

5 Key Questions to Ask Before Licensing Healthcare Data

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When considering a data provider, you want to be confident in the quality of the data source and ensure that the data models available are sufficiently flexible to successfully support the goals you have for it. Ask yourself exactly what segments and/or data characteristics make up your ideal data set and also whether you need to reach that audience in multiple engagement channels. Then, seek out a partner that can provide you with the scope of data you need, delivered the way you need it, when you need it.

The following are five key questions you should be asking when evaluating a data provider's offerings.

1 Do you specialize in the professional healthcare market? What scope of healthcare vendors do you serve?

The healthcare sector is unique, and there is a big difference between healthcare-focused data providers vs. data aggregators that serve broad consumer and less regulated B2B industries. Data providers that specialize in healthcare audiences are going to have a particular understanding of your goals. And, with more and more team oriented decision-making involving Mid-Levels and Allied Health professionals, it may also be helpful to know that a provider can offer a wide range of professions including: physicians, physician assistants, nurse practitioners, allied health, pharmacists, hospital administration, and for medical technology vendors, health IT professionals. Having access to these varied influencers can provide maximum reach across important touch points to achieve each campaign's unique goals.

Also ask if the data provider offers a wide range of filters such as NPI, specialty information, full demographic, firmographic, and even behavioral data, as you may wish to segment on a range of elements that can help you optimize your targeting.

2 What data acquisition and hygiene practices do you maintain?

Data acquisition and hygiene are perhaps the most important factors to consider when purchasing data, as they can make or break the success of your campaign. In the case of email, exceptional data hygiene can also prevent the significant damage to your company's IP reputation that would result from sending out emails to invalid addresses or ones that may cause spam issues. Ask the data provider if they use their own data for marketing purposes as well.

Also, make sure that you understand the source of the provider's data and whether it is privately and/or publicly collected and validated. You will also want to confirm the frequency in which it is verified and maintained based on internal and well-known 3rd party services.

In the case of cookies, or Digital ID data, it is critical to understand the source and methodology for data collection. Ask providers if they use a 'probabalistic' or 'deterministic' methodology to acquire their data and how they maintain certainty of data related to particular NPIs. Web-based HCP promotions are highly regulated, so you want to have the highest confidence that your ads are being served only to the intended individuals.

3 Can you assist with data to support omni-channel outreach?

We're all aware that the demands on healthcare providers' time are extreme, and that reaching them at different times of day, in different channels, is an effective way to ensure your message ultimately gets through. While all campaign budgets cannot support the reach you may want in all channels, it's worth asking a prospective data provider if they can support a multi-channel buy if the budget allows. Depending on the campaign goals, postal, email and data to power cookie-targeted promotions can be used in powerful combination to surround a target audience.

Your data partner should be able to support each marketing channel's own unique requirements, best practices, and benefits with the requisite processes and expertise to guide you through use of each data type to achieve maximum impact.

4 Is there flexibility in how I can analyze and access/use the data?

Over the last few years in particular, healthcare marketers and agencies have made very significant investments in technology infrastructure and/or in-house expertise to execute campaigns from their local email and digital platforms. The interest in real-time analytics, behavioral tracking, 'on demand' data access, data ownership and building very direct relationships with target audiences are all driving factors in these trends.

Irrespective of where your company's data strategies, technology or personnel investments fall on the spectrum, ideally, your data provider can respond to your needs enabling you to leverage the best models/services as a competitive advantage.

Whether that advantage involves access to analytics platforms, easy access to counts, data integrations, data licensing, appending, purchase or validation, partnering with a provider that offers a range of options at competitive prices can be key to long-term success.

5 Are you a Data Provider or Data Partner?

Data is only as good as the use you make of it. A true data solutions partner will be invested in your success and not just be looking to provide a list, data file or eBlast and walk away. Look for a provider who takes the time to truly understand your business and has demonstrated experience in your healthcare segment and with multi-channel marketing. Ask prospective providers if they are familiar with your ESP (Email Service Provider) and DSPs (Demand Side Platforms-used for cookie targeted data, e.g. Facebook, Google Bid Manager, MediaMatth and hundreds more), and if they are willing to offer a free consultation and advice to help you make the best use of your data, irrespective of the channel. Data needs and usage approaches are not a one size fits all equation, so make sure that you have access to flexible, innovative use models that can support your differentiated needs and budgets on a strategic and tactical basis.

We hope these key questions are a useful reference for your research into evaluating the right data provider for you. The healthcare market, HCP engagement tactics, and your competitors are ever evolving, so being aligned with an innovative data partner, not just a list provider, can be key to your organization's near and longer-term success in an omni-channel marketing world.

Whether your data needs are for list matching, filtering-based on specialty or behavior, for audience/database/lead development initiatives or are for programmatic advertising or perpetual use, share your requirements, and we will provide you with a rapid proposal and quote for our relevant data solutions.

**Contact us to learn more about our data solutions
and to share your current needs >>**

About MedData Group:

MedData Group provides a wide range of data, platform solutions and demand generation programs for agencies, publishers, medical education, pharmaceuticals, recruiters, medical devices, market research, healthcare technology, professional services and others looking to engage with professional healthcare audiences. We offer a full range of highly flexible, cost-effective data solutions as well as demand/lead generation programs.

Our omni-channel database of over 2 million healthcare professional records including email, digital ID, clinical behavior (Dx/Px) and dozens of other data fields is constantly being verified, enriched, and updated to fuel your audience analysis, identification and engagement needs. Our suite of innovative solutions will help you reach and engage the right HCP audiences through the right channels at the right time.



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