

Why Programmatic Does Not Work for Healthcare

1. **Programmatic leverages cannot use Data to target Patients because its laws governing Personal Identifiable Information.**
 - a. The US Privacy Act of 1974, a United States federal law, establishes a Code of Fair Information Practice that governs the collection, maintenance, use, and dissemination of personally identifiable information about individuals. One of the primary focuses of the Health Insurance Portability and Accountability Act (HIPAA), is to protect a patient's Protected Health Information (PHI), which is similar to PII. The U.S. Privacy Act of 2005, strictly limited the display, purchase, or sale of PII without the person's consent.

2. **Programmatic leverages can only generally target topics that may loosely relate to health items.**
 - a. Ad exchanges are built for consumer targeting but focused on large bundles of sites. So they cannot target by keyword – they are limited to high level branding and not specific caregivers or patients.

3. **Programmatic leverages cannot target Health Care Practitioners (HCPs)**
 - a. Ad exchanges have no ability to identify MDs or HCP. Data is based on cookies, rather than registrations.

4. **Solution:**
 - a. WebHealthNetwork.com
 - i. Reaches 50MM Consumers, Patients, Caregivers targetable by Disease, Drug, Symptoms, MD's Searched, and more- all PII Compliant.
 - ii. We also have a database of over 2.6MM HCPs that have registered, targetable by specialty and Verified by the AMA. Check out <http://www.webhealthnetwork.com>

 - b. Reach through Web Health Network to target the exact audience you want to reach by Symptom, Drug, Disease, MD Search, or Specialty. Then reach them through:
 - i. Display/Digital Video – Yes, we can target people by Symptom, Drug, Disease, MD Search, or Specialty through display & video.
 - ii. Email – 2.6 + million HCPs are in our medical directory. Target by Specialty or List Match- By NPI or ME Number

5. **What About Price?**
 - a. We can offer the efficient CPM pricing you're used to buying at Programmatically because there are no 'middle men' eating up margins
 - b. We can also offer unique pricing models: vCPM, CPC, Cost per View..

6. **How about Proof Our Solutions Work?**
 - a. Contact Us. We will provide you business cases of clients who have run with us for years to build industry brand awareness & new customers directly through our campaigns.