

# Powering Custom Patient Targeting: ICD-10 Codes + Search Terms



**Custom Patient Targeting** is a new privacy-safe patient targeting solution designed for healthcare brands.

We start by seeding your custom model with ICD-10 codes specific to your condition. To amplify your performance, we layer on search terms proven to reach your patients.

Bring your own ICD-10 codes and/or search terms, or we can provide them customized just-for-your-condition. Our data scientists can also provide expert recommendations to build the best model for your campaign.

## STEP 1: ICD-10 CODES

### 40 Billion+ Claims Behind Every Custom Model

Medical & pharmacy claims capturing 350+ million patient lives and 98% of payer data

## STEP 2: SEARCH TERMS

### Search Terms from Anonymous Opted-in Panels to Power Your Custom Model

Visibility into potential patients searching for drug names, symptoms, and comorbidities

## Together, they seed your custom model

Using AI-powered predictive modeling, ICD-10 codes, and search terms we build a just-for-your-condition model that targets individual impressions based on aggregated patient behavior.