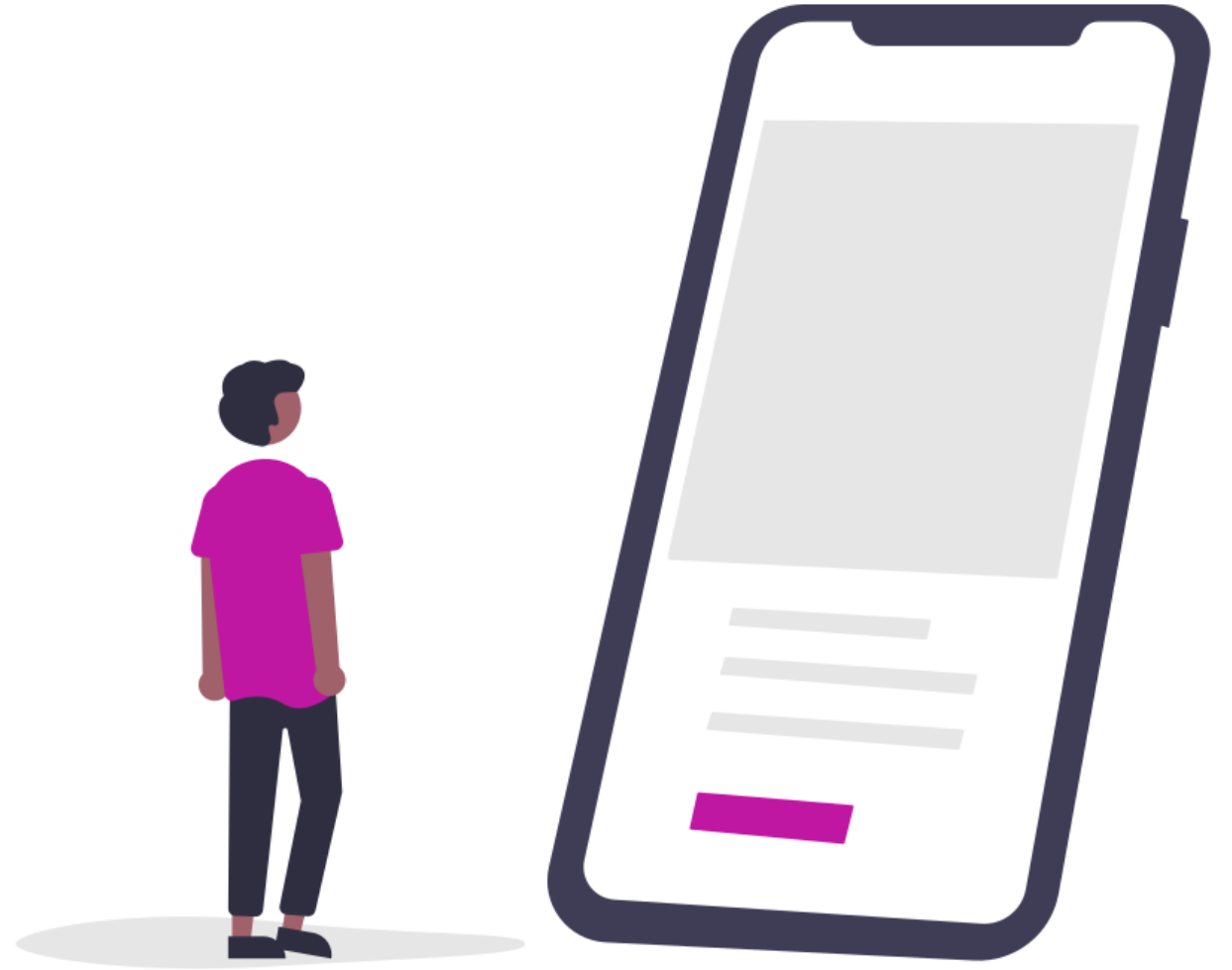




What's wrong with health and wellness marketing today?

It's too complicated and too impersonal.

Much of what patients see is irrelevant
because organizations serve the same
information to everyone.



We believe:

Healthcare is Personal*(ized)*.

What do people want from their health and wellness providers?

- Personalized help.
- Help finding the info they need.
- Help getting the best care.
- Help with follow-up.
- Help staying healthy.

Help me... find a primary care physician, find the best specialist, schedule an appointment, remember my appointments, learn about my condition, navigate the hospital, communicate with my family, check ER wait times, find a place to park, pre-register for an appointment, track rehab progress, pay my bill, understand my bill, dispute my bill, remember to take my medication, contact my doctor, stay healthy, connect with support communities... and ***make it easy.***

We take care of you, so you
can take care of others.

(human)^x makes it easy for healthcare organizations to connect people and providers with the personalized products and services they need to maintain a healthy lifestyle.

A Human-First Approach to Healthcare.

We put the people behind the screens in the center of our processes. Armed with insights that give us a deep understanding of your audience, we build real experiences to connect brands with consumers in an increasingly digital world.



What matters?

The experts within our internal health and wellness practice have spent decades researching your audience's core motivations to deliver personalized, omnichannel experiences for health and wellness brands that inspire action, drive revenue, and simplify the patient health journey.



A Brief

Overview



(human)^x

| Who we are

We are the exponential agency.

(human)x is a full-service digital agency that creates exponential growth by connecting business potential to human insight. Our proven process includes a PhD-led team of researchers that allows us to uncover key human insights and develop the breakthrough creative experiences that make our clients matter more to their customers.

Healthcare Services

No two healthcare companies have the same goals — that's why we offer an array of services for a simplified, personalized marketing approach.

Patient + Consumer

- Audience Intelligence and Persona Development
- Patient Acquisition
- Patient Loyalty and Retention
- CRM Strategy and Execution
- Epic / GRM Integration
- IOT Innovation
- Data and Analytics
- Social and Community Management/Reputation Management
- A.I. – Driven Review Intel
- Segmentation & Content Personalization
- Brand Awareness
- Content Strategy
- UX/UI
- Website and App Design and Development
- On-Premise Experiential
- Media strategy & buying

Physician + Professional

- Recruiting
- Retention
- Trade Show Promotion and Management
- Physician Reputation Management
- Thought Leadership Content Strategy
- LMS Strategy and Execution

Pharma + Device

- Audience Intelligence
- Brand Strategy
- Brand Launch
- Brand Awareness
- Lead Generation
- Feasibility Study
- Product Testing
- Product and Service Design
- Virtual Product Demonstration
- LMS Strategy and Execution
- Packaging

Our Experience in Healthcare.

In our 23-year history, we have collaborated with healthcare companies across specialties to achieve their marketing goals. Here are a few:



Hospitals and
Healthcare Networks



Pharmaceutical
Companies



Health Insurance
Companies



Medical Device and
Supply Companies



Health Retail



Health and Wellness

Hospitals and Healthcare Networks

 **UL of Health**

 **NORTON
HEALTHCARE**

 **UL**
Brown Cancer
Center

 **Kindred**
Healthcare

 **Premier Health**

 **Community**
Health Network

 **MERCYHEALTH**

 **Cincinnati
Children's**

 **Good Samaritan College
of Nursing & Health Science**

 **Integra Health**
Compassionate Care · Dependable Service

 **Indiana University Health**

 **Interim**
HEALTHCARE®

Pharmaceutical

Lilly

 *Pfizer*

janssen 

premier
consulting

Johnson & Johnson

 **WORLDWIDE**
CLINICAL TRIALS

Health Insurance

Anthem.

Humana



CareSource[®]

WELLPOINT[™]

ENSEMBLE[™]
HEALTH PARTNERS

Mercer

Medical Device and Supply

PHILIPS



ETHICON
a Johnson & Johnson company

Smith+Nephew



**STANDARD
BARIATRICS**

Transitions™



stryker®

Integra Health
Compassionate Care · Dependable Service

AtriCure

Stericycle

orthocare
innovations™

relieva
medsystems

midmark®

symmetry surgical®

Spectranetics®

Mammotome

etiometry

NDX NATIONAL
DENTEX LABS

neotract

Health Retail

LENSCRAFTERS 

Transitions™

bolle
SAFETY

evenflo.

GRACO®

CINTAS®

 Lice Clinics
OF AMERICA®

AMERICA'S BEST
CONTACTS & EYEGLASSES

 KORRECT OPTICAL

Health and Wellness

 HAMILTON COUNTY
PUBLIC HEALTH

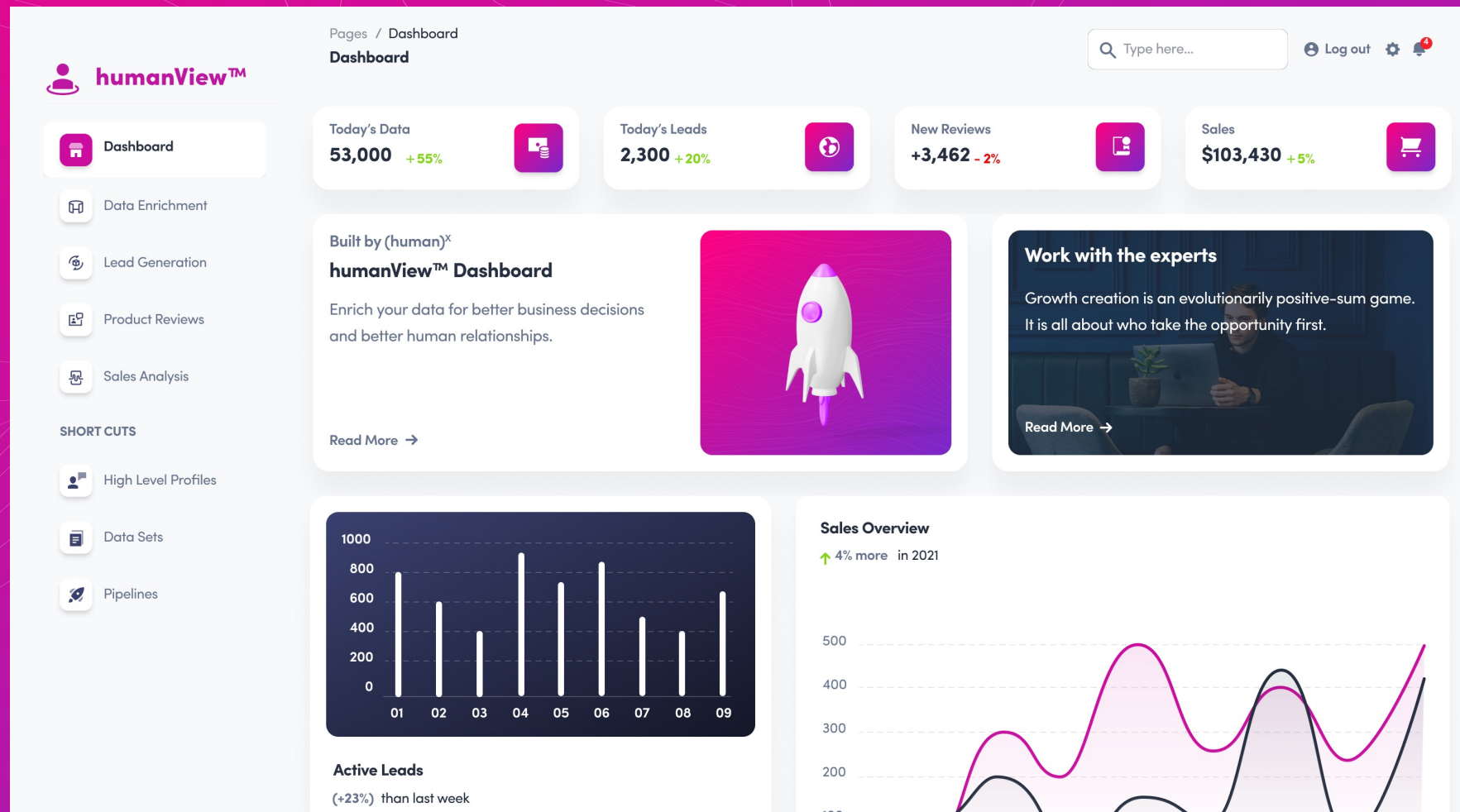
Nutrex
RESEARCH


SOLUTIONS
FOR WOMEN

 CANNOVIA

humanView™

Our proprietary platform enriches your consumer data so we can transform datapoints into human insights.



Get the full picture by enriching your first-party data with **humanView™**

Incorporate new updates and
information to improve accuracy
and add missing information.



humanView™

Enriched data allows for smarter business decisions and stronger human relationships.



Enrichment

Enrich first-party data with key variables like demographics



Personalization

Create powerful customized messaging for your customers



Conversion

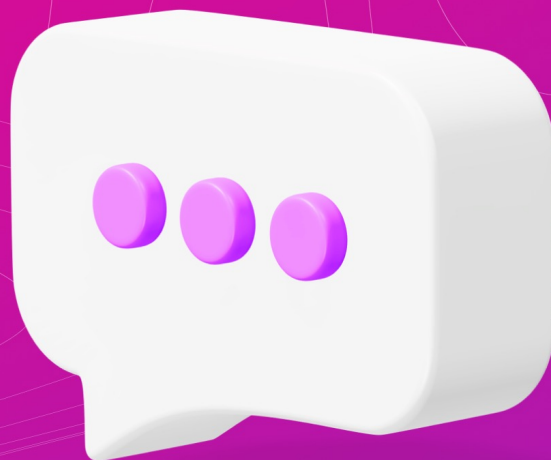
Campaign on behavior across multiple purchase categories



Refinement

Drive additional revenue while reducing expenses





“Insights are the new currency”

The more effortless the research looks, the more effort the researcher actually put into the process.

Without the full picture of your consumer, you're navigating your business in the dark.

What we can add:



Audience Intelligence

- Age
- Gender
- Marital status
- Presence of children
- Family status and position
- Location
- Homeowner status
- Education
- Occupation



Audience Behavior

- Activities from music to video games
- Interests from sports to cooking
- Buying habits online and in-store
- Philanthropic and charitable interests
- Financial investment behaviors
- Lifestyle interests



Panel Based Learning

- Wants, needs, likes, dislikes
- Cultural bias
- Brand, creative opinions
- Online search intent
- Influencer identification
- Future-forward intentions

leap group

(amp)

(human)^x

(matter)

(spark)

Market Less. Matter More.