



Understand individual needs

Understand members' and patients' needs and overall well-being through Social Determinants of Health (SDOH) insights.



What is Experian Marketing Data?

Experian Marketing Data can help you understand the conditions in which people are born, grow, live, work, age and the wider set of forces and systems shaping the conditions of daily life.



250 million
individuals



2,300
average attributes per household



5,000 +
attributes



126 million
households



250
average attributes per consumer



750 million
hashed emails

SDOH factors play a crucial role in shaping health outcomes

Our SDOH (Social Determinants of Health) solution includes pre-built scores and thousands of raw data attributes to address the non-health factors that impact overall health and well-being. Our pre-built solution provides a score, along with top model justifications indicating why individuals scored with high or low risk. Additionally, our solution offers engagement strategies tailored to individuals' technology adoption levels and preferred communication methods.

Experian SDOH factors available

Understand your target population for the following metrics:



Access to care



Access to medication



Housing instability



Food insecurity

Thousands of raw data attributes that can be used to predict the following:

- Health behaviors
- Financial risk
- Core demographics (age, gender, ethnicity)
- Economic stability
- Education
- Geography
- Language barriers
- Social isolation
- Overall risk
- Transportation issues



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The Experian advantage

Experian draws on five decades of experience in managing, collecting, and securing both online and offline data giving us the ability to offer insights into 250+ million US consumers, 126+ million US households, and 2.75 billion devices.

- Customizable attribute bundles
- SDOH available at individual, zip, and zip +4 levels
- Multiple uses (analysis, segmentation, offline and digital activation)
- Customized pricing
- Privacy compliant and secure
- Tokenization available



How our clients use Experian's SDOH solutions:

- Provide more holistic care
- Target consumers with SDOH to build awareness of programs (prescription & community)
- Conduct internal SDOH analysis
- Personalize outreach in consideration of their SDOH profile for improved response
- Use in models to build own SDOH scores
- Engage members/patients in preventative care for better outcomes

Use cases



Personalize the right message to the right member for preventative care

Understand which consumers are at high risk for certain health conditions and/or limited access to care will allow payers to tailor outreach to promote proactive health behaviors, such as wellness programs or customized health benefits.



Reach out to those with the highest needs

Understand which patients in clinical trials are at high SDOH risk allows a pharmaceutical company to connect those patients to social programs, such as Food and Housing Aid to address their SDOH needs.



Understand changes in your patients

An internal SDOH analysis allows a healthcare organization to identify an increase in adults per household among their patients, allowing them to develop engagement strategies focused at a household and family level to bolster patient involvement.

