

**.inStep.Health.**



# Empowering Every Healthcare Moment

InStep Health is the integrated healthcare messaging and analytics platform built to help healthcare brands show up where it matters—across EHR platforms, medical offices, and pharmacies. We help brands turn pivotal moments into better decisions, improved access, and stronger outcomes by delivering real-time, actionable messages where healthcare decisions happen.

## Meaningful Connections that Elevate Care and Drive Results

**750K+**

Integrated Healthcare Providers

**200MM+**

Consumers and patients

**20K+**


Retail & Independent Pharmacies

## Activating Integrated Channels Across Every Point of the Healthcare Journey



**Medical Offices**

Delivers condition-specific messaging and education to providers, staff, and patients before, during, and after consultations.



**EHR + Digital**

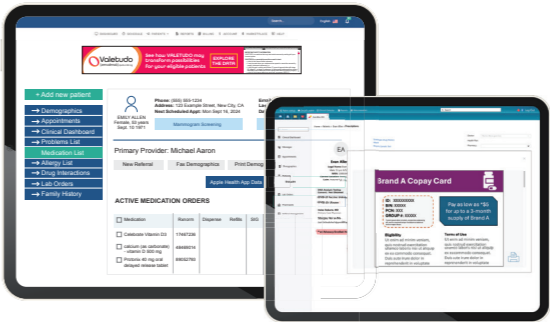
Integrates directly into clinical workflows to deliver targeted, data-driven messaging to providers at the Point of Care.



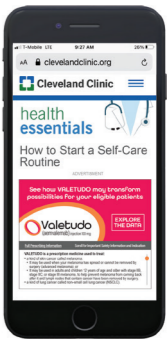
**Pharmacies**

Engages pharmacists and consumers with turnkey in-store messaging to support treatment decisions and product recommendations.

## Driving Connection and Improved Outcomes throughout the Point of Care



**Provider WiFi**  
Connect providers while they are actively thinking about treatment pathways.



**Integrated EHR & Copay Support™**  
Reach doctors during critical consultation moments.



**Patient WiFi**  
Target patients when focus is high and decisions are near.



**Patient 1:1:**  
Deliver unmatched precision and measurable impact, reaching patients through this HIPAA-compliant DTC programmatic solution.

**Provider Poster**  
Enhance provider engagement and knowledge through peer-reviewed and leading medical news, research, and more.



**Patient Poster**  
Inspire health-conscious readers to look up and learn, offering well-crafted content on specific health conditions and lifestyle tips.

**Provider Education Kit**  
Educate providers and their staff about new and established OTC, CPG, and prescription products.



# The InStep Health Healthcare Messaging and Analytics Platform

Enhance your brand's communication across the healthcare spectrum, reaching both consumers and providers with the support of InStep Health. Benefit from high-quality health education and brand activation strategies that engage your audience through both digital and physical experiences during crucial moments in their healthcare journey.

## Capture inOffice Attention

- Maximize brand activation onsite.
- Sequential messaging built seamlessly into the consumes experience and clinical workflow.
- Message providers during crucial treatment and medication decisions via EHR.

## Continued Digital inOffice Engagement

- Engage with consumers and patients across their digital devices.
- Advanced audience modeling for precise targeting across diverse digital media solutions.

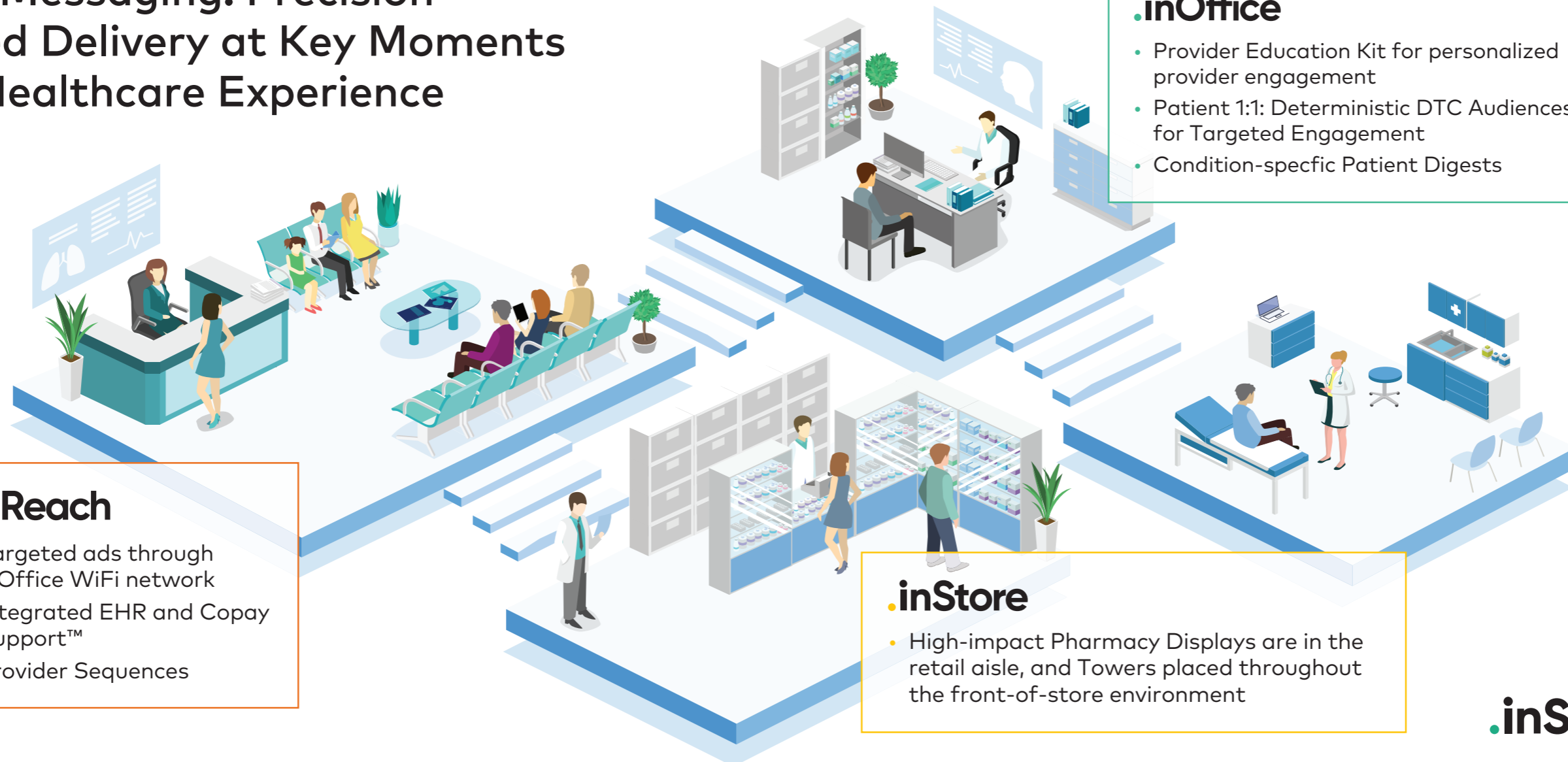
## Drive inStore Action

- Connect with consumers seeking health information or products in the retail OTC medication and wellness aisle.
- Deliver targeted messaging and education to pharmacists nationwide.

## inSights to Optimize **.inSights**

- The only integrated measurement and analytics platform across pharmacy, physician, and digital media.
- 55 billion claims database access to measure programs for NBRx lift and other KPIs.

## Unified Messaging: Precision Targeted Delivery at Key Moments of the Healthcare Experience



### **.inOffice**

- Provider Education Kit for personalized provider engagement
- Patient 1:1: Deterministic DTC Audiences for Targeted Engagement
- Condition-specific Patient Digests

### **.inReach**

- Targeted ads through inOffice WiFi network
- Integrated EHR and Copay Support™
- Provider Sequences

### **.inStore**

- High-impact Pharmacy Displays are in the retail aisle, and Towers placed throughout the front-of-store environment

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