ConsumerView℠

Grow your patient base and fuel your analytical models with data and insights from Experian Health

Healthcare transformation is centered around people. They decide which doctors to visit, which hospitals to use and which insurance plans to select. They seek personalized healthcare experiences that meet their unique needs.

Do you understand the needs of your patients and community members? Does your organization know its community well enough to make strategic decisions that strengthen your competitive edge and deliver customer satisfaction?

Leveraging originally sourced Experian® data and consumer insights through ConsumerView, healthcare organizations can build strategies to improve patient and member acquisition, retention and experience.

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<tr>
<th>ConsumerView for Marketing</th>
<th>ConsumerView for Analytics</th>
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<tbody>
<tr>
<td>• Acquire patients new to the area or prime your market for new offerings and facilities.</td>
<td>• Support decisioning around improvement plans, like those focused on driving down no-show rates and driving up medication adherence.</td>
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<td>• Personalize communications and content to resonate with the lifestyles and interests of your patients and market.</td>
<td>• Know where your teams should operationalize support of the social determinants of health for those in need.</td>
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<td>• Improve customer experience through targeted outreach and preferred engagement channels.</td>
<td><strong>ConsumerView for Analytics</strong> is a specialty list of consumer data proven to fuel your data models’ performance with its comprehensive, unique and predictive consumer attributes.</td>
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ConsumerView℠ is a specialty list of consumer data approved for digital and traditional marketing outreach and adheres to consumer data privacy regulations.

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300 MILLION CONSUMERS

126 MILLION LIVING UNITS
Target customers and prospects more effectively. Strengthen decision-making through analytical support.

Who are they?
- 300 million consumers
- 2,500 demographic attributes
- Credit and financial information
- TrueTouch™ motivational messaging segments
- 71 Mosaic® consumer lifestyle segments
- 650+ psychographics
- 71 Mosaic® consumer lifestyle segments
- TrueTouch™ motivational messaging segments
- Most accurate mailable records

How and when can they be reached?
- Trigger files for new homeowners, new movers and new parents
- Models for channel preferences and viewing patterns

What do they do?
- Data for 16 million businesses and owners
- Predictive shopping models and previous purchase behavior on 4.4 billion transactions
- Vehicle ownership data on more than 700 million vehicles

What motivates them?
- Hundreds of public and proprietary sources

To learn more about Experian Health, visit experian.com/health.