



Consumer Opportunity Analysis Product Guide

V1.0

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The Consumer Opportunity Analysis provides the client health system with an overview of the consumers in their market and an assessment of their service line opportunities. The deliverable is a PowerPoint deck with key metrics, charts, and maps.

Deliverable will include the following:

1. Market overview highlighting the overall demographics of consumers in the client's defined geography.
 - a. Age, gender, relationship status, education, payor category mix, and media and technology consumption behavior
2. Multi-factor analysis to rank service lines for potential opportunity
 - a. The factors include WebMD Ignite's Consumer Health Utilization Index (CHUI) propensity models, target audience's Digital Engagement Index, and the payor category mix by service line
 - b. Together, the 3 factors create a ranking of service lines based on the combined score
3. Household Niches data identifying the top segments by volume
 - a. Breakdown of all Niches within the market and where each Niche is most prevalent in the geography
4. Profiles of the top 5 Niches showing key demographics along with modeled health needs using WebMD Ignite's Consumer Risk models
5. Summary matrix with key differentiators for all 5 Niches
6. Comparison of client's Niches distribution to the national Niches distribution

Data sources:

- Consumer data is sourced from the Epsilon market list
 - This includes consumer demographics such as age, gender, zip code, payor category, and marital status.
 - This may also include lifestyle identifiers, including if they are a frequent mobile user, and Niches segment information.
 - These consumers are householded and include other household information such as household income range and presence of children.
 - Market list information is not available for children.
- WebMD Ignite's Consumer Health Utilization Index (CHUI)
 - CHUI scores are applied to the Epsilon market list
 - These scores are used in the service line multi-factor evaluation
- WebMD Ignite's Digital Engagement Index
 - Models for an individual's likelihood to respond to a call to action on a digital ad

