



MindSet Marketing Solutions Debuts Zip+4 Geomedical Targeting With Launch of geoMEDICX

geoMEDICX enables pharmaceutical and healthcare marketers to reach consumers within the very finite areas of Zip+4 geographies. geoMEDICX, assigns to more than 35 million Zip+4's a propensity score for consumers most likely to have specific medical conditions and use specific types of prescription and O-T-C medications as well as by co-morbidities, demographics, and medication compliance, insurance, shopping behaviors, media preferences and lifestyle interests.

Scottsdale, Ariz. ([PRWEB](#)) November 7, 2008 -- MindSet Marketing Solutions LLC, announces the release of geoMEDICX, a new healthcare focused target marketing solution that enables pharmaceutical and healthcare marketers to reach consumers within the very finite areas of Zip+4 geographies (an average Zip+4 has 3-4 households and 10-12 people. The value occurring most frequently (mode) is 8 households and 20 people). Mindset's geomedical targeting process, geoMEDICX, assigns to more than 35 million Zip+4's a propensity score for consumers most likely to have specific medical conditions and use specific types of prescription and O-T-C medications. Potential targets can also be identified by co-morbidities, demographics, and medication compliance, insurance coverage, shopping behaviors and even their media preferences and lifestyle interests.

geoMEDICX "scores" incorporate disease and treatment incidence from billions of HIPAA certified medical and pharmacy insurance claims data, health behaviors, attitudinal scores and U.S. census data. Using geoMEDICX, pharmaceutical and healthcare marketers can conduct mass marketing programs using direct marketing techniques by scoring and arraying the value of every household Zip+4 in the U.S. to their campaigns.

For digital marketers, geoMEDICX targeting can be the cornerstone for targeted display advertising. By overlaying geoMEDICX scores onto any health oriented ad campaign, the digital marketer can get to their best targets. Reaching online visitors (through their registration data) residing in a highly scored Zip+4 for a target medical condition is a cost-effective and efficient way to deliver relevant ad messages and will appeal to advertisers who are looking to get the most out of their promotional dollars. "Based on high geoMEDICX scores, display ads can be directed into the Zip+4 areas where the incidence of any specific disease is three (3) to twenty (20) times what it is in the general population, said Michael Weintraub, President and CEO, MindSet Marketing Solutions."

Digital geoMEDICX targeting compliments Mindset's full range of targeting options that are also suited for email campaigns, traditional print and addressable targeting media channels, such as newspapers and magazines, cable TV. No other targeting company offers pharmaceutical and healthcare marketers a wider range of addressable direct to consumer and patient targeting options.

"This is an important step in providing integrated advertising strategies that take advantage of the Internet's vast reach and targeting potential. Techniques like geoMEDICX joined with more traditional contextual and demographic targeting give advertisers a higher degree of certainty that they are reaching the right people, those who are actually being treated or suffer from a particular medical condition, said Weintraub." Early results have shown a marked increase in display advertising click-through and conversion rates, as well as increased brand recognition. Pharmaceutical marketers are seeing the tremendous potential of geoMEDICX-targeted



advertising. "Our goal is to provide these integrated services and technologies to help pharmaceutical and healthcare marketers reach the right "patient" in any digital or traditional advertising medium in any part of the United States, said Weintraub."

About MindSet Marketing Solutions LLC

MindSet Marketing Solutions is the leading digital and traditional Zip+4 geomedical target marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, relevance, transparency and ROI. Using its National Patient Delivery Network of trusted high quality media companies, advertisers can target, track and analyze the impact of their campaigns based upon offline data sources and bypass any current and future regulatory issues on the usage of online behavior data. The company has turned the art of reaching audiences by medical condition across virtually any digital medium into a measurable and accurate science. The company is headquartered in Scottsdale, Arizona with offices in Basking Ridge, NJ.

For more information, visit www.mindsetmarketing.com

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MindSet Marketing Solutions: Intelligent Patient Targeting

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