

PROVIDER CONSUMER INTELLIGENCE

Stop targeting physicians as prescribers. Start engaging them as *people*.

Provider Consumer Intelligence reveals the complete identity of healthcare providers — connecting their clinical authority to their personal reality, so you can reach them everywhere life happens.



<p>3.4M Matched NPI-PID Pairs Unique healthcare providers linked to consumer identity</p>	<p>99.7% Match Accuracy Validated deterministic matching & manual review</p>	<p>1,000+ Data Variables Demographics, behaviors, SDOH & media habits</p>
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THE CHALLENGE

Healthcare marketing has a blind spot.

Healthcare providers are more than specialty codes and prescribing patterns. They are people with families, financial pressures, media habits, and community ties that shape how they evaluate therapies and engage with brands. Yet most HCP targeting strategies reduce them to clinical identifiers alone, resulting in messaging that feels transactional and disconnected from real life.

At the same time, provider and patient campaigns often operate in silos. Without a shared intelligence layer to unify strategy, brands miss the opportunity to coordinate influence across modern addressable channels like CTV and programmatic, limiting reach, relevance, and ROI.

What this creates

- Clinical-only targeting that ignores the human context shaping decisions
- Fragmented provider and patient campaigns with no unified intelligence
- Limited addressable reach across non-clinical settings, especially CTV and digital programmatic

THE SOLUTION

Two identities. One intelligence.

HealthWise Data’s Provider Consumer Intelligence solution transforms NPI from a reference file into an intelligence layer. Through deterministic NPI-to-consumer linkage, brands can engage healthcare providers as people, informed by 1,000+ consumer attributes spanning demographics, motivators, behaviors, lifestyle context, and community insights.

This unified HCP foundation bridges provider and patient strategy within a single framework. From the exam room to the living room, brands can reach verified providers across addressable channels including CTV and programmatic that’s privacy-safe and HIPAA-compliant.

What this unlocks

- Human-centered HCP targeting powered by 1,000+ consumer attributes
- Unified provider and patient campaign intelligence grounded in real-world context
- Deterministic, person-level, addressable HCP engagement beyond clinical settings

WHAT YOU GET


Provider Consumer Intelligence includes:


- Deterministic NPI-to-consumer linkage creating matched NPI-to-person pairs (NPI Type 1) for 3.4M HCPs
- Individual deterministic identifiers (name, home address)
- Professional fields (specialty, prescriber status, affiliation)
- Consumer demographics including age, gender, income, marital status, household makeup, language, ethnicity
- Predictive media consumptions habits across 10+ marketing channels from Instagram to TV
- Connex Messaging Clusters and Connex Digital Clusters for high-speed analysis and segmentation
- Navigate 360 access for SDOH-enriched insights to understand the communities providers serve
- Option to automatically append any of HealthWise Data's 1000+ additional data variables




It's a “scrubs off,
sneakers on”
moment, meeting HCPs
where life happens.


ACTIVATION CHANNELS

 Connected TV

 Programmatic

 Direct Mail

 Analytics & Modeling

 Data Licensing

 LiveRamp Marketplace

COLLABORATE

Finally, a single partner can deliver unified intelligence.

Care doesn't clock out. Neither does the opportunity to engage healthcare providers beyond clinical settings. With 57% of pharma companies ranking HCP insights as their top strategic engagement priority, understanding provider behavior is no longer optional. Partner with HealthWise Data to unlock precise, privacy-safe analytics and cross channel targeting, while unifying provider and patient intelligence within a single strategic framework.

Let's connect and build your next generation HCP strategy.