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# Healthcare Consumer Segmentation & Insights

PRODUCT CATALOG – FALL 2015

SEGMENTATION INSIGHTS POWERED BY:



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Data Science & Product Development by:



Right Angle Advisors

In Partnership with:



# c2b-Enriched Data Ready for Use on KBM Group AmeriLINK®

REVISED – SEPTEMBER 2015

<b>KBM Book Name</b>	<b>Field Name</b>
HLTHSEG	Health Personality Segments
MEDIAIDD	Media Influence – Digital Display
MEDIAIDO	Media Influence – Digital Owned
MEDIAISM	Media Influence – Social Media
MEDIAIP	Media Influence – Propensity
MEDCHAT	Chat Leader
RXADHM	Rx - Adherence - Maintenance
RXADHS	Rx - Adherence - Supplement
RXBRAND	Rx - Brand Preference
RXMAINT	Rx - Maintenance Meds
RXNCDRUG	Rx - Reason For Non-Compliance
RXNUM	Rx - Number of Prescriptions
RXPURCHA	Rx - Purchase Channel
RXSOWRX	Rx - Share of Wallet - Prescriptions
RXSUPP	Rx - Supplement Usage
HWRXLOYL	Health & Wellness Shopping – Rx Loyalty
HWFOSL	Health & Wellness Shopping – Front of Store Loyalty
HWFOSS	Health & Wellness Shopping – Front of Store Spenders

# c2b-Enriched Data Ready for Use on KBM Group AmeriLINK®

REVISED – SEPTEMBER 2015

Data Suite Name	Description
MEDIASTE	Media Influences Suite – Includes all five media data elements
RXSTE	Prescription Drug Suite – Includes all nine Rx and Supplements data elements
OTCSTE	Over-the-Counter Drug Suite – Includes five recommended data elements from Rx & Supplement Insights collection
VMSSTE	Vitamins, Minerals & Supplements Suite – Includes six recommended data elements from Rx & Supplement Insights collection
HWSTE	Health & Wellness Shopping Suite – Includes all three Health & Wellness Shopping data elements

# Health Personalities: Healthcare Consumer Insights



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Healthcare consumers are not all motivated by the same things, nor do they have the same personal barriers to positive behavior change. c2b solutions' leading-edge research offers us psychographic views of healthcare consumers and provides five distinctive segments, grouping people by shared values, principles, beliefs, emotions, personality, interests and lifestyle.

Use c2b segmentation to strength your organization's marketplace advantage. c2b's segmentation insights can help you be more effective in resonating with a consumer's motivations and unarticulated needs, helping you activate consumers. Enhance your direct messaging and advertising campaigns with consideration of c2b's five consumer segments, communication preferences, and deep data profiles about each segment.

## Uses

- ✓ Acquisition
- ✓ Loyalty
- ✓ Behavior Change

## Model Elements & Element Suites

## Model Notes

### Health Personalities Segmentation (powered by c2b solutions)

Each consumer record will be scored with its corresponding c2b segment. c2b segments include:

- Balance Seekers
- Willful Endurers
- Priority Jugglers
- Self Achievers
- Direction Takers

This c2b segmentation variable is ready and available for use:

- Rental use when renting an AmeriLINK® consumer list
- Appending the c2b segment to a company's proprietary consumer database

c2b's psychographic segmentation has been projected for each consumer record in KBM Group's AmeriLINK® database. Model result will be a number indicating the segment:

- 1 = Self Achiever
- 2 = Balance Seeker
- 3 = Direction Taker
- 4 = Priority Juggler
- 5 = Willful Endurer

### Additional resources:

Our guide "Activating the c2b Segments" - provides profile overviews for each of the segments, including snippets of data about:

- Consumer mindsets
- Health care attitudes and interests
- Action and engagement preferences
- Communication tactics and channels

The guide is complimentary with a qualifying Health Personalities segmentation purchase and end user license via Analytic Marketing Innovations (AMI).

About c2b solutions: c2b solutions' psychographic segmentation of health care consumers delivers deeply distinctive insights to influence decisions and activate action. Its millions of data points offer diverse understanding of consumers, and its candid five-segment model enables strategy development and eases messaging delivery.

# Media Influences



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consumer strategies, healthy business

Leverage c2b data's psychographic segmentation to reach shoppers in your retail space. Influence consumer shopping patterns in your store directing purchases to specific product types or increasing overall basket sizes and purchases in your stores, whether online or on-the-ground.

View information channel preferences and retail patterns, including prescriptions, over-the-counter pharmaceuticals, vitamins, minerals, and supplements.

Enhance direct messaging and advertising campaigns with consideration of c2b's five consumer segments and deep data profiles about each segment.

## Uses

- ✓ Acquisition
- ✓ Loyalty
- ✓ Behavior Change

## Model Elements & Element Suites

## Model Notes

### Media Influence – Digital Display

A demographic-based analytical model which predicts the likelihood of an individual being open and willing to receive information via display advertising, or display advertising influencing a choice in the individual's decision about a health care company.

Model indicates influence as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely to influence  
9 = Not likely to influence

### Media Influence – Digital Owned

A demographic-based analytical model which predicts likelihood of an individual being open and willing to receive information via owned digital (company website or blog) or owned digital influencing a choice in decision about a health care company.

Model indicates influence as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely to influence  
9 = Not likely to influence

### Media Influence – Social Media

A demographic-based analytical model which predicts likelihood of an individual being open and willing to receive information via social media sites (Facebook, Twitter, Instagram) or information on social media sites influencing a choice in decision about a health care company.

Model indicates influence as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely to influence  
9 = Not likely to influence

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## Model Elements & Element Suites

## Model Notes

### Media Influence – Propensity

A demographic-based analytical model which predicts the media an individual is most likely open to and willing to receive information from or influencing a choice or decision about a health care company.

Model indicates which media is most likely influence for an individual:

- Values: D – Display  
O – Owned  
S - Social

### Chat Leader

A demographic-based analytical model which predicts those individuals most likely to actively try to influence others about health care and staying healthy, both in person or online.

Model indicates influence as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely to be influential chat leader  
9 = Not likely to be influential

### Media Influences Suite

This suite includes all of the media influences data elements as well as the chat leader indicator. Leverage this data to develop marketing strategies and target market tactics for reaching your target audiences.

- Media Influence – Digital Display
- Media Influence – Digital Owned
- Media Influence – Social Media
- Media Influence – Propensity
- Chat Leader

Suite includes the following AmeriLINK® data elements:

- MEDIADD – Media Influence – Digital Display
- MEDIADO – Media Influence – Digital Owned
- MEDIASM – Media Influence – Social Media
- MEDIAPROP – Media Influence - Propensity
- MEDCHAT – Chat Leader

Ad-hoc, custom analytics available to help stakeholders look at data from their marketplace perspective.

# Rx & Supplement Insights

Leverage c2b solution's psychographic insights to reach and influence healthcare consumers who need pharmaceutical products and services. Our prescription drug and supplement models offer a variety of consumer views to help you design and develop communication approaches that resonate with your desired consumer target market.

Imagine, our insights can help you improve compliance, persistency, and adherence for medication utilization. You can gain deeper understanding of reported reasons for non-compliance. Our insights offer share of wallet, number of medications, and purchase channel insights useful in planning your marketplace strategies.

## Uses

- ✓ Acquisition
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## Data Elements & Element Suites

## Model Notes

### Maintenance Medications

A demographic-based analytical model which predicts the likelihood an individual is using maintenance prescription drugs to treat common chronic conditions.

Model indicates utilization as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely  
1 - 8  
9 = Least likely

### Vitamins, Minerals or Supplement (VMS) Usage

A demographic-based analytical model which predicts the likelihood an individual is using supplements (vitamins, multi-vitamins, minerals, supplements) to treat medical conditions.

Model indicates utilization as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely  
1 - 8  
9 = Least likely

### Adherence with Maintenance Medications

A demographic-based analytical model which predicts an individual is taking maintenance drugs as directed and on time.

Model indicates medication compliance propensity as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely  
1 - 8  
9 = Least likely

### Adherence with Supplements

A demographic-based analytical model which predicts an individual is taking supplements (vitamins, multi-vitamins, minerals, supplements) regularly.

Model indicates VMS compliance propensity as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Most likely  
1 - 8  
9 = Least likely

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## Data Elements & Element Suites

## Model Notes

### Reason for Non-Compliance

A demographic-based analytical model which predicts reasons why an individual may not be in compliance with their prescription medications.

Model identifies most likely reason for non-compliance:

- Values: D = Dislike Rx  
C = Cost of Rx  
A = Prefer Alternative  
N = Just Don't

### Prescription Medications Purchasing Channel

A demographic-based analytical model which predicts where an individual is purchasing prescription medications.

Model identifies most likely purchase channel for prescription drugs:

- Values: D = Drug Store  
R = Retail Store  
G = Grocery Store  
M = Mail Order

### Brand Preference

A demographic-based analytical model which predicts the likelihood an individual prefers a brand name medication over a generic.

Model indicates preferences as an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 = Brand Name Preferred  
1 - 8  
9 = Generic preferred

### Share of Wallet - Prescriptions

A demographic-based analytical model which predicts the number of locations an individual shops for prescription medications.

Model results express a count (number of locations):

- Values: 1 – 9

### Number of Prescriptions

A demographic-based analytical model which predicts the number of medications an individual takes on a regular basis

Model results express a count (number of prescriptions):

- Values: 1 – 9



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## Uses

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## Data Elements & Element Suites

## Model Notes

### Prescription Drug Suite:

The prescription drug suite offers multi-dimensional viewpoints for health care consumers. The suite enables strategic communication planning as it provides your company with our full set of Rx and Supplement Insights.

- Maintenance Medications
- Adherence to Maintenance Medications
- Reasons for Non-Compliance
- Prescription Purchase Channel
- Brand Preference
- Share of Wallet
- Number of Prescriptions

### Over-the-Counter Drug Suite:

Consider Over-the-Counter buying patterns and preferences as you develop and deliver marketplace strategies to reach your desired individual buyers and increase revenue.

- Brand Preference
- Purchase Channel
- Reason for Non-Compliance
- Supplement Usage
- Adherence - Supplements

Suite includes the following AmeriLINK® data elements:

- RXADHM – Adherence - Maintenance
- RXADHS – Adherence - Supplement
- RXBRAND – Brand Preference
- RXMAINT – Maintenance Meds
- RXNCDRUG – Reason for Non-Compliance
- RXNUM – Number of Drugs
- RXPURCHA – Purchase Channel
- RXSOWRX – Share of Wallet - Prescriptions
- RXSUPP – Supplement Usage

Ad-hoc, custom analytics available to help stakeholders look at data from their marketplace perspective.

Suite includes the following AmeriLINK® data elements:

- RXADHS – Adherence - Supplement
- RXBRAND – Brand Preference
- RXNCDRUG – Reason for Non-Compliance
- RXPURCHA – Purchase Channel
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## Uses

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## Data Elements & Element Suites

## Model Notes

### Vitamins, Minerals & Supplements (VMS) Suite:

Use these insights to enter or strengthen your approaches to the Vitamins, Minerals & Supplements marketplace.

- Supplement Usage
- Adherence to VMS
- Brand Preference
- Purchasing Channel
- Number of Prescriptions

Suite includes the following AmeriLINK® data elements:

- RXADHS – Adherence - Supplement
- RXBRAND – Brand Preference
- RXNCDRUG – Reason for Non-Compliance
- RXNUM – Number of Drugs
- RXPURCHA – Purchase Channel
- RXSUPP – Supplement Usage

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### Other recommended data:

- Health Personalities Segmentation (powered by AMI and c2b solutions)
- Media Influences Suite
- Health & Wellness Shopping Suite

# Health & Wellness Shopping



Powered by:

Leverage c2b data's psychographic segmentation to reach shoppers in your retail space. Influence consumer shopping patterns in your store directing purchases to specific product types or increasing overall basket sizes and purchases in your stores, whether online or on-the-ground.

View information channel preferences and retail patterns, including prescriptions, over-the-counter pharmaceuticals, vitamins, minerals, and supplements.

Enhance direct messaging and advertising campaigns with consideration of c2b's five consumer segments and deep data profiles about each segment.

## Uses

- ✓ Acquisition
- ✓ Loyalty
- ✓ Behavior Change

### Model Elements & Element Suites

### Model Notes

#### Prescription Purchase Loyalty

A demographic-based analytical model which predicts the likelihood the individual is purchasing their prescriptions at the same location.

Model indicates an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 – Most Loyal  
1 – 8  
9 – Least Loyal

#### Front of Store Loyalty

A demographic-based analytical model which predicts the likelihood the individual is purchasing front of store products (vitamins, minerals, supplements and personal care products) at the same location.

Model indicates an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 – Most Loyal  
1 – 8  
9 – Least Loyal

#### Front of Store Spenders

A demographic-based analytical model which predicts the likelihood individuals who spend a lot of dollars on front of store products (vitamins, minerals, supplements and personal care products).

Model indicates an index scored 0-9. Zero is highest score available within the model:

- Values: 0 – 9
- Ranking: 0 – Most Likely  
1 – 8  
9 – Least Likely

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## Uses

- ✓ Acquisition
- ✓ Loyalty
- ✓ Behavior Change

## Model Elements & Element Suites

### Health & Wellness Shopping Suite

Leverage the combined insights of the Health & Wellness Shopping data to target those individuals most likely to make health and wellness related purchases in your store or most likely to purchase your health and wellness products and services.

- Prescription Purchase Loyalty
- Front of Store Loyalty
- Front of Store Spenders

### Other recommended data:

- Vitamins, Minerals and Supplements (VMS) Suite
- Health Personalities Segmentation (powered by AMI and c2b solutions)
- Media Influences Suite

## Model Notes

Suite includes the following AmeriLINK® data elements:

- HWRXLOYL – Shopping – Rx Loyalty
- HWFOSL – Shopping – Front of Store Loyalty
- HWFOSS – Shopping – Front of Store Spenders

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# Data Elements & Value Types

KBM Book Name	Description	Value Type
HLTHSEG	Health Personality Segments <i>(powered by c2b solutions)</i>	Nominal (1-5)
MEDIAIDD	Media Influence – Digital Display	Index (0-9)
MEDIAIDO	Media Influence – Digital Owned	Index (0-9)
MEDIAISM	Media Influence – Social Media	Index (0-9)
MEDIAIP	Media Influence – Propensity	Index (0-9)
MEDCHAT	Chat Leader	Index (0-9)
RXADHM	Rx - Adherence - Maintenance	Index (0-9)
RXADHS	Rx - Adherence - Supplement	Index (0-9)
RXBRAND	Rx - Brand Preference	Index (0-9)
RXMAINT	Rx - Maintenance Meds	Index (0-9)
RXNCDRUG	Rx - Reason For Non-Compliance	Nominal (D,C,A,N)
RXNUM	Rx - Number of Prescriptions	Numeric (1-9)
RXPURCHA	Rx - Purchase Channel	Nominal (D,R,G,M)
RXSOWRX	Rx - Share of Wallet - Prescriptions	Numeric (1-9)
RXSUPP	Rx - Supplement Usage	Index (0-9)
HWRXLOYL	Health & Wellness Shopping – Rx Loyalty	Index (0-9)
HWFOSL	Health & Wellness Shopping – Front of Store Loyalty	Index (0-9)
HWFOSS	Health & Wellness Shopping – Front of Store Spenders	Index (0-9)

Revised: September 2015

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# Custom Analytics to Meet Your Needs



Custom Data Science,  
Analytics, Business  
Intelligence Systems, and  
Solution Modeling



- Actively listens!
- Designs strategies with your goals and needs in mind.
- Prescribes resources they feel essential in delivering integrated, enhanced data products and services for your needs.
- Works with all types of data resources including consumer compilers, media data, and proprietary, licensed sources like c2b solutions.

A Few Enhancement  
Examples:

- BI Dashboards
- Custom Models
- Reporting
- Data Collection
- System Engineering
- Actionable Data
- Propensity Models
- Consumer interaction Models
- Sales Modeling





**Right Angle Advisors**

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