

# Custom Patient Targeting

A new cookieless way to reach your patients – Powered by RWD (real-world data) & Dstillery’s patented ID-free technology

**Minimize waste and maximize privacy while achieving better DTC precision**

**Custom Patient Targeting** is a new privacy-safe patient targeting solution designed for healthcare brands. Our new product offers the precision and customization you need to drive optimal patient outcomes. It doesn’t rely on any form of user-based targeting, ensuring 100% compliance with all laws, policies, and guidelines.

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.

## Why a solution like Custom Patient Targeting now?

### PRECISION

Drives optimal patient outcomes by minimizing waste

### CUSTOMIZATION

Custom model is built just-for-your-condition and tuned based on your results

### COMPLIANCE

Your transparently built model is 100% compliant with HIPAA, NAI, and DSP rules

## Just-for-your-condition predictive modeling

