



Symphony Health Solutions Wins “Best Poster” at PMRG Institute 2015

Refining Media Marketing Strategies with 3D Segmentation

Symphony Health Solutions’ Ewa Kleczyk, PhD, and Charles West contributed to the Poster Session at PMRG Institute 2015, presenting a poster entitled “Refining Media Marketing Strategies to Enhance Patient Targeting Via 3D Consumer Segmentation”.

As discussed in Symphony’s [Hybrid Segmentation presentation](#), traditional approaches to segmentation use only two dimensions, leaving a missing piece to the picture: the consumer behavior and the personal interests of the people that make up the segments. Symphony can fill in the missing gaps using *three* dimensions of segmentation – Treatment/Health information via Symphony’s robust claims data, client-specific patient segmentation, and consumer interests via Symphony’s third-party data.

The 3D Segmentation poster outlined Symphony’s four-step Patient Matching process, as well as the three steps employed by Symphony when conducting Projections and Predictive Modeling. Predictive Modeling allows the team to apply segment-level findings to the larger patient universe while maintaining statistical accuracy.

Symphony uses 3D Segmentation to conduct studies about consumer behavior, segment-level adherence, and geographic hotspots at the DMA level. These deliverables can inform marketing strategy and campaign design, encourage cross-functional brand team engagement, and enable agencies to design targeted tactics and geographic hotspots.

At the conclusion of the Poster Session, conference attendees voted for their favorite poster. Symphony Health Solutions was presented with an award announcing us the crowd-favorite and winner of the Best Poster Award for this year’s conference.

For more information about 3D Segmentation with Symphony Health Solutions, view our award-winning poster [online](#).

