

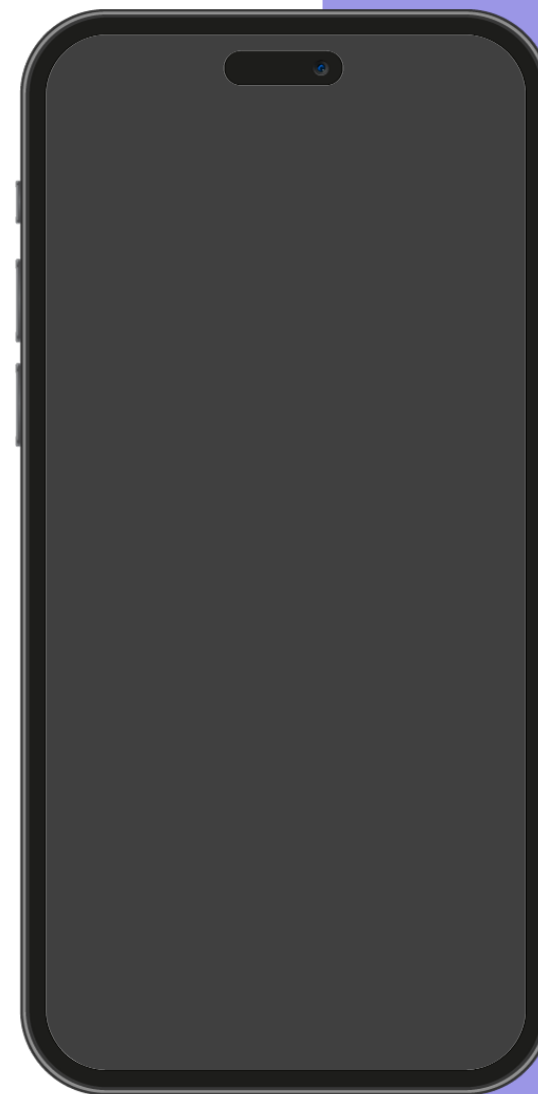


AI Predictive Patient Targeting

Get More Patients You Want

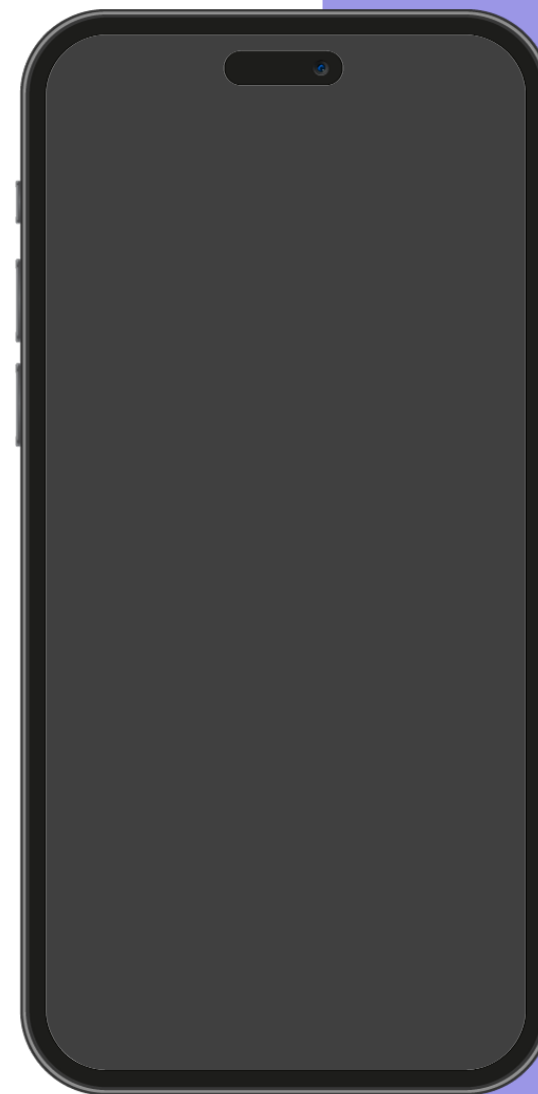
Growth Marketing Tools

- Neurosurgery Growth (Hospital/Practice)
 - Google Search
 - AI Search
- Patient Targeting
 - Select specific patient types
 - Attract, convert and measure ROI



What problems are we solving?

AI Patient Targeting



Context Items

Search Type	Google	AI - Generative
Non-Healthcare Search	80% to 85%	15% to 20%
Healthcare Search	60% to 65%	35% to 40%

The World Has Changed

Prior to AI

Goal: Win local search

Method: Google Reviews – Win patient

Opportunity: Convert 1% to 4% to appointments

AI Everywhere

Goal: Win generative/AI search

Method: Top rated, Outcomes, Safety, Reviews, Surveys, Access

Payoff: Convert 5% to 10% to appointments

AI's Opinion on Neurosurgery in Chicago

Northwestern Memorial Hospital Neurosurgery

<https://www.nm.org>

PULSE SCORE
AI VISIBILITY

68/100

B-

Good

PROCEDURAL

~20-30 attending neurosurgeons across the department/system physicians

Major Teaching

B-



Scored per Appendix A methodology

Rush Neurosurgery

<https://www.rush.edu/services/treatments/neurosurgery>

PULSE SCORE
AI VISIBILITY

59/100

C

Fair

PROCEDURAL

Major Teaching

C



Scored per Appendix A methodology

AI Search Complexity

Signals	Definition	Source
Social Reputation	Primarily Google reviews	Google
Safety	Patient harm assessments based on 32 criterion	Leapfrog
Patient Experience	Patient reported experiences across many layers	CMS
Outcomes	Patient-Reported Outcomes Measures – PROMs	many
Credentials	Verification of physician qualification, training, etc.	Docinfo
Access to Care	Proximity to population, scheduling, financial barriers, specialties	NIH.gov

Search Marketing Change

Acronym	Definition	Keys
SEO	Search Engine Optimization	Drove traffic to websites
GEO	Generative Engine Optimization	AI powered synthesized answers
AEO	Answer Engine Optimization	AI powered synthesized answers

Targeting to Get More of What You Want

Wish List

- Choose the patient types
 - Care need to match available providers
 - Insurance type
- Attract these ideal patients
 - Reasonable cost
 - Supportable rate of new patients
- Track acquisition costs – understand value being created

Predictive Patient Category

Predictive Patient Model

Patient Risk Level*

①

Neurology



②

Spine, Spinal Stenosis



③

Extreme risk



RESET

SAVE AS PREDICTIVE AUDIENCE



④

Select Locations on Map to Build Audience

66061 X

66062 X

66209 X

66213 X

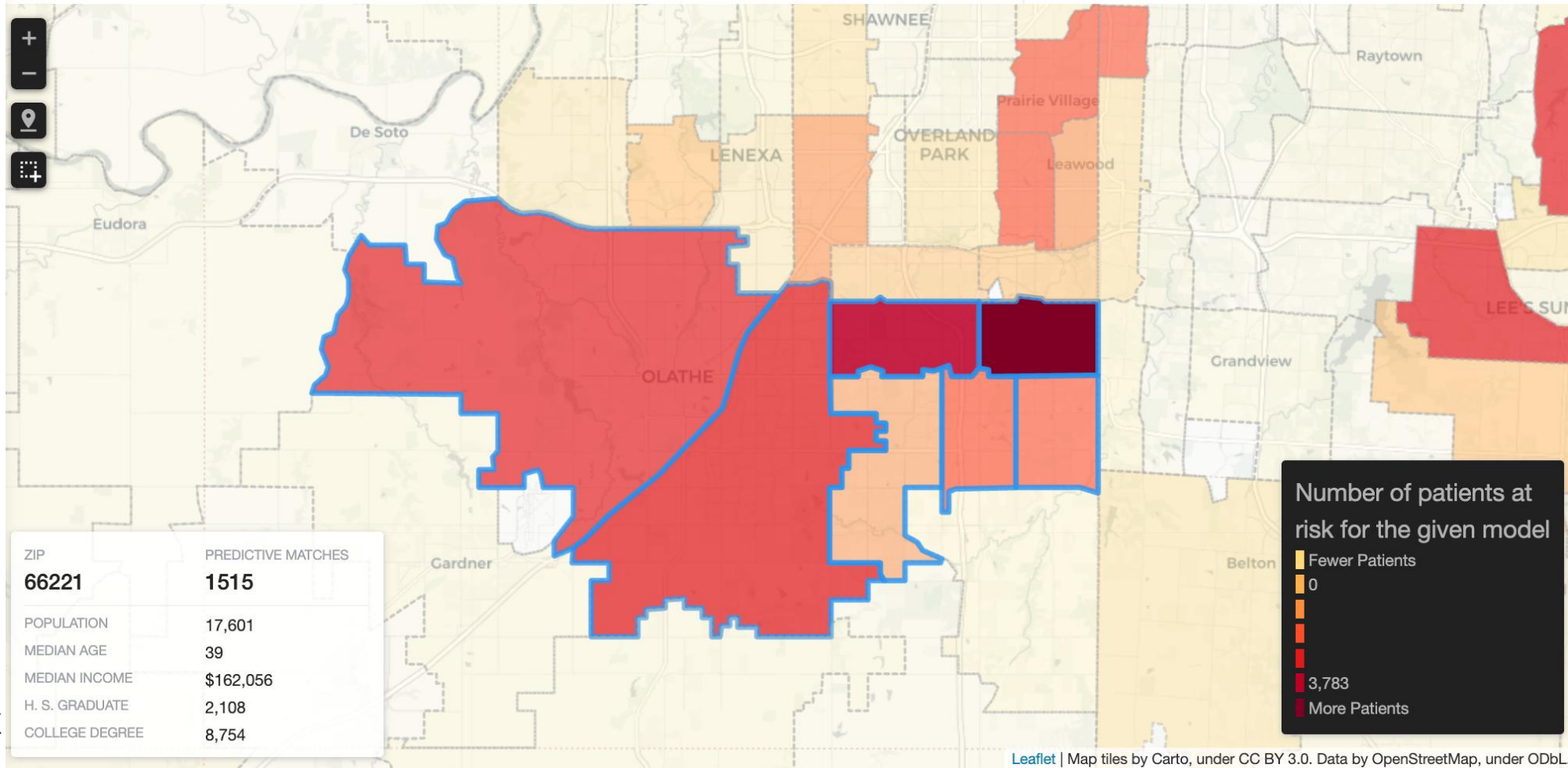
66221 X

66223 X

66224 X

AUDIENCE SIZE

17,107





Explore Audience



Name Audience



Refine Audience



Use Audience

Refine Audience

Spinal Stenosis

Patient targeting for spinal stenosis.

Initial Audience Size

17,107



We allow additional filtering on a very small subset of the traits used when building predictive models. Additional filtering of the audience will affect the effectiveness of the audience prediction.

Demographic Filters

RESET ALL

AGE

Click to Exclude

18-44

45-64

65-84

85+

INCOME

Click to Exclude

<\$40k

\$40k-\$80k

\$81k-\$120k

\$121k-\$160k

>\$160k

INSURANCE

Any Type



✓ Medicare

✓ Medicare Advantage

✓ Medicaid

✓ Self-pay

✓ Commercial

Refined Audience Size

17,107

Refine Audience

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>\$160k

INSURANCE

Non Government

✕ Medicare

✕ Medicare Advantage

✕ Medicaid

✓ Self-pay

✓ Commercial

Refined Audience Size

2,583



Limit Attribution to Specific Locations

✓
Explore Audience

✓
Name Audience

✓
Refine Audience

4
Use Audience

Use Audience

Spinal Stenosis

Patient targeting for spinal stenosis.



Audience Size

2,583

Audience Details



MODEL

Neurology: Spine, Spinal Stenosis

RISK

Extreme Risk

TARGETS

7

☐ Send Postcards

Size: 2,225

Total: 2,225 Credits

Target the audience with a postcard campaign.
Design a postcard, print and mail, and then track the results.

SEND POSTCARD CAMPAIGN

☐ Create a Facebook Audience

Size: 2,583

Create and upload a custom audience to Facebook
Ads so that you can target them on Facebook or
Instagram.

PURCHASE AUDIENCE

☐ Downloadable Mailing List

Size: 2,225

Total: 2,225 Credits

Download a list of contacts to target with direct
mail. Have your own way to send direct mail, but
want to still hit a targeted list? This option is for

PURCHASE LIST



Back Pain - August 2024 DRAFT MAILED

Created: Aug 29, 2024

Scheduled: Sep 04, 2024



RECIPIENTS

19,841

RECEIVED

19,841

100%

IN-PRODUCTION

19,841

100%

MAILED

19,841

100%

PROCESSED FOR DELIVERY

19,776

99.67%

RE-ROUTED

261

1.32%

RETURNED TO SENDER

46

0.23%

Preview



Front



Back

Audience

AUDIENCE SIZE

19,841

AUDIENCE DETAILS

Any Spine Surgery

MODEL

Orthopedics: Spine, Any Spinal Surgery

RISK

Extreme Risk

TARGETS

17

Attributed Touches

Attribution: Last Touch



DELIVERED MAIL

19,776

ASSISTS

146 (0.74%)

APPOINTMENTS

1,093 (5.51%)

NEW PATIENTS

721 (3.63%)

Postcard Direct Activity

QR CODE SCANS

17 (0.09%)

CONVERSIONS

42 (0.21%)

Neurosurgery Campaign Summary

Campaign Details

Campaign cost:	\$32K
Number of appoints:	1,093
Value of initial appointments:	\$300
% of patients moved to surgery:	20%
Value of each surgery patient:	\$20K

Total Revenue

Initial appointments:	\$327K
Surgical revenue:	\$4.3M
Total:	\$4.6M

