



Coming  
2026!

# Transforming omnichannel by putting **patients first**.

Swoop delivers optimal performance and helps marketers improve patient outcomes through privacy-safe, smarter, data-driven solutions and proximity to patients.

## Redefining how healthcare brands **connect with patients and providers**

Through the power of advanced data science and proprietary AI technology, Swoop redefines how healthcare brands connect with patients and providers — building a privacy-safe ecosystem that puts patients first and drives precise engagement and better health outcomes.



### Building on our privacy-safe ecosystem

#### Opt-in Verified Audiences

The new gold standard for privacy-safe performance.

#### Sensitive Condition Audiences

Distribute to all media channels via the leading data onboarding partners.



### Eliminating fragmentation

#### One Audience. All Channels. All States.

Activate and coordinate Swoop DTC and HCP audiences on the leading DSP.



### Providing unparalleled engagement and proximity to patients

#### 80+ Condition-Specific Communities, Including 16 New Additions

An essential patient channel where trust, lived experience, and expert knowledge converge.

#### Launching in Q1

- Sjogren's Disease
- Prostate Cancer
- Sleep Apnea
- CSU
- Menopause
- IgAN



### Delivering smarter intelligence for better patient outcomes

#### Enhanced Swoop Piper GenAI Platform UX

HCP and DTC personas, focus groups, and data analysts come to life with AI assistants that help you understand your audiences.