



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.



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



SAFE GUARD ✓ PRIVACY.

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.

Email partner@swoop.com to elevate your patient-engagement strategy. www.swoop.com

Powerful New Offerings from Swoop and MyHealthTeam

Innovations and enhancements for pharma marketers.



Coordinate messages between MyHealthTeam community members and their HCPs.



Predict when patients may fall off a treatment and reach them with adherence programs in their MyHealthTeam community.



Reach patients before pivotal health milestones like symptom progression, treatment switches, and doctor visits.



Engage rare disease patients with unmatched accuracy across every channel including Community, TV, CTV, Audio, Display, Social, and EHR.



Expand trial recruitment capabilities in patient communities and beyond with advanced targeting.



Get actionable AI-driven insights from zero- and first-party community data with Swoop's award-winning Piper GenAI platform.



Transform brand.com engagement with Swoop's award-winning conversational AI agents.

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