Solve Tomorrow's Challenges Today With Swoop Predictive Audiences

swoop®

TRANSFORMING **OMNI**CHANNEL

While no patient journey is the same, there are consistent hurdles for patients, providers, and the brands who support them.
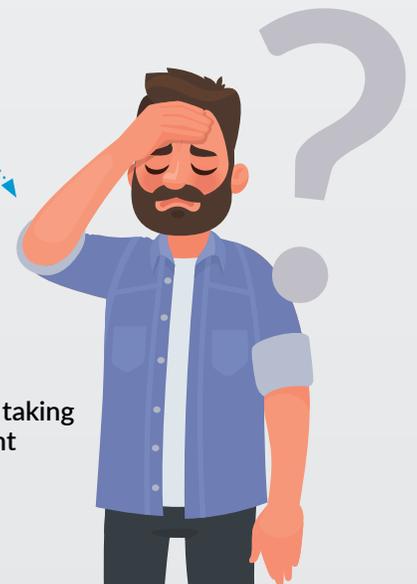
Patients have a **disease** but are unaware

Deeper product information is required closer to office visits

Patients progress at different moments and are **unsure of next steps**

Patients stop taking necessary treatment

SWOOP PREDICTIVE AUDIENCES™

Swoop uses patented predictive technology to overcome these industry challenges and enable brands to reach patients and providers at pivotal treatment milestones before they happen.

	Undiagnosed	Pre-visit	Progressing	Non-adherent
Predicted Behavior	Likely to have the disease	Likely to see a provider in 60-90 days	Likely to progress in the next year	Likely to fall off treatment in the next 90 days
Target Outcome	Accelerate time to diagnosis	Optimize campaign frequency	Accelerate time to prescription	Increase treatment retention
Swoop Accuracy	Swoop accurately found 42K patients ahead of their rheumatoid arthritis diagnosis	Swoop predicted cardiology patients would see their provider with 97% accuracy	Swoop audiences were 3X more efficient reaching relapsed patients vs. traditional targeting	Swoop increased adherence 29% YoY for leading Medication Assisted Treatment

HIPAA CERTIFIED

Swoop audiences are privacy-safe by design, never using inferred health data to build segments, ensuring compliance with the most stringent federal and state policies including HIPAA and the My Health My Data Act.

Case Study

A Leading Pharmaceutical Brand Increased Adherence 29% YoY with Swoop's Patented Predictive Non-Adherence Audiences

Drug class: Medication Assisted Treatments (MAT)

Challenge

With an increased incidence in substance use disorders (SUDs), a MAT therapy wanted to increase adherence within its patient population to drive positive patient outcomes.

Solution

Leveraging Swoop's patented predictive technology, the brand was able to accurately identify patients most likely to become non-adherent and activate them programmatically across premium inventory.

Outcome

100K patients identified

29% adherence lift YoY

**$486K** incremental revenue in only three months of promotion

207:1 campaign ROI to date

Measurement Analysis

Target Audience Non-Adherence
Trends 2023-2024

- Swoop built a predictive non-adherence segment for the 2024 campaign

- Compared against a control audience's activity from 2023

- Pre-campaign each audience showed declining adherence

- During campaign the 2024 segment increased adherence 29% lift vs. control

Legend: 2024 Predictive Non-Adherence Segment — 2023 Control Audience
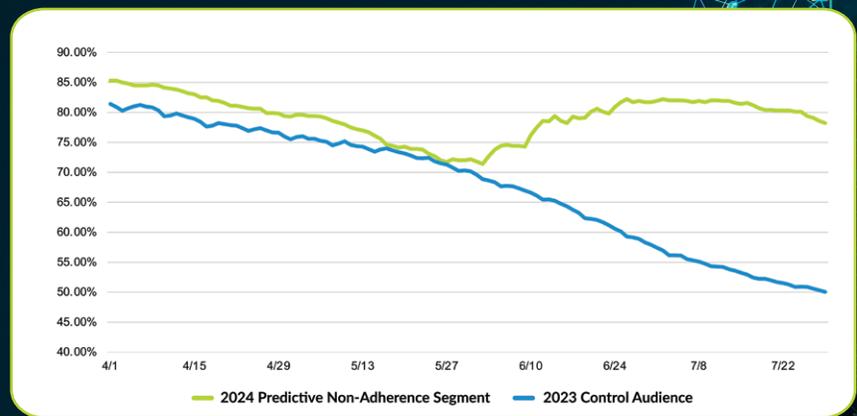
Our mission is to create a future where technology seamlessly connects patients and healthcare providers in a privacy-safe way, ultimately improving the patient health journey and outcomes.