

Use machine learning to predict patient needs

Fine-tune custom propensity models or choose from our library of high-performing standard models.

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 standard models that can be quickly deployed and integrated into the marketing platforms you use every day.

Custom Propensity Models

Move to the next level of segmentation utilizing machine learning to uncover your most relevant audiences.



Proprietary database of
240M+
consumers



Large sample sizes



Highly robust and performative models

Key Features



Target Segment Builder

Use Populi's Cohort Builder to easily fine-tune and communicate your cohort definition to Populi for model training.



Automated Model Training

Accelerate model building through automated machine learning that assists users in selecting the best model.



Model Performance & Feature Importance Intelligence

Populi goes beyond propensity scores to equip you with a wide range of easily digestible model information, including model performance and the most important attributes, to help inform your segmentation and communication strategies.



Mapping to Consumer Data Sets

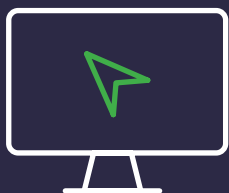
Pass propensity scores to your internal consumer/patient databases and activate audience segments in the tools where you maintain your existing 1st and 3rd party data.



Standard Propensity Models

Not sure exactly what cohort you want to build for your custom model? Populi offers a large library of standard models built from a national sample of patients who qualify for the cohort based on a set of diagnosis and/or procedure codes covering everything from arrhythmia to lung transplant.

POPULI STANDARD MODEL LIBRARY		
Arrhythmia	Cosmetic Surgery	GI Cancer
Atrial Fibrillation	Thyroid disorders	Lung Cancer
Cardiac Device Procedures	Female Infertility	Male Reproductive Cancer
Coronary Artery Bypass Graft (CABG)	Male Infertility	Mammography Screening
Heart Attack	Bariatric Surgery	Eye Exams & Optometry
Heart Failure Model	Hernia	Eyeglasses & Contacts
Heart Valve Procedures	High Fiber diet	Laser Vision Correction
Peripheral Vascular Disease	Salt Restriction	Vision Care
Chronic Back Pain	Annual Wellness Check-up	Back pain
Chronic Kidney Disease	Mental Health - Online Counseling	Hip Replacement
COPD	Regular Doctor Appointment	Hip/Knee Procedures
Pancreatic Disorders	Retail Clinic - Usage	Knee Replacement
Type 2 Diabetes Mellitus	Urgent Care - Online Counseling	Shoulder/Elbow Procedures
Acid Reflux (GERD)	Urgent Care Clinic - Usage	Shoulder/Elbow Replacement
Arthritis	Epilepsy	Surgical Spine Procedures
High Cholesterol	C-section Delivery	Total Joint Replacement
Lactose Intolerance	Labor and Delivery	Heart Transplant
Low Cholesterol	Blood Cancers	Kidney Transplant
Cosmetic procedures (e.g. Botox)	Breast Cancer	Liver Transplant
Cosmetic procedures or surgeries	Female Reproductive Cancer	Lung Transplant



See how Populi can help uncover your most relevant audiences with a proof-of-concept demo.

populi.ai/request-demo