swoop AUDIENCES

Find the Right Patients and HCPs to Activate Across Channels

300M+
de-identified patient journeys



4M+
authenticated HCPs

swoop DTC AUDIENCES

Build awareness and consideration with diagnosed patient populations.

swoop PREDICTIVE AUDIENCES

Reach patients before key health milestones occur.

swoop HCP AUDIENCES

Prioritize providers most likely to drive brand impact or activate an existing NPI list.



swoop COMMUNITIES
By myHealthteam

Engage patients in trusted health communities.

Extend across programmatic media.

Visit swoop.com to learn more.

swoop®

IMPROVING **PATIENT OUTCOMES**

Coordinated patient and HCP engagement around moments that matter



DTC Audience:
Diagnosed patients currently seeing the HCP



Predictive Audience:
Patients likely to see the HCP in the next 90 days



Communities Extension:
Engaged patients currently seeing the HCP



High-volume Prescriber HCP seeing the patients

Connected audience intelligence. Improving patient outcomes.

Privacy isn't negotiable. It's our foundation.

Zero-Knowledge Methodology is the gold standard for privacy-safe performance.

De-identified health data guaranteed by our HIPAA-compliant de-identification process.

Sustained Compliance with HIPAA, all federal and state privacy laws.

NAI MEMBER

HIPAA COMPLIANT

SAFEGUARD PRIVACY

MARTECH BREAKTHROUGH AWARD 2025

Visit swoop.com to learn more.