# Innovative Online Healthcare Marketing Solutions

A compilation of services & products mentioned in a brief filed on
November 24, 2010, with the FTC by the Center for Digital Democracy

| Product Name | Site Name | Description | Info Link | CDD Para # |
|---|---|---|---|---|
| Healthographics | QH Connect | a proprietary algorithm of more than 250 individual demographic and health data points, each consumer is meticulously profiled on an ongoing basis, which gives our clients access to valuable data and insights that enrich their advertising efforts | http://bit.ly/e4uuLe | 34 |
| PersonaMatch | Alliance Health Networks | co-morbidity ranking algorithm that helps place your message in front of the right customers based on the prevalence of related medical conditions … allows us to exploit the prevalence of related medical conditions and to use predictive modeling to place correlated healthcare advertising in front of the right consumers. For the first time, healthcare advertising can be served up and driven by medical probabilities rather than simple economic models. | http://bit.ly/g2pxOY | 36 |
| Acquire2Convert | QualityHealth | Identifies and Engages Prospects at Scale… partners with brands to pinpoint the best patient prospect population to meet your business objectives and leverages our profiling system to fill your acquisition funnel — at scale | http://bit.ly/eMPhcD | 37 |
| QH Lead Generator | QualityHealth | QualityHealth develops and sends timely email messaging to bridge new leads to your brand experience, and ensure that your brand stays top of mind until your fulfillment is delivered to their door or inbox | http://bit.ly/eMPhcD | 37 |
| QH Lead Re-activator | QualityHealth | re-engage dormant customer contacts in your existing brand database with relevant, branded turn-key eNewsletter series to motivate them to action | http://bit.ly/eMPhcD | 37 |
| Ask Your Doctor | QualityHealth | A personalized marketing solution triggered by patients' upcoming doctor visits empowers patients with a doctor discussion guide and branded messaging immediately prior to a doctor visit. This targeted contact helps guide the exam-room conversation and reminds patients to ask for your brand by name. | http://bit.ly/eMPhcD | 37 |

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| Focus on Formulary | QualityHealth | links consumer marketing with brand formulary access, optimizing a brand's marketing spend and maximizing pull-through in the physician's office and at the pharmacy. Our profiling allows us to determine the formulary status of your brand, so we can design targeting and messaging strategy based on coverage, and increase patients' likelihood to get a brand prescription. CDD says: "Few consumers likely realize, however, that they have consented to become the subjects of a 'proprietary profiling technology' that "captures… valuable information across over 100 individual data points," including 'consumers' conditions and preferred treatments'; 'doctor relationships and plans to visit the doctor'; and 'insurance and formulary coverage.'" (http://www.qhperform.com/profiling.html) -- HIPAA compliancy may be an issue | http://bit.ly/eMPhcD | 37 |
| ConditionMatch | Good Health Media | using "cutting edge behavioral targeting technology… identifies groups with common sets of conditions/health-related characteristics by geographic region via insurance claims and individual 'opt-in' data." | http://bit.ly/ftvXYg | 43 |
| TagMan | Good Health Media | 3rd-pary online campaign tracking technology, enabling GHM to "instantly add or amend" its tracking tags so "it can now see the entire path a customer takes to conversion." | http://bit.ly/hsGwJN | 43 |
| Intent Targeting Advertising | Demand Media eHow | eHow fails to adequately inform its users about the enormous amount of data it collects about them, including what it offers advertisers and sponsors: "behavioral targeting, retargeting, social media promotions, eNewsletters, and social media promotions," and that it is also engaged in what it calls "Intent Targeting Advertising." According to its Securities and Exchange Commission S-1 filing, Demand Media tracks "over 1 billion discrete events per month." PRIVACY POLICY states: "We may keep a record of all information that is changed (including deletions) and Disclose it for any lawful purpose." | http://bit.ly/gCV3mm | 44 |

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| Pluck | Demand Media | designed to engage consumers in conversations with various brands. "In fact," the company explains, "consumers expect an open dialogue with the brands and products they purchase. We help transform traditional marketing and retail sites into two-way conversations, places where consumers can engage directly with brands and their offerings. With our wide array of social media tools and customizable content solutions, we help brands and retailers build engaging online destinations that inform consumers and empower them to evangelize their experiences to others." | http://bit.ly/gdBxT2 | 44 |
| SymptomSearch | Healthline | Advertising Messages surround users as they create and refine a personalized combination of symptoms and narrow the list of possible causes. | http://bit.ly/ihJpUx | 48 |
| HealthSTAT | Healthline | "broadens condition-specific reach for health advertisers. By using Medically Guided semantic search technology to understand medical terms, synonyms and relationships within the health content on a partner's web page, Healthline HealthSTAT is able to uncover a deeper set of contextually relevant advertising opportunities than any other network…. HealthSTAT can recognize and deliver ads against health content in real time, across a network of top tier publishers that reaches more than 30 million consumers a month." | http://bit.ly/gOv2HM | 49 |
| "immersive" interactive marketing | Everyday Health | "Our suite of advertising solutions, when combined with our extensive database of information voluntarily provided by millions of registered users, can facilitate advertising campaigns that are directed at specific geographic areas, demographic groups, interests, issues or user communities." | http://bit.ly/g4HHW7 | 51 |

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| ConditionSearch | Good Health Media/Tynt Multimedia | instantly display context-relevant links and a display ad that are directly related to the copied term. Users benefit from receiving links to useful information they are searching for, and health advertisers have a better way of reaching their target audiences.... Tynt Insight's patent-pending technology detects copy/paste actions of website visitors, enabling online content owners to understand, with pinpoint accuracy, exactly which content their visitors find most engaging, and to immediately act on that information to improve site performance | http://bit.ly/dT56Yj | 53 |
| ICRM (Instant Customer Relationship Marketing) | CPM Marketing | behavioral targeting technology that enables you to tailor call center and Internet communication to your current and prospective patients based on individuals' past and present medical indications or their risk for developing future conditions… Using sophisticated data-mining algorithms... accurately predicting health needs for the next 12 to 18 months—of both patients and non-patients alike—based on the most complete, individualized data available | http://bit.ly/idRaNk | 54 |
| ActuatoRx "Geo-Medical Targeting" | Medicx Media Solutions | ActuatoRx is an offline audience-enabled marketing solution that identifies online surfers and intelligently matches them to a previously provided permission-based postal and e-mail address. Through our proprietary mScores Enhanced database techniques, ActuatoRx integrates with 200 million CAN-SPAM compliant e-mail addresses and over 110 million household names and addresses. | http://bit.ly/h6vFG2 | 55 |
| Target 2 Measure | AOL | "By partnering with Nielsen's HomeScan panel and using our Target 2 Measure product, AOL's research team was able to link online ad exposure to offline sales impact, thus demonstrating ROI." | http://bit.ly/hpLoGJ | 58 |
| HealthSeeker | Facebook | designed to "help people with diabetes become more informed about their disease, as well as make tangible lifestyle changes that might affect their health." | http://bit.ly/fwd1Jj | 110 |

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| ConsumerBase | NetBase Solutions | "the only solution that can extract actual consumer preferences from terabytes of public and private information: social media feeds, websites, and years' worth of internal information such as survey data, call center transcripts, and other documents…. ConsumerBase mines billions of sources of information to surface new insights" | http://bit.ly/haTHUK | 112 |
| BuzzScape | HeartBeat Ideas | "allows clients to monitor discussions that flow in and out of the tens of thousands of message boards, forums, blogs and social networks that increasingly dominate the online environment...we eavesdrop on public conversations among people with a shared interest, then use what we learn to create interactive marketing campaigns" | http://bit.ly/i7Vwrn | 114 |
| PatientsLikeMeListen | PatientsLikeMe | giving pharmaceutical companies "unprecedented insight on how your brand is perceived," the monitoring service also provides its partners with startling amounts of personal data from the online conversations, including participants' gender, age, time on treatment, time since diagnosis, status of disease... | http://bit.ly/ekPmDG | 118 |
| Click It Forward | Acurian | seizes upon "today's social networking phenomenon" as "the perfect channel for spreading the word about medical causes and research participation…." | http://bit.ly/eeTVMq | 125 |
| Bizo Targeting Platform | Bizo | Editorial content for targeted health professionals is shaped by the advertising. | http://bit.ly/heO00X | 129 |
| AcelRx | Aptilon | Give targeted physicians 24/7 access to your message with online content including peer education programs, virtual details and interactive case studies | http://bit.ly/e2iC3S | 139 |
| Rx In-Stream | Tremor Media | "With Rx In-Stream, Tremor Media provides the only solution in the market that gives pharmaceutical advertisers the means to satisfy these requirements [FDA fair balance] in online video advertising without having to rely upon long-form video ads to communicate Important Safety Information (ISI). Rx In-Stream allows advertisers to create shorter-form, pre-roll advertising because they can utilize the companion banner for ISI while using the video to focus on product messaging and branding." | http://bit.ly/fvmAeL | 145 |

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| Social Operating System | NeuroFocus | Includes Subconscious Resonance testing and Evoked Response Potential. "It is remaking marketing, and through brainwave measurements and analysis we are quantifying the effects on consumers' subconscious responses across multiple platforms. The medium is no longer the message; instead, it's context that influences how consumers conceive of your brand." | http://bit.ly/fbFIkO | 157 |
| Quantemo Engagement Index (QEI) | OTOinsight/Quantemo | "Quantemo helps brands understand how consumers engage with them by measuring an individuals perceptual, pre-cognitive, and cognitive emotional responses when interacting with products, interfaces, advertising, etc. Data collected from these modalities are captured real-time and displayed via the Quantemo Player, a robust data analysis dashboard. Finally, this data is processed through OTOinsight's patent pending algorithm, the Quantemo Engagement Index (QEI), to provide a single quantitative measure of engagement." | http://bit.ly/ihVn5e | 162 |