



MiQ for
Healthcare

BETTER HEALTHCARE OUTCOMES REQUIRE BETTER-CONNECTED MARKETING

Healthcare marketers face a challenging landscape with rising privacy concerns, shifting regulations, and growing fragmentation. While compliance with evolving national and local laws is crucial to protect consumer privacy and trust, it further complicates an already complex ecosystem.

Unlock the full scope of marketing across the patient journey - all through a single, trusted programmatic partner

BETTER-Connected Marketing: We understand healthcare marketing challenges, so we can tailor programmatic solutions to connect patients and providers both online and offline.

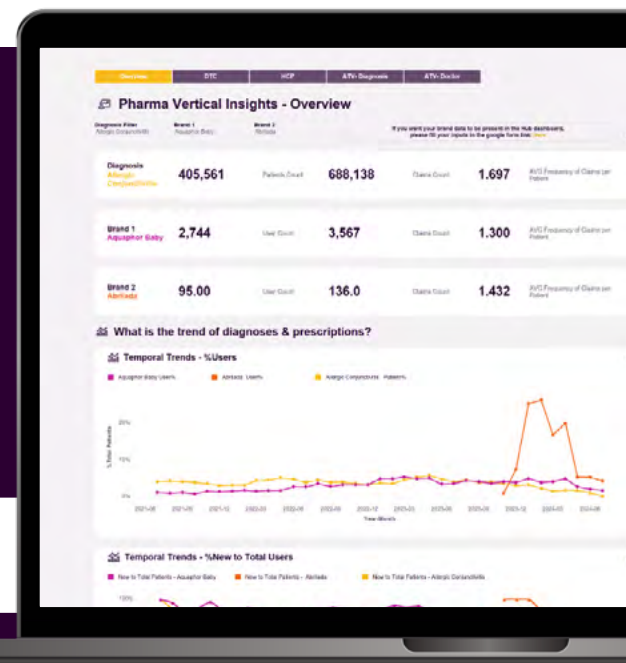
BETTER Healthcare Outcomes: Our integrated data powers unique planning insights, our technology ensures unbiased decisions without compromising on reach, ROI, quality, or insights, and our custom measurement solutions are tailored to achieve your specific business outcomes.

ONE Partner: Over 200 healthcare brands trust MiQ to run nearly 4,000 campaigns. We offer a unified access point to top partners, compliant tech, and deep expertise—all in one place.

MiQ's Healthcare Data Spine and Planning Dashboard

1. MiQ's Healthcare Data Spine powers our planning Healthcare Planning Dashboard's advanced intelligence, providing enhanced insights to precisely target patients and providers at scale.
2. The Healthcare Planning Dashboard offers a complete view of the patient journey with actionable DTC and HCP insights in one tool.
3. Evaluate patient and provider trends by geo, demo, day-parting, and TV viewing behaviors. Plus, you can compare your brand to competitors for a major pre-launch advantage.

Backed by premier healthcare data partners



GET STARTED WITH MIQ FOR HEALTHCARE

MiQ delivers unparalleled patient and provider audience intelligence to help healthcare marketers plan, activate, and measure smarter omnichannel campaigns that drive real outcomes.

PLAN

Get a head start on the competition with MiQ's Healthcare Data Spine, your key to day zero Intelligence. We integrate fully tokenized, aggregated patient and provider data with TV, OTC, and media insights for enhanced audience understanding. MiQ's Healthcare Planning Dashboard makes this enriched data actionable, with detailed demographic, geographic, and market trends, plus competitive intelligence.

ACTIVATE

Don't just start strong—stay strong. Reach patients and providers across multiple platforms with our omnichannel, data-agnostic approach. We offer compliant solutions that combine AI-driven geo-contextual targeting with the largest, most diverse TV data footprint and specialized audience segments for high-impact activation.

MEASURE

Demonstrate impact with comprehensive measurement, including MiQ's first-to-market Hospital and Doctor Influence measurement solution that ties online media exposure with offline claims data. From script lift to ROI, we offer a connected, transparent view of marketing impact for better results and continuous optimization.

MIQ DOES HEALTHCARE DIFFERENTLY

We bring an industry of capability together in one place, with programmatic and healthcare industry experts to help you perform better without the complexity.

TECH ENABLED

We leverage AI-powered technology throughout the campaign lifecycle. With our industry-leading Healthcare Planning Dashboard and Healthcare Data Spine, you'll get pre-campaign insights that deliver performance from day zero, so you can hit the ground running without wasting time or budget.

PARTNER AGNOSTIC

Our agnostic connections with industry-leading partners like PurpleLab, IQVIA, Veeva Crossix, and Swoop are purpose-built for healthcare – with rich access to privacy-compliant audience data, technology, and measurement needed to craft custom strategies to achieve your unique goals.



PurpleLab™
HEALTHCARE ANALYTICS



CROSSIX
a Veeva company



swoop



IQVIA™

PEOPLE POWERED

We're experts in programmatic media, including a full omnichannel creative studio. With healthcare trading expertise gained from thousands of campaigns and white-glove support, we ensure campaigns launch and perform stronger than your average programmatic.