

# Health Data Coverage

What Semcasting can match, activate, and measure across HCP and patient audiences. Every figure below is deterministic coverage from the Semcasting Identity Graph, built without PHI and delivered under a HIPAA-safe workflow architecture.

**6.5M**TYPE 1 NPI  
RECORDS**6.4M**NPIS MATCHED  
AT HOME**1.7M**PRACTICE  
FACILITIES**9.4M**PHARMACY VISITORS  
(30 DAYS)**85%+**AVERAGE  
MATCH RATE

## HCP Coverage by Classification

TYPE 1 NPI, TOP SPECIALTIES

Healthcare professionals are addressable by NPI, specialty, practice type, prescriber category, disease state, and treatment protocol. Coverage extends to points of practice and to the home, so campaigns reach clinicians on CTV, programmatic display, and medical publisher networks outside the clinical setting.

| CLASSIFICATION                   | RECORDS | CLASSIFICATION                   | RECORDS     |
|----------------------------------|---------|----------------------------------|-------------|
| Counselor                        | 650,249 | Behavior Technician              | 336,889     |
| Nurse Practitioner               | 493,568 | Dentist                          | 272,474     |
| Social Worker                    | 408,669 | Physical Therapist               | 262,903     |
| Internal Medicine                | 374,890 | Registered Nurse                 | 256,077     |
| Health Care Education / Training | 357,338 | <b>Total Type 1 NPI Universe</b> | <b>6.5M</b> |

## Pharmacy & Retail Health

PRESCRIBER, STAFF, FOOTFALL

| PHARMACY PROFESSIONALS     | RECORDS | LOCATION & BEHAVIOR               | RECORDS    |
|----------------------------|---------|-----------------------------------|------------|
| Retail Pharmacy Management | 327,273 | Consumers in Pharmacies (30 days) | 9,365,765  |
| Retail Pharmacy Staff      | 296,934 | Retail Pharmacy Footfall Traffic  | 33,950     |
| Pharmacy Tech & Support    | 123,697 | Practice Facilities               | 1,708,129  |
| Registered Pharmacists     | 85,310  | Conference & Event Targeting      | 120 events |

## Consumer & Patient Coverage

MODELED, DE-IDENTIFIED

### Condition-Based Audiences

Chronic disease management, treatment-seeking behavior, and prescription history modeled from de-identified indicators. No PHI is used or stored at any stage.

### Rx Category & OTC

Prescription category affinity and OTC purchase behavior for brand launches, competitive conquest, distribution patterns, and adherence campaigns.

### Caregivers & Health Systems

Primary caregivers for aging, pediatric, and chronic-condition patients, plus administrators and procurement roles by system, department, and bed count.

Semcasting resolves a constellation of identifiers to a person, household, and business at the same time, rather than depending on any single proprietary key. Over 6 billion active identifiers span WiFi modems at home and work, carrier signals, IPv4 and IPv6, hashed emails, MAIDs, CTV, and addressable TV, with direct linkage to platform-specific IDs including NPI.

|                                    |                                     |                                      |                                           |
|------------------------------------|-------------------------------------|--------------------------------------|-------------------------------------------|
| <b>249M</b><br>REAL PEOPLE         | <b>134M</b><br>US HOUSEHOLDS        | <b>&gt;95%</b><br>HOUSEHOLD COVERAGE | <b>4.2B</b><br>NORTH AMERICAN IPS         |
| <b>1B</b><br>ACTIVE MOBILE DEVICES | <b>730M</b><br>ACTIVE HASHED EMAILS | <b>220M</b><br>PROPERTY PARCELS      | <b>8,500</b><br>IDENTITY LOCKER VARIABLES |

## From File to Live Campaign in 48 Hours

NO PHI, NO HEAVY INTEGRATION

|                                                                                                                    |                                                                                                               |                                                                                                           |                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>STEP 01</b><br><b>Ingest</b><br>Upload NPI, patient, or member lists. Processed inside a HIPAA-safe clean room. | <b>STEP 02</b><br><b>Match</b><br>85%+ deterministic match rate, 142% better than direct platform onboarding. | <b>STEP 03</b><br><b>Activate</b><br>Push to CTV, display, social, and audio across 40+ DSP integrations. | <b>STEP 04</b><br><b>Measure</b><br>Match back to script lift, pharmacy footfall, or trial enrollment. |
|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|

## Measurement Available on Health Campaigns

HIPAA-SAFE ATTRIBUTION

|                                                                                                                                                                   |                                                                                                                                        |                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Script Lift</b><br>Ad-exposed audiences matched to de-identified Rx outcomes through a HIPAA-compliant clean room and claims data provider. No PHI is exposed. | <b>Pharmacy Footfall</b><br>Retail pharmacy visitation monitored against exposed and control audiences to quantify in-market response. | <b>Enrollment &amp; Trial</b><br>Clinical trial recruitment and open-enrollment response measured at the audience level across every activated channel. |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|

### HIPAA-Safe by Architecture, Not Just Policy

Semcasting's data architecture is built for regulated healthcare markets and conforms to IAB, NAI, and all applicable state and federal statutes.

**HIPAA**  
SAFE WORKFLOW

**SOC 2**  
TYPE II CERTIFIED

**HITRUST**  
CSF CERTIFIED

**NAI**  
ADHERES TO STANDARDS

**DAA**  
ADHERES TO STANDARDS

✓ No Protected Health Information is ever used, stored, or incorporated in audience building or matching

✓ Health segments built entirely from de-identified, opt-in behavioral and demographic data

✓ Business Associate Agreements available for clients requiring formal HIPAA documentation

✓ Audit documentation provided. Annual HITRUST audits. OneTrust consent for all web visitors

### Send us an NPI or member file.

We will return the match rate, the channels we can activate, and how we measure script lift. No PHI, no compliance risk.

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