01 / PRECISION HEALTHCARE

MAKE A SMALL AUDIENCE COUNT

THE BUSINESS PROBLEM

The challenge: specialized patient, caregiver, and healthcare professional segments may differ in needs, intent, eligibility, and permissible activation.

THE EXECUTIVE RESPONSE

The response: define audience journeys, relevant value propositions, review requirements, channel roles, and quality-based KPIs before allocating media.

EXPERIENCE THAT INFORMS THE APPROACH

Experience grounding: campaigns for major healthcare systems and medication / medical studies, plus precision-targeted healthcare-product programs involving more than 400 medical practices, designed to increase appropriate new-product prescriptions and clinician recommendations.

HOW I WOULD MEASURE IT

- Qualified engagement and journey progression
- Audience-level learning, reach and overlap
- Compliant activation and transparent decision records

These are illustrative methods derived from real career experience. They do not claim client-specific campaign results, proprietary performance data, endorsements, or undisclosed outcomes.

TURN MEASUREMENT INTO A DECISION

THE BUSINESS PROBLEM

The challenge: rising spend can produce competing attribution stories, unclear incrementality, and fragmented reporting that does not tell leadership what to do.

THE EXECUTIVE RESPONSE

The response: align on business goals, planning assumptions, MMM and incrementality questions; use attribution as one signal and connect evidence to allocation choices.

EXPERIENCE THAT INFORMS THE APPROACH

Experience grounding: 20 years of customer acquisition strategy and media measurement, training others in MMM, incrementality testing and attribution.

HOW I WOULD MEASURE IT

- Business-aligned KPIs and lead quality
- Channel contribution and incremental lift
- A decision cadence that turns analysis into action

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MAKE SCALE FEEL LOCAL

THE BUSINESS PROBLEM

The challenge: hundreds of independently operated locations share a brand opportunity but differ by market, capability, customer needs and available products.

THE EXECUTIVE RESPONSE

The response: establish national audience and measurement standards; allow local campaign adaptation; compare cohorts fairly and transfer the most useful learnings.

EXPERIENCE THAT INFORMS THE APPROACH

Experience grounding: multi-state consumer, grocery/retail and brand programs—connecting centralized planning with local purchase behavior.

HOW I WOULD MEASURE IT

- Local-market quality and conversion signals
- Repeatable partner enablement
- Clear segmentation and accountable resource allocation

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