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