

## Better Together: Swoop and MyHealthTeam

Combining the power of the largest provider of programmatic health audiences with the largest U.S. patient communities to deliver unparalleled scale and patient engagement

Together, we are bridging the gap between patients, caregivers, providers, and brands by delivering tailored communications at critical moments in the patient journey to maximize impact, reach, and health outcomes.



**Predict** key health milestones to help patients see around the next corner and anticipate their needs.



**Connect** patients and HCPs along the health journeys across all channels.

<b>₽</b> ≣	
	LQ

**Generate** first- and zero-party data to fuel actionable AI-driven insights.



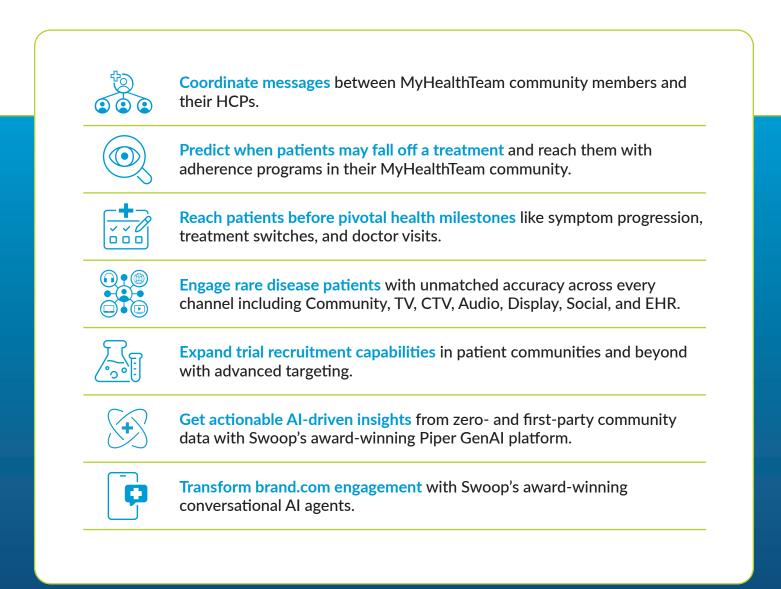
## All Swoop audiences are privacy-safe by design.

Swoop never uses health data to build segments, ensuring 100% compliance with the most stringent federal and state policies, including HIPAA and the My Health My Data Act.



## Powerful New Offerings from Swoop and MyHealthTeam

Innovations and enhancements for pharma marketers.



Build authentic relationships through the largest and fastest-growing communities where patients manage their conditions