

DSTILLERY + HEALTHCARE

How to Navigate Healthcare Advertising



RESPONSIBLE TARGETED HEALTHCARE ADVERTISING

As reported by the US Department of Labor's Bureau of Labor Statistics' Consumer Expenditure Report, healthcare expenditures have steadily increased by 6% each year. This growth in US consumer spending has drawn increasing interest from healthcare brands to target those customers in more relevant and engaging ways. Dstillery's behavioral segmentation and predictive intelligence solutions can help healthcare marketers reach their current and prospective customers based on observed behaviors.

Dstillery honors the Digital Advertising Alliance Code as it pertains to the use of sensitive medical information. Given the extremely private and sensitive nature of health-related conditions, Dstillery has proactively developed guidelines for serving clients in the healthcare industry, constituting three classes of conditions: Sensitive, Restricted and Unrestricted. See full chart on the following page.

SENSITIVE CONDITIONS are designated as such because messaging might be viewed as predatory and/or invasive, and Dstillery will not provide services that aim to identify or directly target consumers who are suffering from those conditions.

RESTRICTED CONDITIONS for which Dstillery will provide certain services such as act-alike audience targeting, but will not retarget first party audience seeds provided by an advertiser.

UNRESTRICTED CONDITIONS which do not require privacy protections above and beyond the normal consumer privacy protections built into its business practices.

For conditions that are not clearly prohibited or allowed, Dstillery has established a process to examine client requests for service on a case-by-case basis with senior executives and its privacy counsel.



Dstillery Healthcare Conditions Targeting Matrix (US)

TARGET	CONDITION *	DSTILLERY AUDIENCE TARGETING CAPABILITIES		
		1st Party Retargeting	Act-Alike & Crafted Audience Targeting	Demographic, Geographic, 3rd Party Targeting
Healthcare Professionals	All	✓	✓	✓
Patients and Families	Sensitive Cancer STD Hepatitis Children's Diseases Mental Health Conditions	✗	✗	✓
	Restricted (chronic) Diabetes MS Arthritis Alzheimer's Heart Disease	✗	✓	✓
	Unrestricted (lifestyle) Conditions treated with OTC medications ** Pregnancy/life cycle Birth control	✓	✓	✓

* Conditions not explicitly listed require explicit approval from the Healthcare Conditions Committee.

** Allergies, vitamins, cold & flu, eye health, heartburn, blood pressure, sleep disorders, hair loss, headaches, skin health, oral health, bone health, ear/nose/throat health, smoking cessation.