



MiQ for Healthcare

HOW CAN HOSPITAL MARKETERS SHOW THE IMPACT OF THEIR MEDIA INVESTMENTS?

Proving impact is a major challenge for hospital marketers because most measurement tools fail to connect media investments with real-world outcomes. As fragmentation grows and privacy regulations tighten, measuring and optimizing campaigns becomes more difficult.

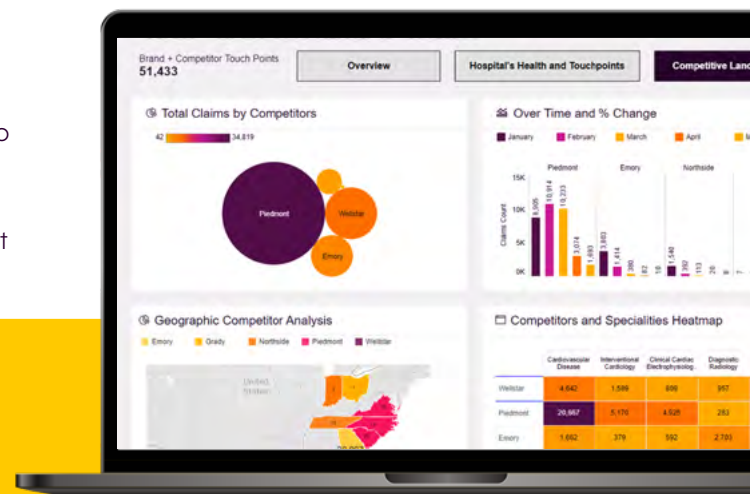
PROVE ROI WITH MIQ'S PROPRIETARY, **FIRST-TO-MARKET** HOSPITAL AND DOCTOR INFLUENCE DASHBOARD.

MiQ's Hospital and Doctor Influence (HDI) is the only solution on the market that directly tackles these challenges by using insurance claims data to ground measurement in real outcomes. With access to over 300 million anonymized patient claims – including facility and hospital data—through our Healthcare Data Spine, MiQ's HDI dashboard helps hospital marketers move beyond vanity metrics with actionable insights that prove ROI.

Track patient visits and engagement: Analyze patient online and offline interactions, like hospital visits and appointments, to understand the full impact of your media.

Prove ROI with claims data: Connect media exposure across channels to patient behavior using claims data to show the value of your marketing.

Unique insights for better outcomes: Use dashboard insights and competitive intelligence to inform campaign strategies, boosting patient engagement and performance.



GET RESULTS WITH HDI

MiQ drove a **17% boost in daily claims** month-over-month for a hospital using HDI, plus:

- **68% claims share of voice** vs. competitive set
- **185% more claims** than the next closest competitor

Powered by PurpleLab
HEALTHCARE ANALYTICS

We adhere to all industry, state, local, and federal regulations, ensuring complete compliance.

- We do not handle Protected Health Information ourselves, choosing instead to work with top-tier, HIPAA-compliant data partners to ensure all sensitive data is managed securely and responsibly.
- Additionally, all MiQ healthcare activations and partners are NAI compliant.

HOW IT WORKS:

Accurate, secure, pixel-less measurement made simple with HDI

1 INSIGHT GATHERING

- Gather non-PII campaign data like impressions, MedialDs, etc.
- Provide data to our trusted compliance partners

2 DATA PROCESSING

- Compliance partners unify and convert data into anonymized patient tokens
- PurpleLab matches anonymized patient tokens with doctor claims



MiQ remains uninvolved in this step to ensure the highest level of privacy and compliance.

3 INTELLIGENCE

- MiQ connects tokenized data feed to HDI dashboard
- Actionable, claims-based measurement insights

MiQ DOES HEALTHCARE DIFFERENTLY

We combine cutting-edge technology, partner-agnostic strategies, and a deep understanding of the healthcare landscape to deliver superior marketing outcomes.

TECH ENABLED

Our HDI measurement solution is powered by MiQ's robust Healthcare Data Spine. We integrate fully tokenized, aggregated patient and provider data with TV, OTC, and media insights for enhanced audience understanding.

PARTNER AGNOSTIC

We partner with top-tier, HIPAA-compliant providers like PurpleLab to securely manage sensitive data and ensure high performance. Our partnerships extend to IQVIA, Crossix, and Swoop for agnostic access to industry-leading, privacy-compliant data, advanced tech, and custom measurement tailored to your goals.



PEOPLE POWERED

We're experts in programmatic, including a full omnichannel creative studio. With expertise gained over nearly 4,000 healthcare campaigns and white-glove support, we ensure campaigns launch and perform stronger than average programmatic.