

Precise Demographic Insights to Engage Your Ideal Target Audience



In today's competitive healthcare landscape, attracting, engaging and retaining prospective patients and members demands precise targeting and messaging based on intelligence-driven marketing strategies. At the same time, maximizing returns on marketing spend to optimize value-based care initiatives and MLR ratios is critical to success.

LexisNexis® Profile Booster delivers the power of consumer insights and demographic data attributes to help you refine your segmentation and targeting efforts, enhance response models and improve prospect engagement by helping you build impactful messages relevant to your audiences.

Successful healthcare marketing campaigns are built on actionable lifestyle insights and demographic details for better segmentation and targeting.



Profile Booster combines access to the most robust sources of next-generation alternative data with proven linking technology to create a more extensive view of prospective patients and members that augments existing marketing data sources.

These intuitive attributes deliver a more in-depth profile of the patients and members you are trying to acquire and, more importantly, retain.

The changing healthcare landscape is fueling the need for more personalized, precise marketing and communication efforts:

-  Improve targeting accuracy
-  Accelerate response rates
-  Reduce the costs of patient and member acquisition
-  Increase patient and member engagement and retention
-  Optimize marketing spend

Profile Booster leverages the power of LexisNexis identity data coverage, depth and quality, including access to over 65 billion public and proprietary records and more than 10,000 data sources that go beyond credit data and traditional sources. Powered by LexisNexis LexID®, Profile Booster builds marketing attributes that deliver increased perspective into the demographics of the prospect, their household, and their relatives and associates.

Profile Booster attribute categories include:

- Life Events
- Name/Address Verification
- Residential Insights
- Occupational Records
- Education Characteristics
- Assets
- Court Records
- Recreational Interests
- Other Demographic Details

These insights strengthen visibility into a prospect's current lifestyle to help your organization create personalized, relevant messages that better resonate and support higher conversion rates and retention.

Is your current marketing strategy...

- Appropriate for the individual's family situation?
- Able to pinpoint individuals insured within a family that are soon to be candidates for individual coverage?
- Properly segmented?

**For more information, call 866.396.7703
or visit risk.lexisnexis.com/healthcare**



Health Care

About LexisNexis® Risk Solutions

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