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## **SDI'S EXPANDED MEDIA INNOVATIONS DIVISION BRINGS HIPAA-COMPLIANT PATIENT-LEVEL DATA TO THE MEDIA AND ADVERTISING INDUSTRIES**

### **Expanded Services Report on Audience Quality and Measure Ad Campaign ROI**

PLYMOUTH MEETING, Pa. (Nov. 9, 2009) – SDI, a leading healthcare market insight and analytics firm, is strengthening its commitment to the media and advertising industries with its newly expanded Media Innovations Division. Media Innovations brings SDI's comprehensive de-identified patient-level data and pharmaceutical industry analytics to media and advertising agency companies, providing unprecedented reporting on audience quality and products to measure campaign return on investment (ROI).

HealthRatings™, one of the newest Media Innovations products, allows media and advertising companies to profile the actual healthcare behavior of specific television, magazine, and online audiences using de-identified patient level data. For each audience, HealthRatings includes the conditions they suffer from, drugs they take, and treatment compliance. Media companies and advertising agencies can use this information to effectively target the right audience and create relevant messages.

Media Innovations also brings the same de-identified patient-level data and analytical methods SDI has used to generate hundreds of ROI reports for its pharmaceutical

company clients to media companies and advertisers in order to show precise ROI metrics that clearly demonstrate campaign performance.

“SDI’s Media Innovations offers a completely new approach that addresses two of the most challenging issues for advertising pharmaceutical brands: How do I reach the right patient targets and what is my campaign ROI — provided in language that the pharmaceutical companies already understand,” said Dave Nussbaum, Vice President of SDI’s Media Innovations Division.

SDI’s HIPAA-compliant patient-level data includes near real-time healthcare data representing every segment of the U.S. marketplace across the entire continuum of care, including doctor office diagnoses and pharmacy prescriptions. Media Innovations uses these metrics to show the actual value of an audience, then follows that audience over time to track changes in healthcare behavior that occur during and after a media campaign.

“We adapted our processes to effectively target and measure media campaigns since so many pharmaceutical marketers are looking to optimize their spend,” Nussbaum said. “Now, each media company can prove the true value of its audience and demonstrate campaign ROI using empirical data to show actual patient behavior, which is the same data used by the pharmaceutical brands. Media companies that profile and measure audience behavior according to their clients’ standards will have a distinct advantage.”

### **About SDI**

SDI is a leading healthcare market insight and analytics firm. It provides the industry’s most comprehensive de-identified patient-level data to pharmaceutical, biotech, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world’s top 50 pharmaceutical and biotech firms as its clients.