

Source Path Digital combines **consumer personas, lifestyle patterns, household characteristics, life stage, occupation, purchase behavior, geography, and other relevant traits** to identify people whose circumstances indicate stronger alignment with a particular healthcare product or service.

### Turn that intelligence into audiences more likely to:

- Have the underlying conditions that create product or service need
- Align with specific healthcare, wellness, or functional-use categories
- Represent meaningful acquisition and growth opportunities
- Respond to relevant offers, education, services, and messaging

**Understand the conditions that create demand:** Look beyond broad demographic definitions to the lifestyle, household, occupational, and behavioral circumstances that may make an offer more relevant.

**Model likely need:** Combine multiple consumer signals to identify people with stronger propensity to benefit from a particular product or service.

**Find overlooked audiences:** Identify consumers who may not fit an obvious category definition but demonstrate strong underlying alignment.

**Understand your existing customers:** Analyze first-party customer data to identify the Personas, Traits, behaviors, and circumstances most associated with actual purchasers or responders.

**Prioritize the right markets:** Understand how audience opportunity and composition vary by geography, service area, market, or location.

The result is a more human-focused approach to **healthcare audience identification, acquisition, engagement, and growth.**



# HEALTHCARE AUDIENCE BUILDING FEATURES

## NEED & PROPENSITY MODELING

Combine multiple consumer characteristics to identify audiences whose lifestyle, household, occupational, behavioral, and life-stage circumstances indicate stronger potential need for a healthcare product or service.

## PERSONA & HUMAN CONTEXT

Understand the broader person behind the opportunity, including household structure, routines, interests, work, activities, spending patterns, and other factors that may influence relevance.

## LIFE STAGE & HOUSEHOLD SIGNALS

Connect potential demand to age and life stage, family composition, caregiving responsibilities, household changes, mobility, and other consumer circumstances.

## PRODUCT & SERVICE ALIGNMENT

Build distinct audiences around the conditions most relevant to specific healthcare products, services, wellness offers, functional products, or care-related needs.

## CUSTOMER & MARKET INTELLIGENCE

Analyze first-party customers alongside the broader consumer market to identify proven customer patterns, potential growth audiences, and opportunities traditional targeting may overlook.

## GEOGRAPHIC & SERVICE AREA INTELLIGENCE

Identify audience scale, concentration, and opportunity by ZIP code, DMA, service area, facility market, region, or other relevant geography.

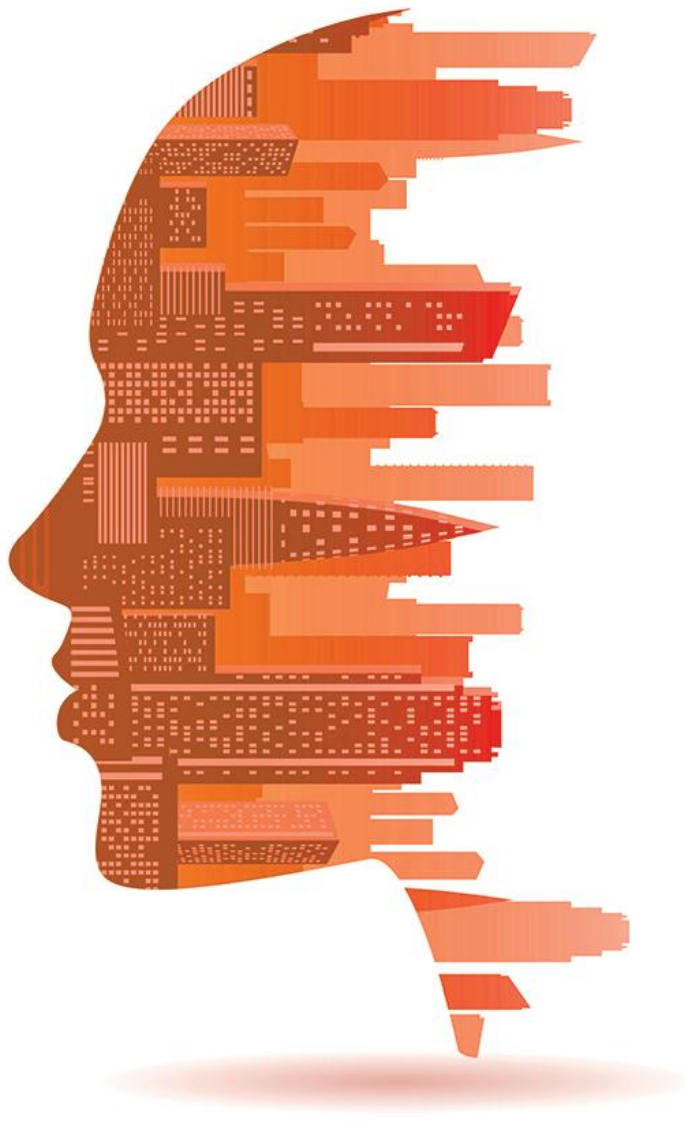


## MODEL THE CONDITIONS THAT CREATE DEMAND

A healthcare need rarely exists in isolation.

A person's **occupation, household, lifestyle, activities, age, family responsibilities, purchasing behavior, and daily routines** can all create circumstances that make a healthcare product or service more relevant.

Instead of relying on one sensitive or overly broad signal, Source Path Digital can model opportunity from the **intersection of multiple consumer characteristics**.



### Functional & Occupational Needs

Profession • Work environment • Physical demands • Product-use patterns • Replacement behavior

### Family & Household Needs

Children • Aging household members • Caregiving • Household composition • Family life stage

### Mobility & Lifestyle Needs

Activities • Recreation • Travel • Home environment • Daily routines

### Age & Life Stage Needs

Young families • Midlife households • Older adults • Empty nesters • Major life transitions

### Consumer Behavior

Relevant purchases • Product affinities • Spending patterns • Interests • Lifestyle tendencies

The strongest audience is often not defined by **one trait alone**, but by the combination of circumstances that make an offer more likely to matter.

## MODELED PROPENSITY **NOT** DIAGNOSIS LISTS

Source Path Digital's approach is designed around **consumer intelligence and modeled propensity**, not lists of people who have disclosed a particular medical diagnosis.

Audience construction can use combinations of:

- Lifestyle and life stage characteristics
- Household composition
- Occupation and professional context
- Consumer behaviors and product affinities
- Interests and activities
- Geographic context
- First-party customer patterns, when appropriate

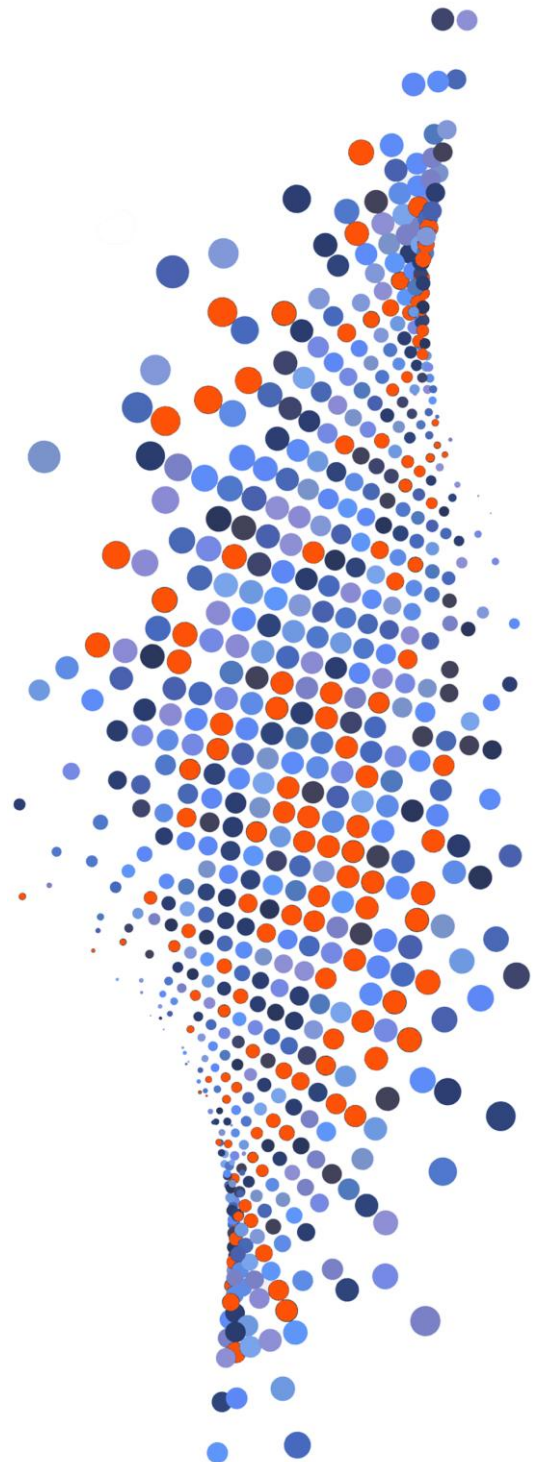
These signals can be combined to identify people whose circumstances suggest **stronger relevance for a particular healthcare offer**.

This is fundamentally different from building audiences by:

- Patient medical records
- Clinical diagnosis data
- Lists of individuals who disclosed a specific condition
- Treatment records or other known patient-health information

The objective is not to label an individual with a medical condition. It is to identify consumer audiences whose broader circumstances indicate stronger potential relevance for the product or service being marketed.

That approach mirrors what Source Path Digital has found in other verticals: the strongest prospects were defined by the intersection of life stage, product need, behavioral tendencies, lifestyle patterns, and the practical realities that created demand, not simply by surveying for simplistic checkboxes.



## HEALTHCARE CAMPAIGN STRATEGIES

Different healthcare objectives require different audience signals and activation strategies.



### CUSTOMER ACQUISITION

Reach new consumers whose circumstances indicate stronger potential need or alignment.

Work with Source Path Digital to:

- Model audiences around the preconditions that create demand
- Identify consumers who resemble proven customer Personas
- Combine lifestyle, household, occupational, and behavioral signals
- Find growth segments beyond obvious targeting definitions
- Prioritize prospects by market and service area
- Activate audiences across addressable digital, email, direct mail, streaming, social, and other channels

**Turn high-potential prospects into new customers.**



### CUSTOMER RETENTION

Use first-party customer intelligence to deepen existing relationships and identify additional opportunities.

Work with Source Path Digital to:

- Enhance customer records with household, lifestyle, demographic, and behavioral intelligence
- Segment customers by Persona, product use, service history, and consumer characteristics
- Identify complementary product or service opportunities
- Inform more relevant educational, preventive, renewal, or follow-up messaging
- Prioritize audiences for continued engagement

**Keep customers engaged with the products and services most relevant to them.**

**CUSTOMER REENGAGEMENT**

Reconnect with past customers or prospects whose engagement has declined.

Work with Source Path Digital to:

- Identify inactive and lapsed audiences
- Refresh and enhance aging customer data
- Analyze historical response alongside current consumer characteristics
- Identify household, lifestyle, or life-stage changes that may create new relevance
- Build win-back audiences around appropriate products or services

**Turn dormant relationships into renewed opportunities for engagement.**

**ONE CUSTOMER LIFECYCLE. DIFFERENT DATA STRATEGIES.****ACQUIRE**

→ Modeled Need • Personas • Consumer Traits • Market Opportunity

**RETAIN**

→ First-Party Data • Customer Intelligence • Product Alignment • Life Stage

**REENGAGE**

→ Historical Data • Data Enhancement • New Consumer Signals • Win-Back Audiences

## WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital approaches healthcare audiences by understanding the **whole consumer context surrounding potential need**. Rather than depending on a single demographic, occupation, interest, or condition-based definition, we combine multiple signals to create a more complete model of audience relevance.

That gives healthcare marketers a way to:

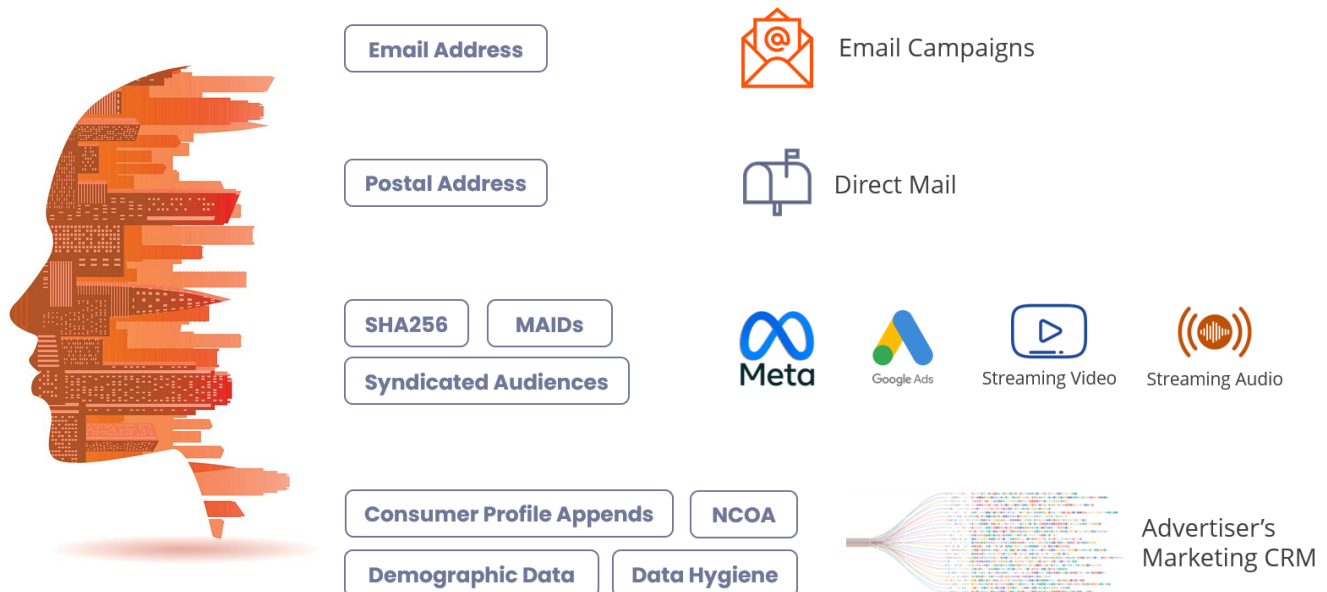
- Identify opportunity beyond obvious targeting categories
- Understand the circumstances that may create product or service demand
- Distinguish stronger prospects from broad qualifying audiences
- Connect audience intelligence to messaging, offers, and media strategy
- Prioritize markets and audiences before activation



The result is healthcare targeting based on **modeled consumer relevance—not simply broad assumptions or condition labels**.

## CUSTOMER ACTIVATION

### How Audience Data Powers Campaigns



## LET'S EXPLORE WHAT'S POSSIBLE

Healthcare consumers are more than a diagnosis, an age range, or a demographic profile.

Their **work, households, routines, activities, life stages, purchasing patterns, and lifestyles** all shape the products and services that may become relevant to them.

Source Path Digital brings those signals together to help healthcare marketers identify **the consumer conditions that create opportunity** and turn them into actionable audience strategies.

Whether the objective is acquiring new customers, increasing utilization of a relevant service, introducing a healthcare product, identifying growth markets, or reconnecting with existing customers, we help identify **who represents the opportunity and how to reach them.**

## SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

**Email:** [sales@sourcepathdigital.com](mailto:sales@sourcepathdigital.com)

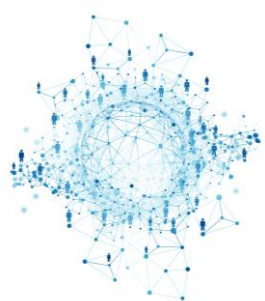
**Phone:** (866) 666-PATH (7284)

**Web:** [SourcePathDigital.com](http://SourcePathDigital.com)

# Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

## SOLUTIONS



### IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



### ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



### ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.