|||||POPULI

Put your target audience in context

Gain insights on the attributes that have the greatest impact.

Social Determinants of Health (SDOH) are the social and economic factors that influence health outcomes. It might seem like just another buzzword, but SDOH may have a more significant impact on wellbeing than clinical indicators. Without SDOH data, you could be missing critical information for population decisions.

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.

SDOH Impact on **Patient**

2X higher death rate for individuals unemployed for more than six years

5X higher risk of mental health conditions due to exposure to violence and feeling unsafe during childhood

SDOH Impact on **System**

$2,320 per capita annual health system expense due to housing instability

$155B annual cost to the U.S. health system due to food insecurity

Proprietary database of 240M+ consumers

800+ attributes at the individual level

Build a solid foundation for population analysis and modeling with SDOH

As part of Populi's Population Intelligence suite, our proprietary database provides monthly updates of the entire US population over the age of 17 for patient appends and consumer targeting.

Populi's self-reported and modeled SDOH attributes give insight into your target audience's behavior, both directly and indirectly related to their engagement with health and healthcare. Our consumer data provides more than 800 attributes at the individual level, grouped into a handful of useful categories:

Economic Indicators
Includes standard information such as estimated household income and home value, as well as more sophisticated models such as economic stability score (similar to a credit score) and a net worth attribute that estimates the target's total assets minus liability.

Health Behavior Indicators
Often the most powerful predictors, this category includes information about the target's smoking and drinking behavior, stress levels, quality of sleep, and other health-related attributes.

Health Service Usage
Shows where the target refills prescriptions, how likely they are to discuss an ad or specific medication with a provider, and where they look for healthcare information outside of a provider's office.

Technology Usage
Provides insight into the target's sophistication and use of various technologies such as a wearable device or health-specific wearable device and whether they track their fitness and wellbeing using digital tools.

Access Populi's SDOH insights in three ways

Populii makes healthcare analytics easy, by giving you the data you need in the tools you use every day. You can access our platform in three ways:

Delivered through connectors
Ready to go for sales, marketing, product and strategic planning users

BI dashboards
An interactive, on-demand, near real-time overview of trends.

Feeds and developer APIs
For developers and data scientists to support commercial analytics efforts

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