



Reaching Patients with Precision: Smarter Targeting in Healthcare Marketing

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Learning Objectives

Discover

Discover a framework for aligning targeting strategies with organizational goals and patient needs.

Learn

Learn how connecting audience targeting with service line priorities can strengthen campaign impact.

Explore

Explore ways to design social and programmatic campaigns that balance patient reach, privacy, and measurable results.

The Challenge

With tighter budgets, stricter privacy rules, and rising expectations, healthcare marketers must prove marketing's direct impact on patient growth and care outcomes, doing more with less and setting the stage for precision audience targeting as the way forward.

Why it matters now

Crowded Market

Competition from health systems, retail clinics, and digital health brands makes it harder to stand out.

Flat Budgets

Every dollar must show measurable ROI.

Privacy Constraints

HIPAA updates and browser privacy changes demand privacy-first targeting.

Stakeholder Pressure

Leaders expect clear evidence of marketing's impact on patient volume and financial results.

Session Objective:

Help healthcare marketers create more relevant patient experiences and drive better marketing performance through precision audience targeting opportunities available in social and display.

Fathom's tools for precision

A photograph of a medical examination room, featuring a white wall with a blood pressure monitor, a stethoscope, and a small shelf with medical supplies. The image is overlaid with a semi-transparent blue filter.

Patient Path

A photograph showing a person's hands typing on a computer keyboard. The image is overlaid with a semi-transparent blue filter.

**AI-Driven
ICD-10 Tool**



Patient Path

- What it is
- Why it matters
- Best used for
- Six learning modules

Patient Path

What it is

- A custom GPT workflow that explains complex healthcare topics through real patient experiences.

Why it matters

- Equips marketers to create human-centered campaigns that align with service line priorities and drive measurable outcomes.



Patient Path

Best used for

- Paid media strategy prep, audience development for programmatic/social, paid search keyword research, onboarding teammates new to healthcare.



Patient Path

Six learning modules

1. Understand the Condition
2. Who It Affects
3. Patient Journey Stages
4. Patient vs. Clinical Language
5. When Search Happens
6. Performance-Aligned Thematic Areas





AI-Driven ICD-10 Tools

- What it is
- Why it matters
- Best used for



AI-Driven ICD-10 Tools

What it is

- An AI workflow in a custom GPT using IQVIA data to identify and explain the most relevant ICD-10 codes for precise healthcare audience targeting.



AI-Driven ICD-10 Tools

Why it matters

- Connects clinical precision to campaign strategy, ensuring accurate audience definitions and smarter media investments.



AI-Driven ICD-10 Tools

Best used for

- Requesting IQVIA audience segments, precision targeting for paid campaigns, improving keyword and content strategy, and smarter audience segmentation or personalization.



Integration:

Combining Patient Path insights with AI-driven ICD-10 tools links human context to clinically validated audience segments, ensuring campaigns resonate with patients and support service line priorities and measurable growth goals.

Practical Framework to put Precision into Action

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- 1 Identify Service Line Priorities
 - 2 Build Precise Audience Segments
 - 3 Tie Campaigns to Organizational Goals
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Identify Service Line Priorities

- Start with leadership objectives
- Clarify desired outcomes
- Layer in market context

Output:

A short list of service line priorities mapped to specific business objectives

Build Precise Audience Segments

- Leverage multiple data sources
- Segment beyond demographics
- Balance reach and privacy

Output:

Defined audiences tied to condition-specifics, contextual topics, and behaviors



Living Donor Campaign

Programmatic and social channels targeted healthy-lifestyle interest groups across 22 priority counties.

Programmatic	Social Channels
<ul style="list-style-type: none">• Display• Online video	<ul style="list-style-type: none">• Nextdoor• Snapchat• Pinterest

Topic targeting examples included: Fitness enthusiasts, wellness + healthy lifestyles, juice + smoothie shops, gyms + fitness centers, yoga + Pilates studios, camping + recreational areas



Neuro Campaign

Contextually targeted campaign displays ads within Parkinson's and essential tremor content.

- **Privacy-safe:** Ads appear alongside related content, with no personal data required.
- **Audience intent:** Reaches people actively researching symptoms or treatment.
- **HIPAA-compliant:** Aligns with privacy regulations while staying relevant.
- **Efficient spend:** Precision ensures ad spend is efficient.

Tie Campaigns to Organizational Goals

- Align campaign KPIs to measurable objectives
- Translate clinical goals into marketing goals
- Engage stakeholders to ensure buy-in

Output:

Campaign objectives directly connected to measurable health system goals



Proton Therapy Campaign

Used modeled cancer audiences and caregiver segments to match service-line growth objectives.

- **Multi-channel reach:** Programmatic display, online audio/video, and YouTube.
- **Modeled audiences:** Based on de-identified claims data for likely cancer patients.
- **Keyword and intent-based:** Ensures relevance to those actively researching care options.
- **Caregiver inclusion:** Engages key decision influencers in the patient's support network.

Building Campaigns with Confidence

Strategic Geotargeting

**Advanced Audience
Segments**

Flighting

Smarter Data Impact

Risk of Imprecision

Three Key Takeaways

Start With Service-Line Objectives

Define growth goals and map them to service line. Build audiences that directly support those objectives, so every media dollar ties back to measurable outcomes.

Turn Clinical and Market Insights into Targeting Precision

Use data sources like de-identified claims, search intent, and patient-journey research to translate complex clinical needs into clear, privacy-safe audience segments.

Apply Proven Levers to Maximize Media Impact

Employ tactics such as strategic geotargeting, condition-specific segments, and smart flighting to expand reach without overlap. Deliver stronger engagement and ROI.



Questions?

Please be sure to complete the session evaluation on the mobile app!

Hannah Patrzyk



Strategist, Paid Media

Hannah is a Strategist on Fathom's Paid Media team, leading programmatic channel strategies for major clients. Her passion for media planning and creative, innovative solutions drives outstanding results. Outside of work, she enjoys pickleball, exploring Cleveland's trails, and relaxing poolside with a good book.



Jeremy Mathis



Director, Client Success

Jeremy is the Director of Client Success at Fathom, an IQVIA business. He has more than 20 years of experience developing and executing revenue-generating digital marketing initiatives in healthcare and other verticals. Prior to his time at Fathom, Jeremy spent nearly a decade with a leading healthcare system in Cleveland managing various digital strategies in support of patient awareness and acquisition efforts. Outside of work, he enjoys coaching youth lacrosse and running in the Cuyahoga Valley National Park.

