

Connect patient-level health data with consumer data

Get the critical information you need to make population health decisions.

SDOH may have a more significant impact on wellbeing than clinical indicators. First-party data from the EHR gives you only a fraction of the attributes that make up a patient.

Appending your patient database with SDOH attributes can help fill in your analytical gaps and build more statistically relevant propensity models.

Bring together precision demographics, SDOH and propensity models to make healthcare analytics easy

Populi's proprietary database provides monthly updates of the entire US population over the age of 17 for patient appends and consumer targeting.



Proprietary
database of
240M+
consumers



Core Demographics

Race, gender, birthdate, household size and composition, language, marital status



Education

High school, college degree, vocational training



Transportation Access

Ownership, public transportation usage, rideshare and ride service usage



Health Service Use

Wellness visits, ED usage, PCP, telehealth users, medication adherence



Media Propensities

Social, ecommerce, ideal channel targeting



Lifestyle Segments

Predefined life stage and activity population segments



Economic Indicators

Household income, occupation, credit scores, purchase behavior, debt, home rent vs. ownership, new movers



Health Behavior Indicators

Eating, smoking, drinking, exercise, lifestyle choices, stress levels, dieting



Technology Usage

Ownership and usage of mobile phone, tablet, laptop, wearables



Clinical Propensities

Procedure and condition propensities defining likelihood to have a disease/condition and require health services



Power the CRM life cycle with Population Intelligence

By combining patient and consumer data in a compliant way, Populi can enhance your targeting, acquisition and patient engagement strategies.



Market & Opportunity Analysis

Leverage pre-built dashboards to evaluate patient behavior in your market area.



Patient Acquisition

Immediately leverage Populi's entire consumer data set for patient acquisition campaigns.



Nurturing Journeys

Directly power consumer & patient journeys with Populi's extensive Population Intelligence Data.



Hypertargeting

Hypertarget specific segments with an extensive data dictionary.



Audiences & Segmentation

Utilize geographical, propensity and SDOH to build custom audiences and segments for targeted marketing efforts.



Data Activation

Activate Populi data for marketing initiatives across delivery options.



Personalize & Target

Access Populi Consumer Data directly in Salesforce Interaction Studio to personalize your engagement channels.



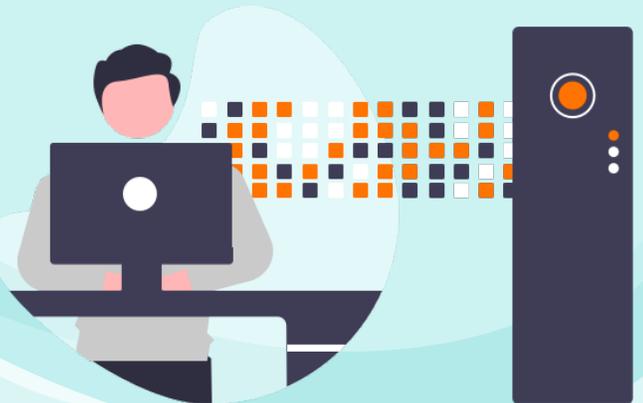
Re-Marketing

Append Populi's SDOH & Propensity Scores to transform your engagement profile.

Propensity models: use machine learning to predict patient needs

By connecting actual patient-level health data with consumer demographic, psychographic and socioeconomic data, Populi's AI prediction engine will help you identify and forecast your target patients' needs.

Build custom models or select from our existing library of off-the-shelf, high-performing standard models that can be quickly deployed and integrated into the marketing platforms you use every day.



See for yourself with a proof-of-concept demo using live data from your market. populi.ai/request-demo