



CentraForce Health Intelligence Platform:
Mapping and Snapshot Dashboards
Breast Cancer Survivors in New York



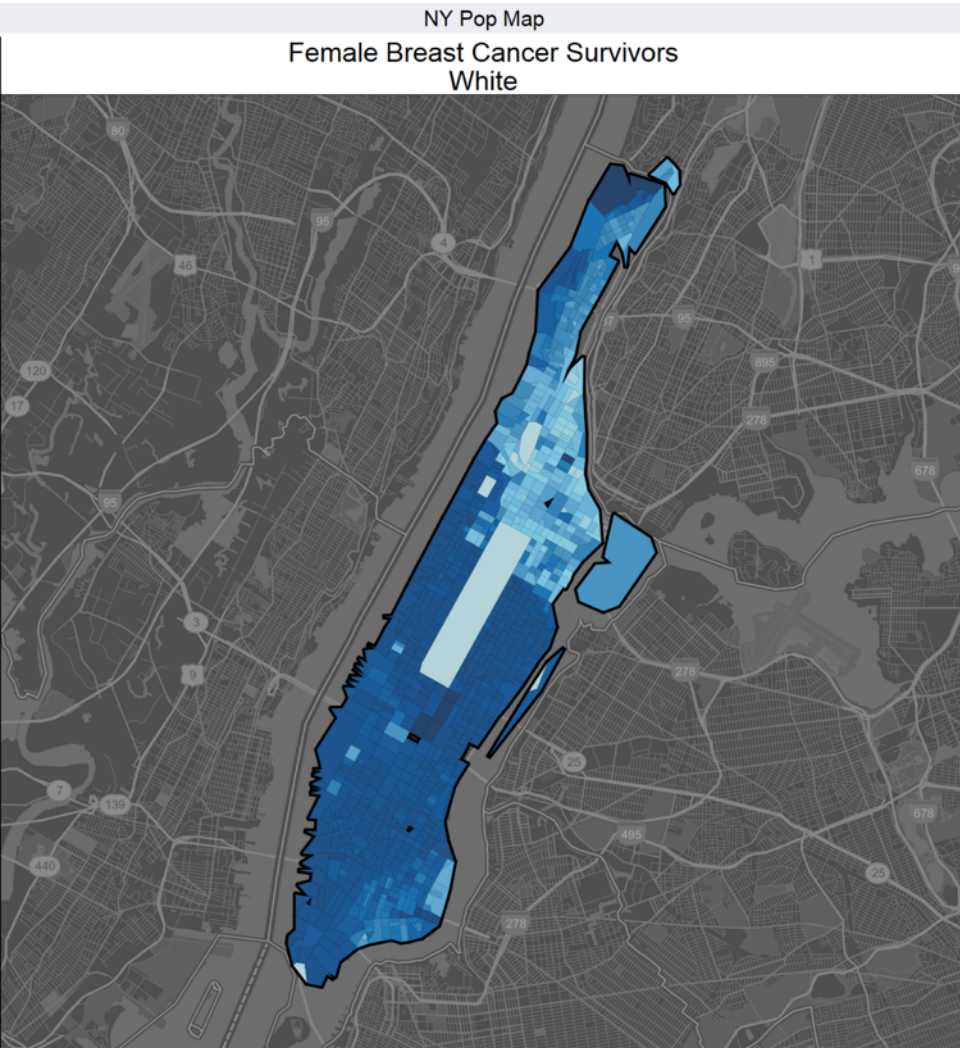
Mapping

Manhattan Breast Cancer Survivors

- Discover where your chosen Population lives by state, county, city, zip code and/or block group.
- In the following Manhattan example – see where cancer survivors live along with other morbidities they have, their ethnicity, employment, healthcare, and outlook on cancer.
- Various other mapping choices are available

Manhattan Breast Cancer Survivors (White Ethnicity)

Compared to the General Manhattan Adult Population:



NY Report
Female Breast Cancer Survivors
White

Zip Name	BG	Audience Penetra..	Measure Pop	Percent Audience..
Bronx	BG:360610309001	43	15	31.3%
	BG:360610309002	67	6	50.0%
	BG:360610309003	73	13	54.2%
	BG:360610309004	59	10	43.5%
New York	BG:360610002011	80	6	60.0%
	BG:360610002012	70	14	51.9%
	BG:360610002021	100	8	72.7%
	BG:360610002022	105	24	77.4%
	BG:360610002023	89	16	66.7%
	BG:360610002024	80	10	58.8%
	BG:360610002025	109	38	80.9%
	BG:360610006001	82	16	61.5%
	BG:360610006002	89	25	65.8%
	BG:360610006003	90	10	66.7%
	BG:360610006004	75	10	55.6%
	BG:360610006005	92	17	68.0%
	BG:360610006006	92	21	67.7%
	BG:360610007001	117	198	86.5%
	BG:360610008001	92	13	68.4%
	BG:360610008002	87	13	65.0%
	BG:360610008003	83	14	60.9%
	BG:360610008004	98	21	72.4%
	BG:360610008005	101	23	74.2%
	BG:360610008006	78	12	57.1%
	BG:360610009001	121	17	89.5%
	BG:360610010011	127	32	94.1%
	BG:360610010021	54	10	40.0%
	BG:360610010022	82	15	60.0%
	BG:360610010023	56	15	41.7%
	BG:360610012001	96	19	70.4%
BG:360610012002	129	18	94.7%	
BG:360610012003	121	17	89.5%	

County Name
New York

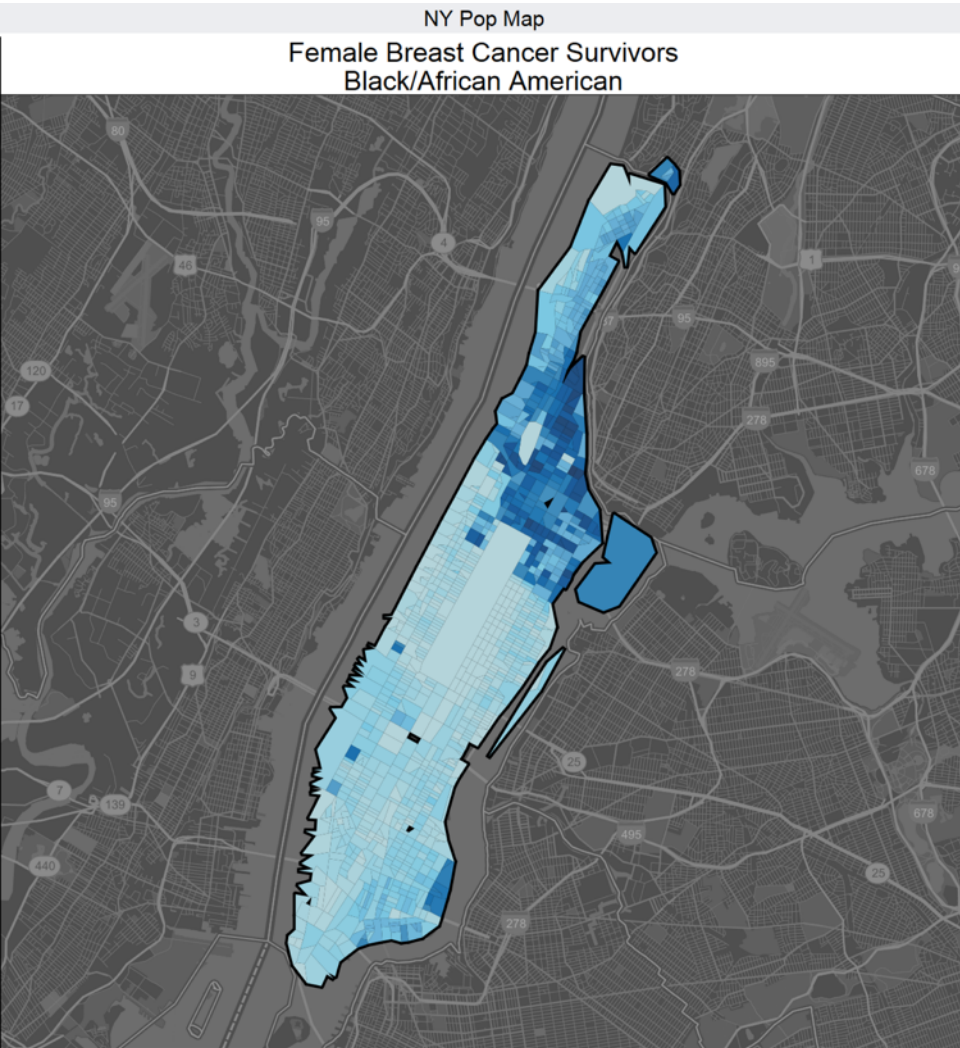
Answer

- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenanc..)
- Homemaker
- Medicare (Social Secur..)
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..)
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..

Manhattan Breast Cancer Survivors (Black/African American) Compared to the General Manhattan Adult Population:



NY Report
Female Breast Cancer Survivors
Black/African American

Zip Name	BG	Audience Penetra..	Measure Pop	Percent Audience..
Bronx	BG:360610309001	347	30	62.5%
	BG:360610309002	183	4	33.3%
	BG:360610309003	138	6	25.0%
	BG:360610309004	241	10	43.5%
New York	BG:360610002011	111	2	20.0%
	BG:360610002012	205	10	37.0%
	BG:360610002021	103	2	18.2%
	BG:360610002022	125	7	22.6%
	BG:360610002023	161	7	29.2%
	BG:360610002024	164	5	29.4%
	BG:360610002025	59	5	10.6%
	BG:360610006001	127	6	23.1%
	BG:360610006002	87	6	15.8%
	BG:360610006003	112	3	20.0%
	BG:360610006004	154	5	27.8%
	BG:360610006005	133	6	24.0%
	BG:360610006006	90	5	16.1%
	BG:360610007001	51	21	9.2%
	BG:360610008001	117	4	21.1%
	BG:360610008002	139	5	25.0%
	BG:360610008003	121	5	21.7%
	BG:360610008004	76	4	13.8%
	BG:360610008005	54	3	9.7%
	BG:360610008006	133	5	23.8%
	BG:360610009001	29	1	5.3%
	BG:360610010011	16	1	2.9%
	BG:360610010021	311	14	56.0%
	BG:360610010022	222	10	40.0%
	BG:360610010023	276	18	50.0%
	BG:360610012001	82	4	14.8%
BG:360610012002	29	1	5.3%	
BG:360610012003	29	1	5.3%	

County Name
New York

Answer

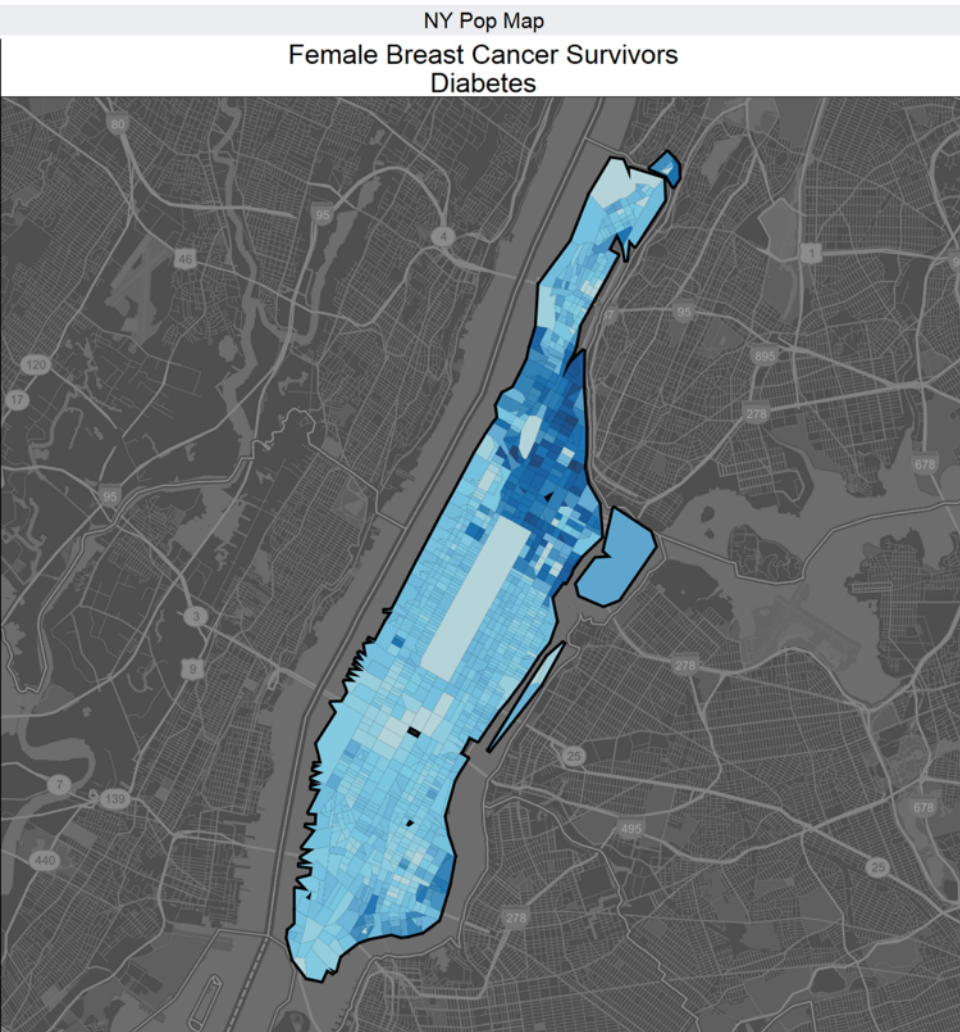
- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenanc..)
- Homemaker
- Medicare (Social Secur..)
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..)
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..
0.0% 81.8%

Manhattan Breast Cancer Survivors (With Diabetes)

Compared to the General Manhattan Adult Population:



NY Report

Female Breast Cancer Survivors
Diabetes

Zip Name	BG	Audience Penetra...	Measure Pop	Percent Audience..
Bronx	BG:360610309001	222	12	25.0%
	BG:360610309002	0	0	0.0%
	BG:360610309003	111	3	12.5%
	BG:360610309004	155	4	17.4%
New York	BG:360610002011	89	1	10.0%
	BG:360610002012	132	4	14.8%
	BG:360610002021	163	2	18.2%
	BG:360610002022	171	6	19.4%
	BG:360610002023	74	2	8.3%
	BG:360610002024	105	2	11.8%
	BG:360610002025	95	5	10.6%
	BG:360610006001	102	3	11.5%
	BG:360610006002	139	6	15.8%
	BG:360610006003	60	1	6.7%
	BG:360610006004	98	2	11.1%
	BG:360610006005	107	3	12.0%
	BG:360610006006	144	5	16.1%
	BG:360610007001	31	8	3.5%
	BG:360610008001	141	3	15.8%
	BG:360610008002	133	3	15.0%
	BG:360610008003	116	3	13.0%
	BG:360610008004	123	4	13.8%
	BG:360610008005	171	6	19.4%
	BG:360610008006	85	2	9.5%
	BG:360610009001	47	1	5.3%
	BG:360610010011	78	3	8.8%
	BG:360610010021	143	4	16.0%
	BG:360610010022	107	3	12.0%
	BG:360610010023	147	6	16.7%
	BG:360610012001	66	2	7.4%
	BG:360610012002	47	1	5.3%

County Name
New York

Answer

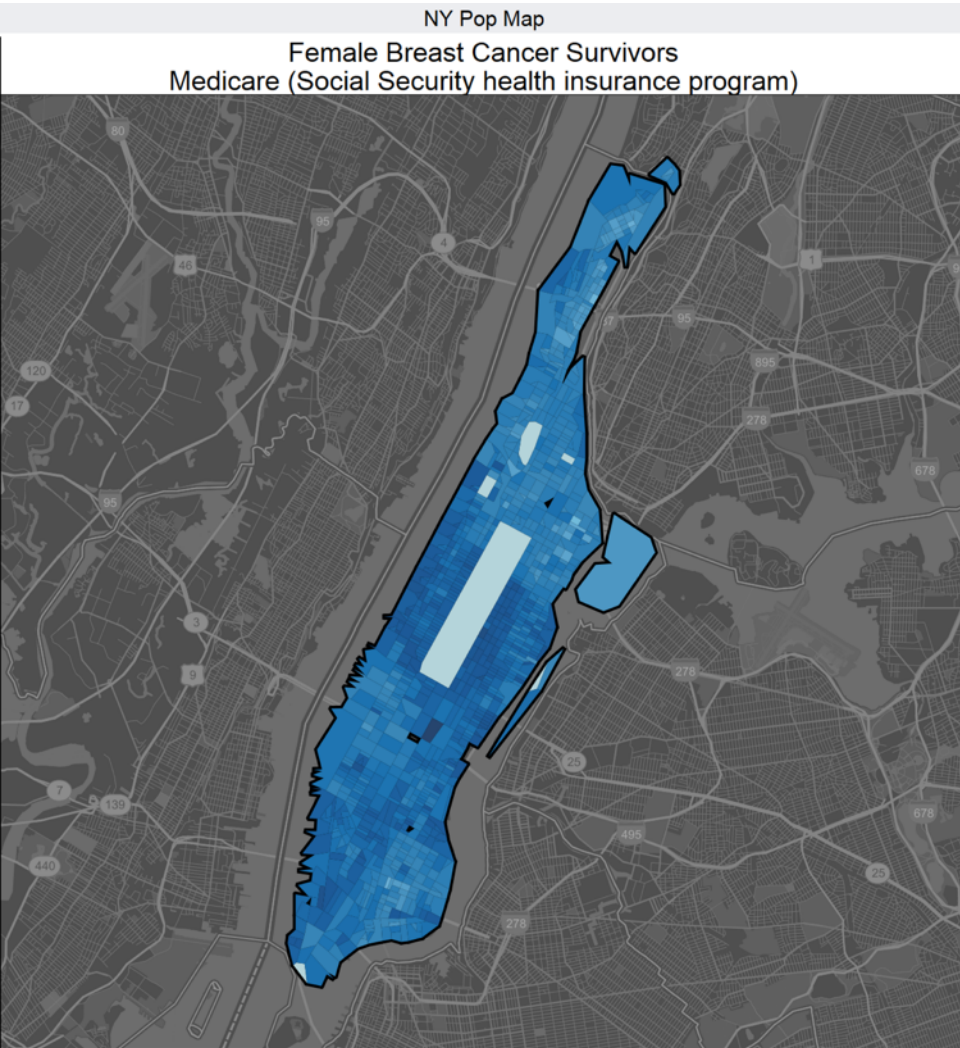
- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenanc..)
- Homemaker
- Medicare (Social Secur..)
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..)
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..
0.0% 36.4%

Manhattan Breast Cancer Survivors (Medicare)

Compared to the General Manhattan Adult Population:



NY Report

Female Breast Cancer Survivors
Medicare (Social Security health i..

Zip Name	BG	Audience Penetra..	Measure Pop	Percent Audience..
Bronx	BG:360610309001	99	29	60.4%
	BG:360610309002	81	6	50.0%
	BG:360610309003	75	11	45.8%
	BG:360610309004	100	14	60.9%
New York	BG:360610002011	80	5	50.0%
	BG:360610002012	97	16	59.3%
	BG:360610002021	105	7	63.6%
	BG:360610002022	106	20	64.5%
	BG:360610002023	88	13	54.2%
	BG:360610002024	107	11	64.7%
	BG:360610002025	111	32	68.1%
	BG:360610006001	81	13	50.0%
	BG:360610006002	98	23	60.5%
	BG:360610006003	88	8	53.3%
	BG:360610006004	73	8	44.4%
	BG:360610006005	111	17	68.0%
	BG:360610006006	100	19	61.3%
	BG:360610007001	91	128	55.9%
	BG:360610008001	95	11	57.9%
	BG:360610008002	90	11	55.0%
	BG:360610008003	92	13	56.5%
	BG:360610008004	101	18	62.1%
	BG:360610008005	111	21	67.7%
	BG:360610008006	86	11	52.4%
	BG:360610009001	112	13	68.4%
	BG:360610010011	134	28	82.4%
	BG:360610010021	92	14	56.0%
	BG:360610010022	111	17	68.0%
	BG:360610010023	95	21	58.3%
	BG:360610012001	90	15	55.6%
	BG:360610012002	121	14	73.7%
	BG:360610012003	122	15	72.9%

County Name
New York

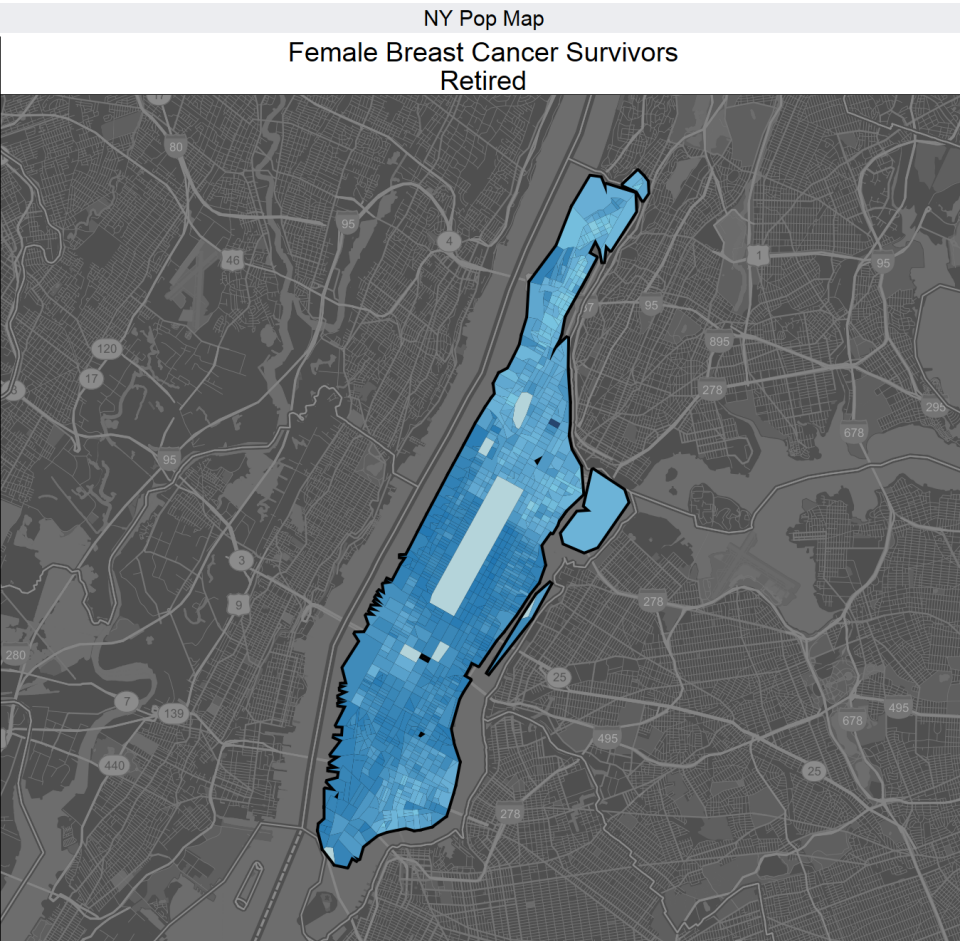
Answer

- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenanc..)
- Homemaker
- Medicare (Social Secur..)
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..)
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..
0.0% 100.0%

Manhattan Breast Cancer Survivors (Retired) Compared to the General Manhattan Adult Population:



NY Report
Female Breast Cancer Survivors
Retired

Zip Name	BG	Audience Penetra..	Measure Pop	Percent Audience..
Bronx	BG:360610309001	91	17	35.4%
	BG:360610309002	43	2	16.7%
	BG:360610309003	75	7	29.2%
	BG:360610309004	79	7	30.4%
New York	BG:360610002011	51	2	20.0%
	BG:360610002012	86	9	33.3%
	BG:360610002021	118	5	45.5%
	BG:360610002022	99	12	38.7%
	BG:360610002023	96	9	37.5%
	BG:360610002024	92	6	35.3%
	BG:360610002025	115	21	44.7%
	BG:360610006001	69	7	26.9%
	BG:360610006002	94	14	36.8%
	BG:360610006003	69	4	26.7%
	BG:360610006004	71	5	27.8%
	BG:360610006005	93	9	36.0%
	BG:360610006006	91	11	35.5%
	BG:360610007001	108	96	41.9%
	BG:360610008001	82	6	31.6%
	BG:360610008002	77	6	30.0%
	BG:360610008003	79	7	30.4%
	BG:360610008004	97	11	37.9%
	BG:360610008005	107	13	41.9%
	BG:360610008006	74	6	28.6%
	BG:360610009001	135	10	52.6%
	BG:360610010011	135	18	52.9%
	BG:360610010021	83	8	32.0%
	BG:360610010022	102	10	40.0%

County Name
New York

Answer

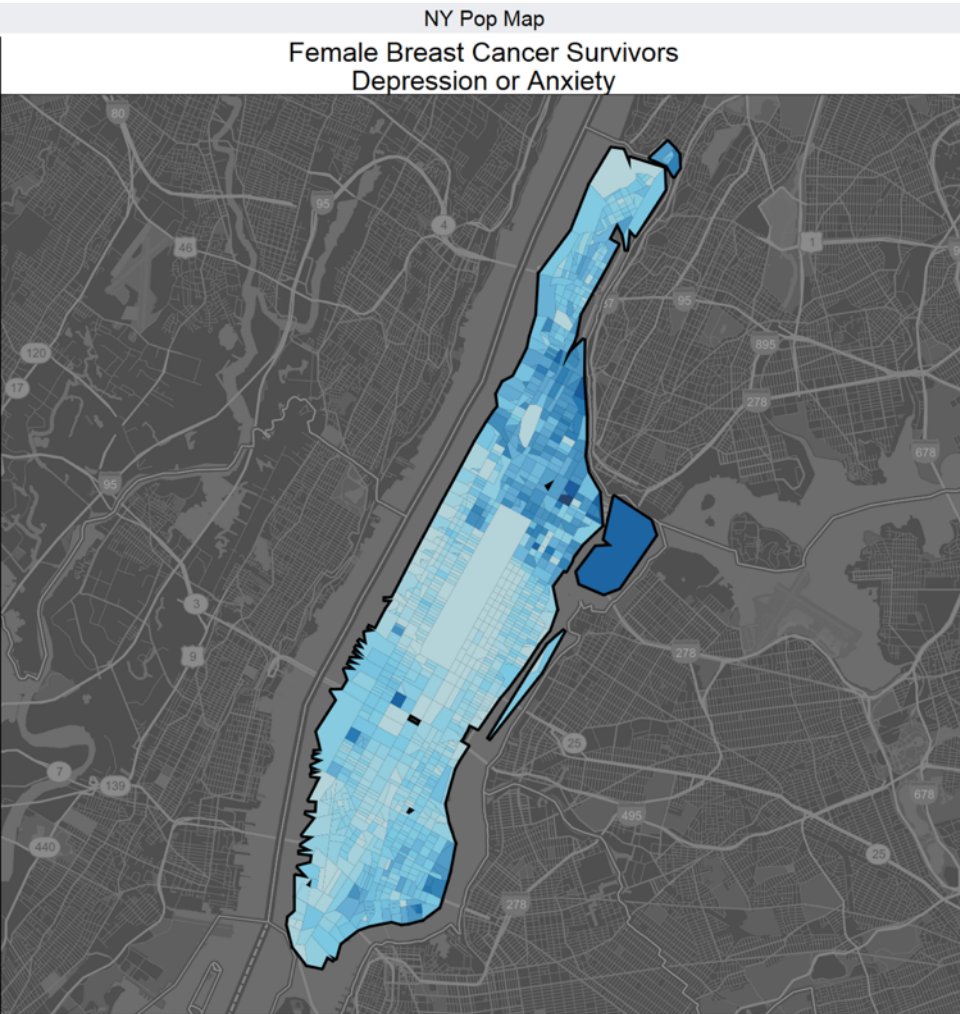
- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenan..
- Homemaker
- Medicare (Social Secur..
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..

Manhattan Breast Cancer Survivors (with Depression or Anxiety)

Compared to the General Manhattan Adult Population:



NY Report

Female Breast Cancer Survivors
Depression or Anxiety

Zip Name	BG	Audience Penetra...	Measure Pop	Percent Audience..
Bronx	BG:360610309001	313	14	29.2%
	BG:360610309002	179	2	16.7%
	BG:360610309003	133	3	12.5%
	BG:360610309004	232	5	21.7%
New York	BG:360610002011	0	0	0.0%
	BG:360610002012	198	5	18.5%
	BG:360610002021	197	2	18.2%
	BG:360610002022	242	7	22.6%
	BG:360610002023	311	7	29.2%
	BG:360610002024	380	6	35.3%
	BG:360610002025	137	6	12.8%
	BG:360610006001	123	3	11.5%
	BG:360610006002	168	6	15.8%
	BG:360610006003	144	2	13.3%
	BG:360610006004	119	2	11.1%
	BG:360610006005	129	3	12.0%
	BG:360610006006	138	4	12.9%
	BG:360610007001	93	20	8.7%
	BG:360610008001	170	3	15.8%
	BG:360610008002	160	3	15.0%
	BG:360610008003	140	3	13.0%
	BG:360610008004	111	3	10.3%
	BG:360610008005	138	4	12.9%
	BG:360610008006	103	2	9.5%
	BG:360610009001	56	1	5.3%
	BG:360610010011	94	3	8.8%
	BG:360610010021	300	7	28.0%
	BG:360610010022	343	8	32.0%
	BG:360610010023	296	10	27.8%
	BG:360610012001	159	4	14.8%
	BG:360610012002	144	2	10.5%

County Name
New York

Answer

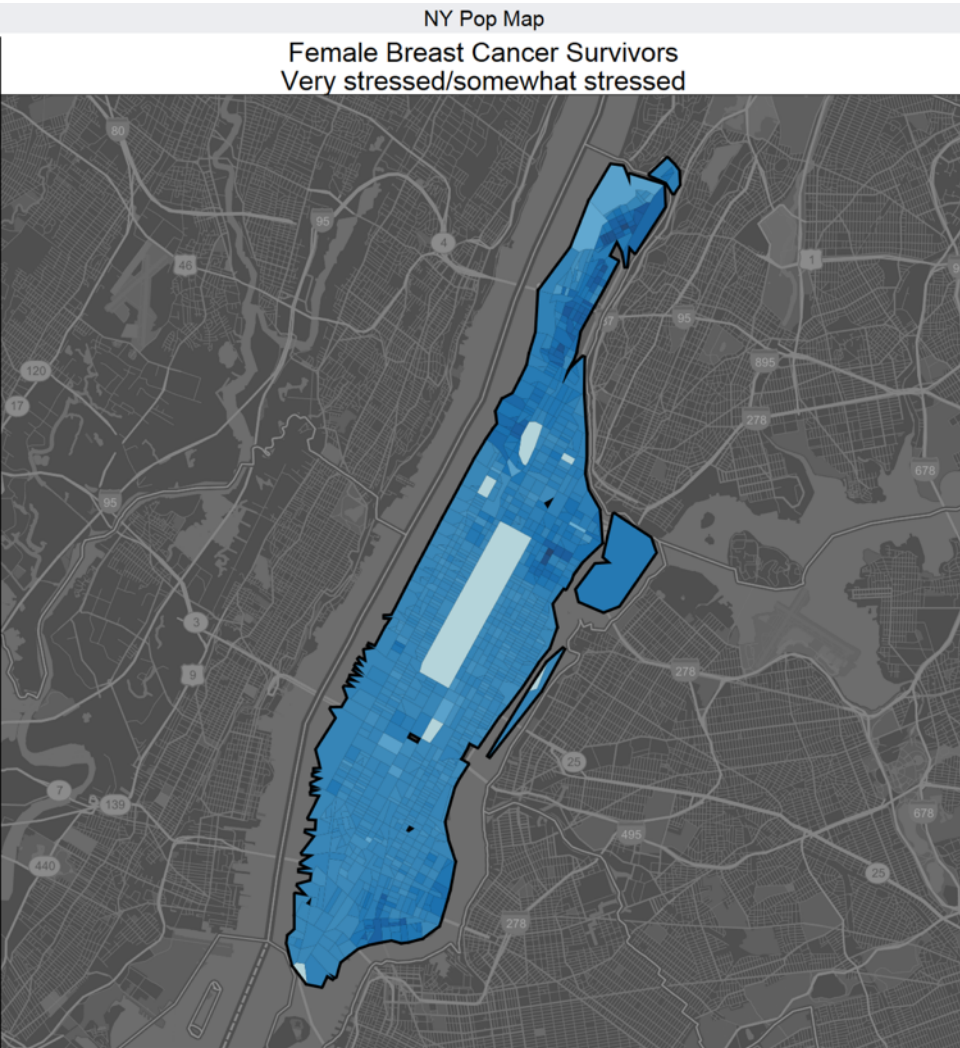
- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenan..
- Homemaker
- Medicare (Social Secur..
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..
0.0% 52.0%

Manhattan Breast Cancer Survivors (Stressed)

Compared to the General Manhattan Adult Population:



NY Report

Female Breast Cancer Survivors
Very stressed/somewhat stressed

Zip Name	BG	Audience Penetra...	Measure Pop	Percent Audience..
Bronx	BG:360610309001	119	24	50.0%
	BG:360610309002	138	7	58.3%
	BG:360610309003	138	14	58.3%
	BG:360610309004	114	11	47.8%
New York	BG:360610002011	166	7	70.0%
	BG:360610002012	140	16	59.3%
	BG:360610002021	108	5	45.5%
	BG:360610002022	131	17	54.8%
	BG:360610002023	129	13	54.2%
	BG:360610002024	141	10	58.8%
	BG:360610002025	101	20	42.6%
	BG:360610006001	155	17	65.4%
	BG:360610006002	125	20	52.6%
	BG:360610006003	127	8	53.3%
	BG:360610006004	157	12	66.7%
	BG:360610006005	124	13	52.0%
	BG:360610006006	131	17	54.8%
	BG:360610007001	105	101	44.1%
	BG:360610008001	138	11	57.9%
	BG:360610008002	154	13	65.0%
	BG:360610008003	135	13	56.5%
	BG:360610008004	123	15	51.7%
	BG:360610008005	122	16	51.6%
	BG:360610008006	159	14	66.7%
	BG:360610009001	114	9	47.4%
	BG:360610010011	111	16	47.1%
	BG:360610010021	133	14	56.0%
	BG:360610010022	133	14	56.0%
	BG:360610010023	138	21	58.3%
	BG:360610012001	123	14	51.9%
	BG:360610012002	100	8	42.1%
	BG:360610012003	114	9	47.4%

County Name
New York

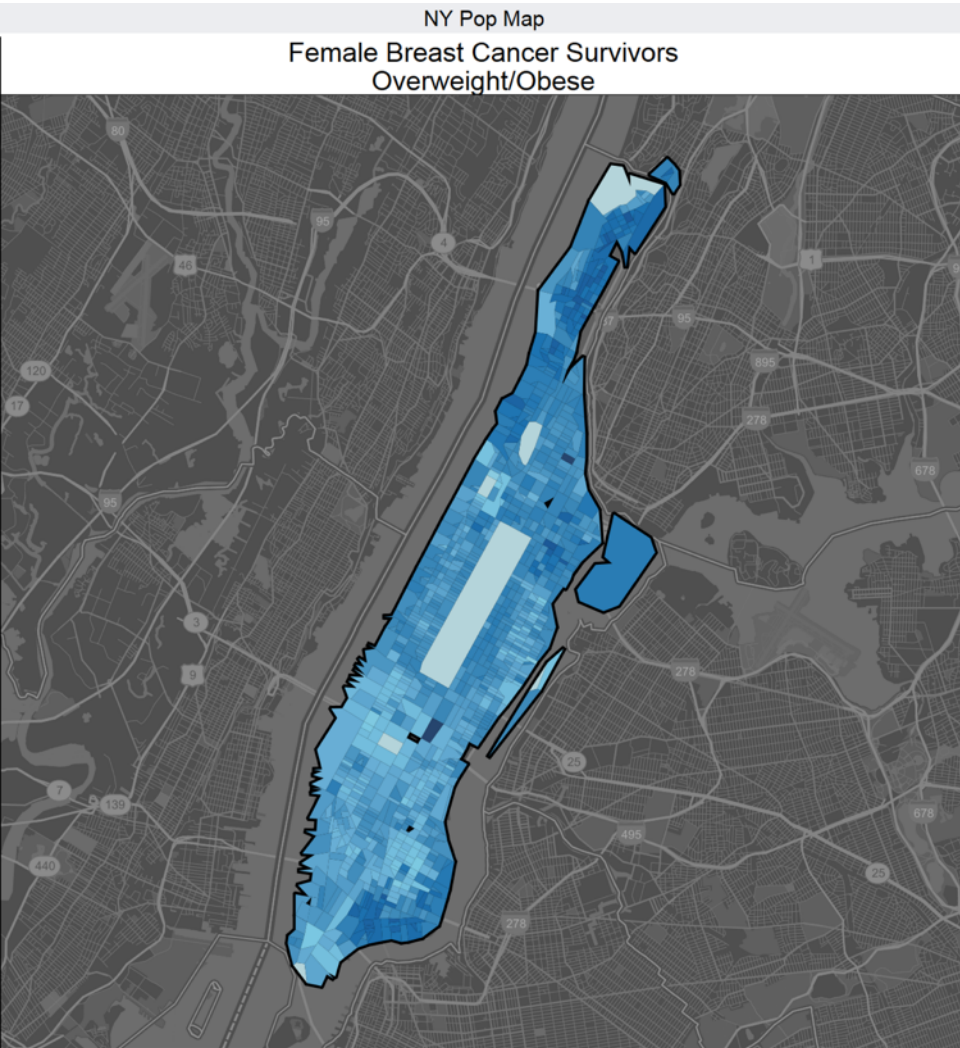
Answer

- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenanc..)
- Homemaker
- Medicare (Social Secur..)
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..)
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..
0.0% 85.7%

Manhattan Breast Cancer Survivors (Overweight/Obese) Compared to the General Manhattan Adult Population:



NY Report
Female Breast Cancer Survivors
Overweight/Obese

Zip Name	BG	Audience Penetra...	Measure Pop	Percent Audience..
Bronx	BG:360610309001	95	33	68.8%
	BG:360610309002	102	9	75.0%
	BG:360610309003	114	20	83.3%
	BG:360610309004	96	16	69.6%
New York	BG:360610002011	111	8	80.0%
	BG:360610002012	102	20	74.1%
	BG:360610002021	113	9	81.8%
	BG:360610002022	112	25	80.6%
	BG:360610002023	114	20	83.3%
	BG:360610002024	107	13	76.5%
	BG:360610002025	97	33	70.2%
	BG:360610006001	105	20	76.9%
	BG:360610006002	105	29	76.3%
	BG:360610006003	121	13	86.7%
	BG:360610006004	106	14	77.8%
	BG:360610006005	116	21	84.0%
	BG:360610006006	107	24	77.4%
	BG:360610007001	67	111	48.5%
	BG:360610008001	117	16	84.2%
	BG:360610008002	117	17	85.0%
	BG:360610008003	115	19	82.6%
	BG:360610008004	115	24	82.8%
	BG:360610008005	112	25	80.6%
	BG:360610008006	112	17	81.0%
	BG:360610009001	80	11	57.9%
	BG:360610010011	93	23	67.6%
	BG:360610010021	94	17	68.0%
	BG:360610010022	110	20	80.0%
	BG:360610010023	99	26	72.2%
	BG:360610012001	93	18	66.7%
	BG:360610012002	95	13	68.4%
	BG:360610012003	88	12	63.2%

County Name
New York

Answer

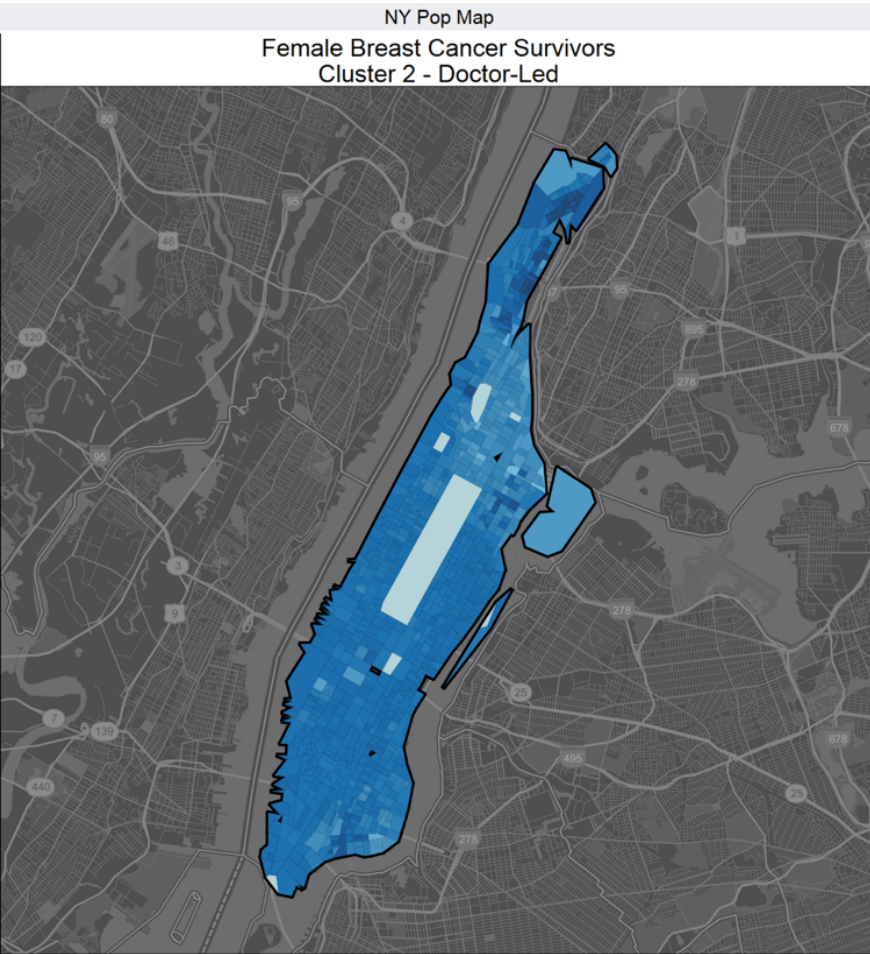
- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenan..
- Homemaker
- Medicare (Social Secur..
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..

Manhattan Breast Cancer Survivors (Doctor Led)

Compared to the General Manhattan Adult Population:



NY Report		Female Breast Cancer Survivors Cluster 2 - Doctor-Led		
Zip Name	BG	Audience Penetra..	Measure Pop	Percent Audience..
Bronx	BG:360610309001	92	17	35.4%
	BG:360610309002	129	6	50.0%
	BG:360610309003	151	14	58.3%
	BG:360610309004	114	10	43.5%
New York	BG:360610002011	154	6	60.0%
	BG:360610002012	126	13	48.1%
	BG:360610002021	71	3	27.3%
	BG:360610002022	93	11	35.5%
	BG:360610002023	87	8	33.3%
	BG:360610002024	92	6	35.3%
	BG:360610002025	94	17	36.2%
	BG:360610006001	149	15	57.7%
	BG:360610006002	116	17	44.7%
	BG:360610006003	175	10	66.7%
	BG:360610006004	159	11	61.1%
	BG:360610006005	115	11	44.0%
	BG:360610006006	118	14	45.2%
	BG:360610007001	143	126	55.0%
	BG:360610008001	152	11	57.9%
	BG:360610008002	169	13	65.0%
	BG:360610008003	159	14	60.9%
	BG:360610008004	108	12	41.4%
	BG:360610008005	101	12	38.7%
	BG:360610008006	174	14	66.7%
	BG:360610009001	138	10	52.6%
	BG:360610010011	122	16	47.1%
	BG:360610010021	105	10	40.0%
	BG:360610010022	94	9	36.0%
	BG:360610010023	115	16	44.4%
	BG:360610012001	135	14	51.9%
	BG:360610012002	124	9	47.4%
	BG:360610012003	138	10	52.6%

County Name
New York

Answer

- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenanc..
- Homemaker
- Medicare (Social Secur..
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

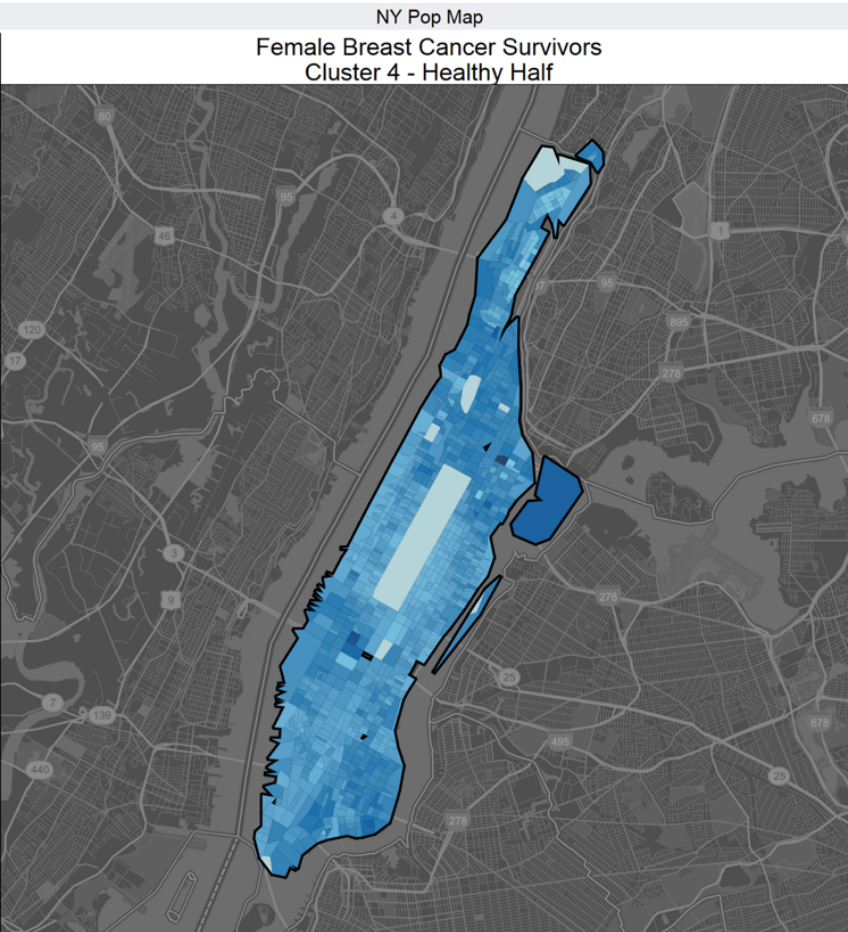
Market Penetration Index
From 0

Percent Audience Penetrati..
0.0% 78.6%

These are female breast cancer survivors who are looking to their doctor to give them solutions, recommend medications and screenings

Manhattan Breast Cancer Survivors (Healthy Half)

Compared to the General Manhattan Adult Population:



NY Report
Female Breast Cancer Survivors
Cluster 4 - Healthy Half

Zip Name	BG	Audience Penetra..	Measure Pop	Percent Audience..
Bronx	BG:360610309001	102	19	39.6%
	BG:360610309002	64	3	25.0%
	BG:360610309003	86	8	33.3%
	BG:360610309004	101	9	39.1%
New York	BG:360610002011	77	3	30.0%
	BG:360610002012	86	9	33.3%
	BG:360610002021	118	5	45.5%
	BG:360610002022	125	15	48.4%
	BG:360610002023	129	12	50.0%
	BG:360610002024	137	9	52.9%
	BG:360610002025	104	19	40.4%
	BG:360610006001	79	8	30.8%
	BG:360610006002	95	14	36.8%
	BG:360610006003	69	4	26.7%
	BG:360610006004	71	5	27.8%
	BG:360610006005	83	8	32.0%
	BG:360610006006	92	11	35.5%
	BG:360610007001	90	80	34.9%
	BG:360610008001	82	6	31.6%
	BG:360610008002	77	6	30.0%
	BG:360610008003	68	6	26.1%
	BG:360610008004	98	11	37.9%
	BG:360610008005	108	13	41.9%
	BG:360610008006	62	5	23.8%
	BG:360610009001	95	7	36.8%
	BG:360610010011	83	11	32.4%
	BG:360610010021	83	8	32.0%
	BG:360610010022	114	11	44.0%
	BG:360610010023	93	13	36.1%
	BG:360610012001	105	11	40.7%
	BG:360610012002	82	6	31.6%
	BG:360610012003	95	7	36.8%

County Name
New York

Answer

- Null
- Allergy
- Arthritis
- Asthma or Bronchitis
- Black Non-Hispanic
- Black/African American
- Cluster 2 - Doctor-Led
- Cluster 4 - Healthy Half
- Depression or Anxiety
- Diabetes
- High Blood Pressure
- HMO (Health Maintenan..)
- Homemaker
- Medicare (Social Secur..)
- Not Employed
- Overweight/Obese
- PPO (Preferred Provider ..)
- Retired
- Very optimistic/somewha..
- Very stressed/somewhat ..
- White
- White - Non Hispanic
- Yes

Market Penetration Index
From 0

Percent Audience Penetrati..
0.0%  68.0%

These are female breast cancer survivors who believe they are in good health and are not looking for medical solutions and do not see themselves as ill

Snapshot Dashboards

New York Cancer Survivors

- Easily understand your Population's health and behaviors
- In the following New York service area example:
 - Top 10 Morbidities
 - Care Utilization
 - Weight & Nutrition Behaviors
 - Marketing
 - Health Education
 - Digital Engagement
 - Demographics
 - Health Attitudes
 - Daily Activities
 - Finances
 - Pharmacy & Grocery Purchaes
 - Optical
 - Smoking
 - Custom Snapshots Available

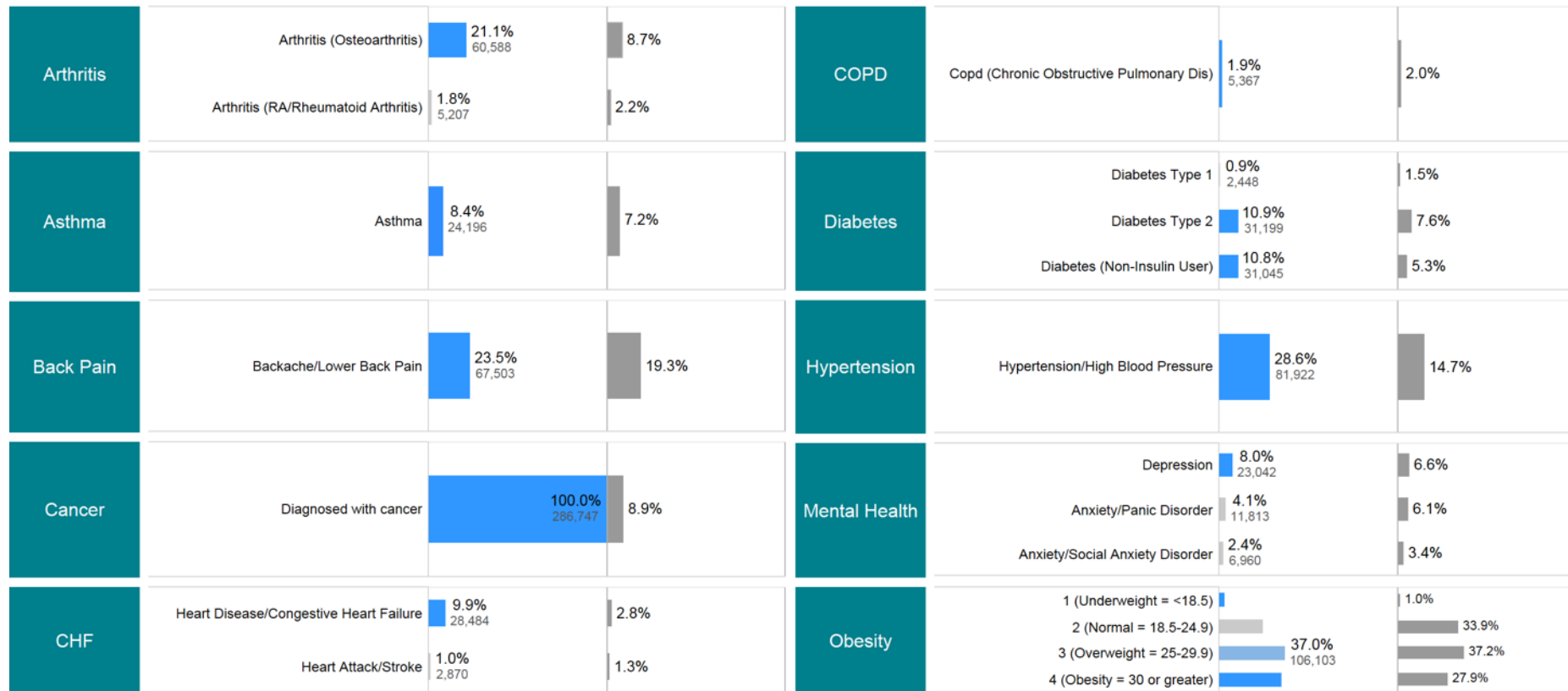
Patient Profiler **Health Needs: Top 10 Morbidities**

Audience

All

Market

New York Service Area



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Compared to the DMA Population: **More Likely** Equally Likely Less Likely



New York Breast Cancer Survivors Compared to the General New York Adult Population:

- Higher in diabetics
- Average with the General Population
- Lower than the General Population



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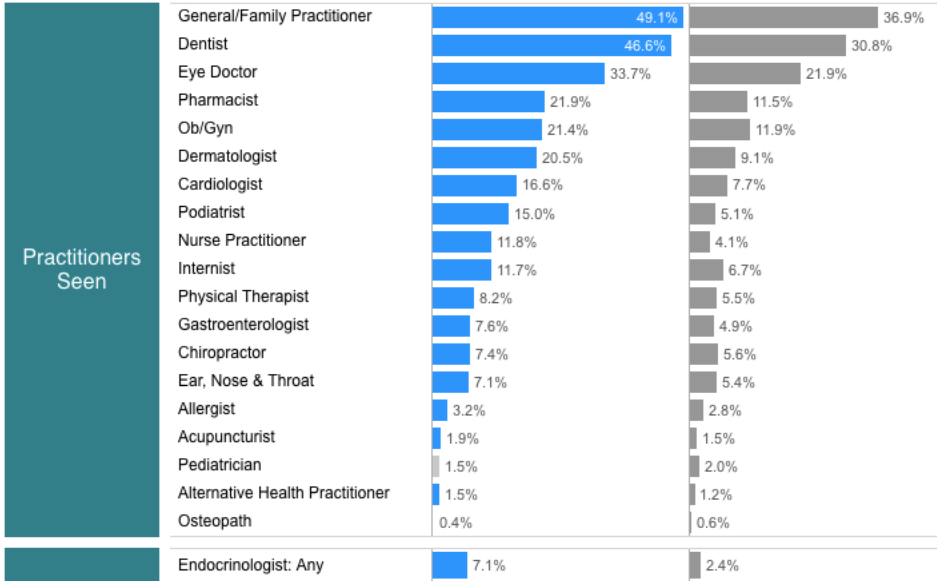
Patient Profiler

Health Needs: Care Utilization

Audience

(All)

% Population New York Service Area



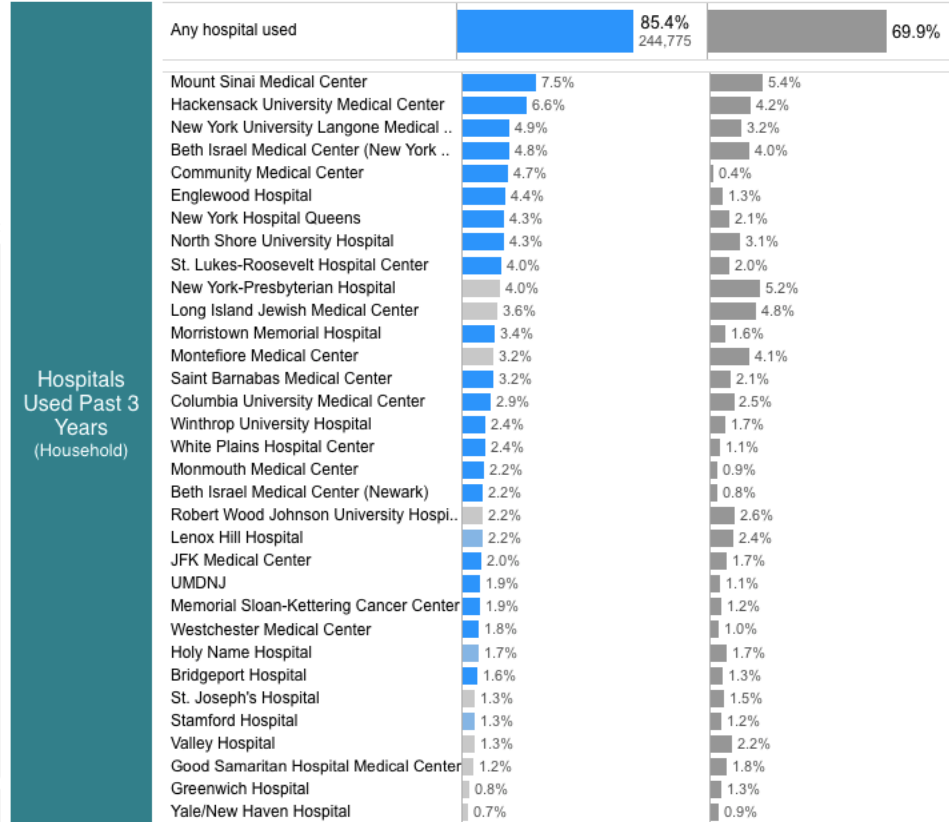
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Market

New York Service Area

% Population

New York Service Area



Hospitals Used Past 3 Years (Household)

Compared to the DMA Population: [More Likely](#) [Equally Likely](#) [Less Likely](#)



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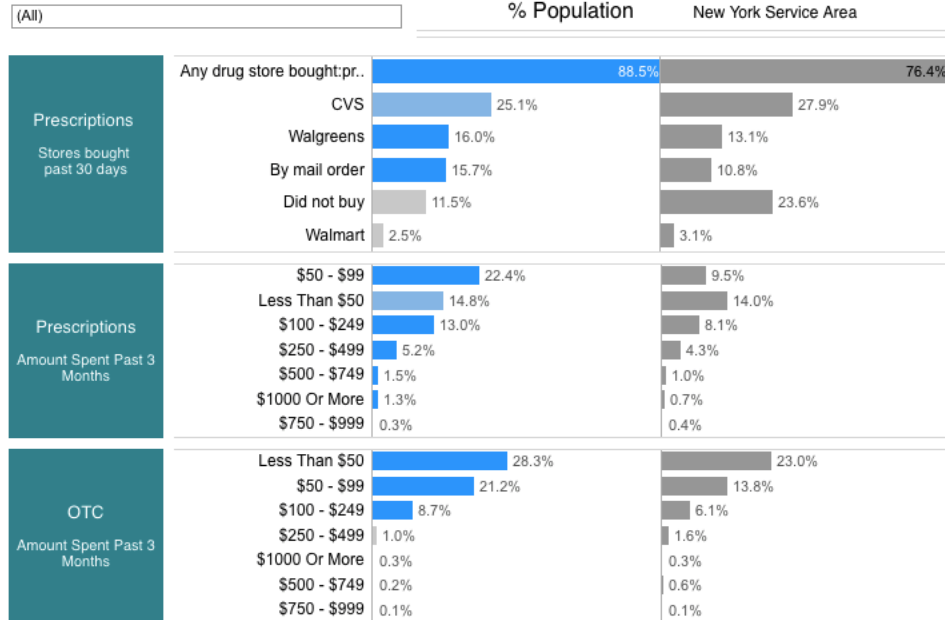
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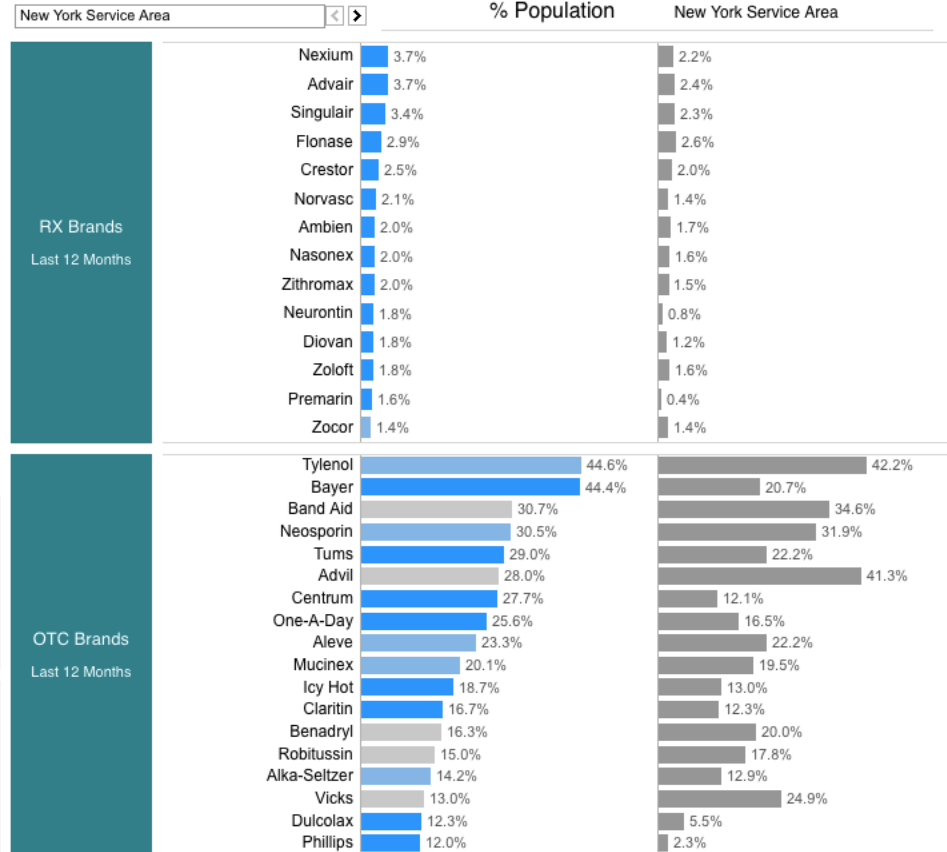
Patient Profiler

Health Needs: Medications

Audience



Market



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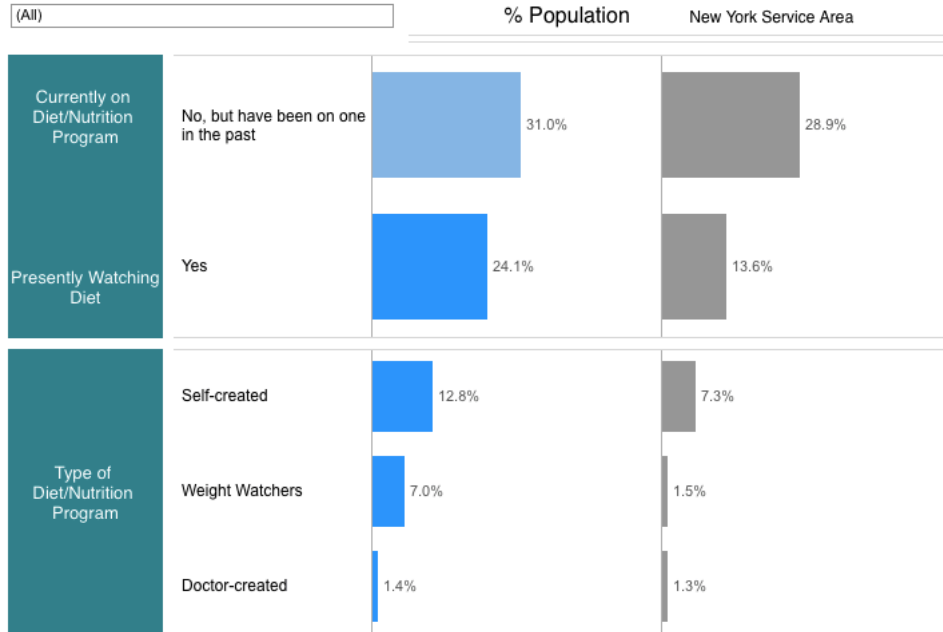


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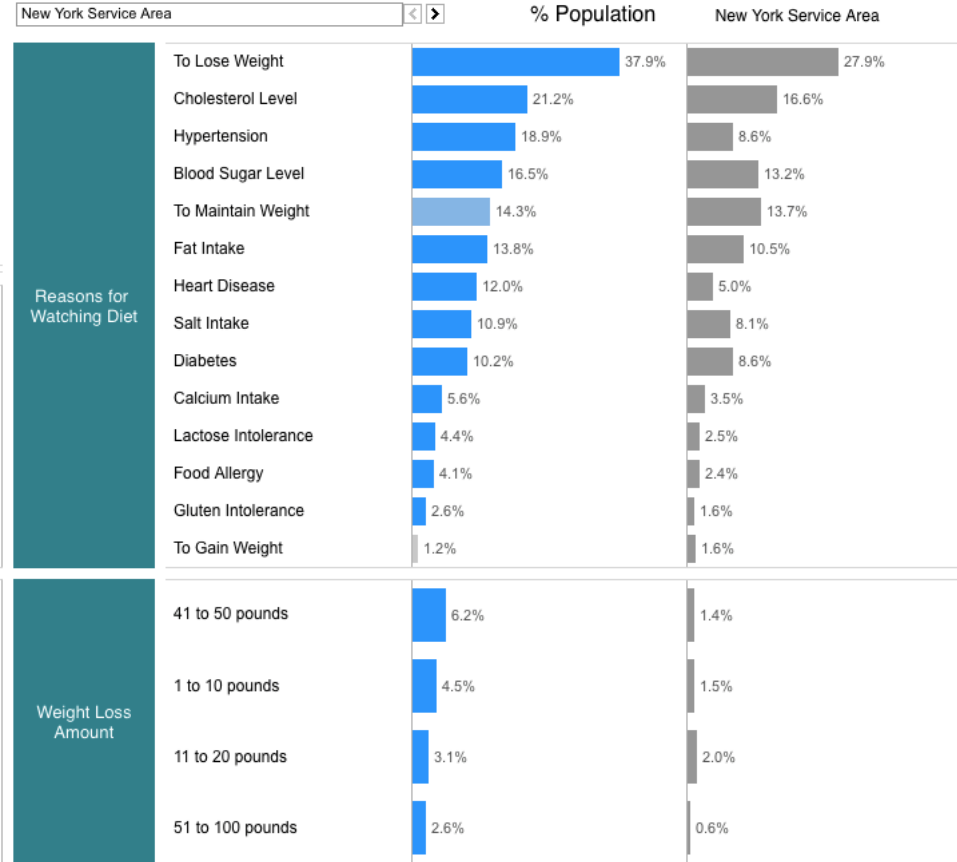


Patient Profiler Health Needs: Behaviors

Audience



Market



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Compared to the DMA Population: [More Likely](#) [Equally Likely](#) [Less Likely](#)



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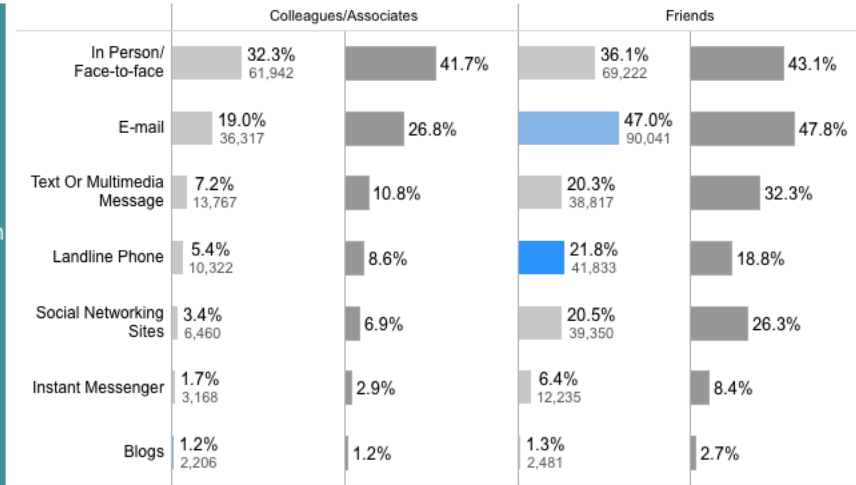
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Patient Profiler

Engagement: Communication

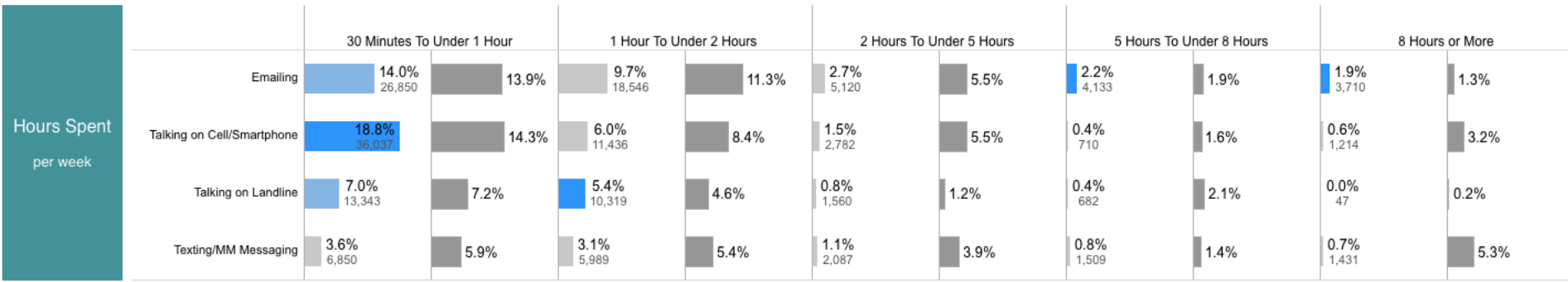
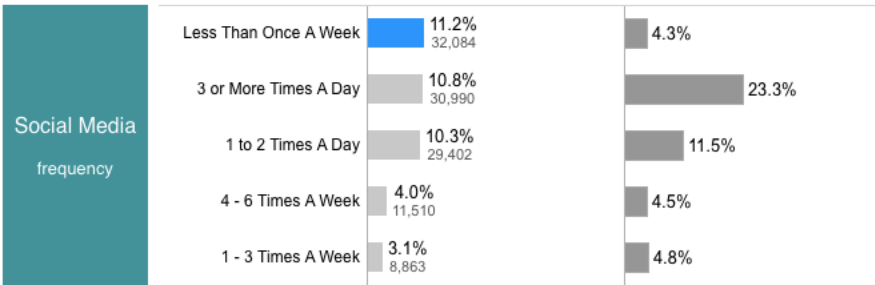
Communication Methods



Audience

(All)

% Population New York Service Area



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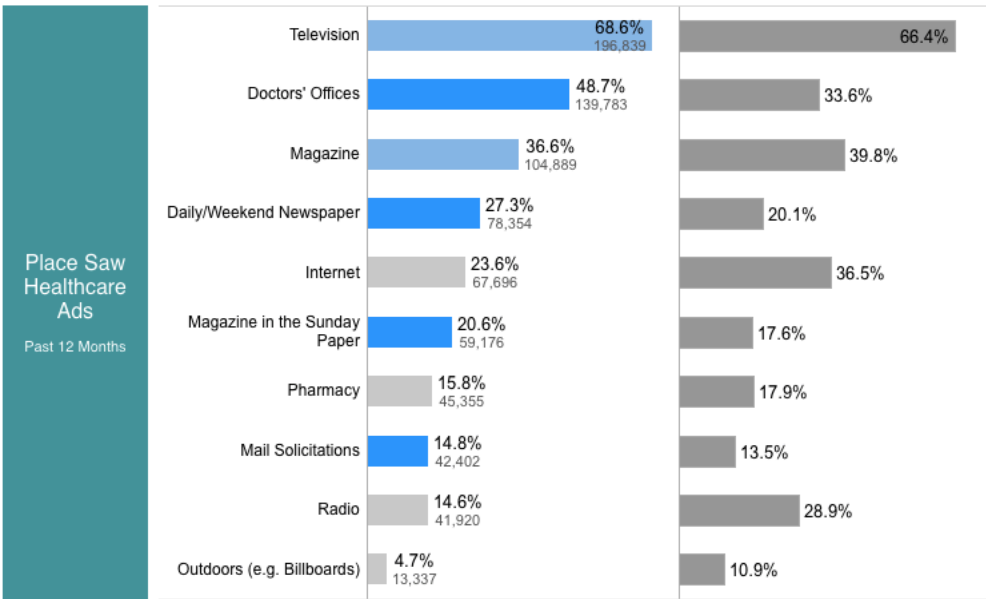


Patient Profiler Engagement: Marketing

Audience

(All)

% Population New York Service Area



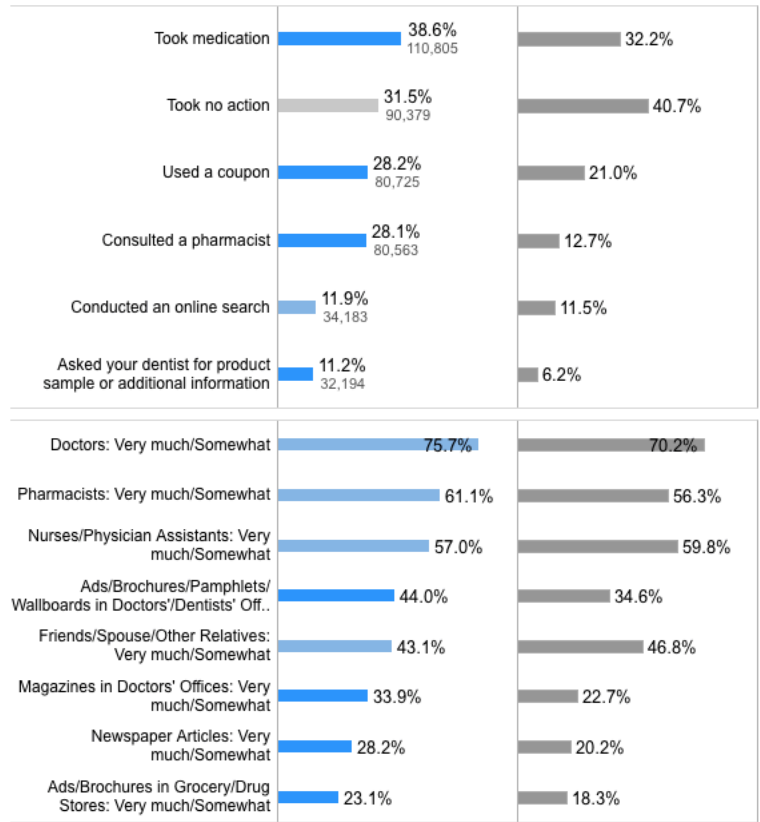
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Market

New York Service Area

% Population New York Service Area

Actions taken due to Healthcare Ads
Past 12 Months
Value of Healthcare Sources



Compared to the DMA Population: **More Likely** Equally Likely Less Likely



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Patient Profiler

Engagement: Health Education

Audience

(All)

% Population / New York Service Area % Population / New York Service Area

Places Look For Health Info

	Information - First Place Look		Information - Other Place Look	
Internet	46.0%	47.7%	1.0%	2.8%
Family	6.2%	5.1%	25.0%	21.9%
Friends	2.9%	4.5%	20.8%	24.2%
TV	6.0%	8.7%	11.6%	18.2%
Newspapers	0.8%	1.7%	14.1%	14.7%
Magazines	1.5%	1.2%	11.2%	16.2%
Blogs	0.5%	0.8%	9.9%	11.2%
Radio	1.0%	1.8%	3.0%	7.5%
Social Network Sites			2.3%	5.6%

Motivation Segments

Cluster 4 - Healthy Half	40.7%	51.1%
Cluster 2 - Doctor-Led	38.6%	28.9%
Cluster 3 - Self Managers	16.0%	14.0%
Cluster 1 - Solution Seekers	4.7%	6.1%

Market

New York Service Area

% Population New York Service Area

Healthcare Information

The pharmaceutical healthcare information at my pharmacy is credible and useful	57.5%	44.3%
I am better informed about my health than most people	57.3%	42.5%
I research healthcare information so that I am better informed about different healthcare treatment options	55.3%	42.3%
I research treatment options on my own and then ask my doctor about them	39.7%	27.9%
Finding information on health and treatments on the Internet is very helpful to me	38.7%	40.1%
I trust the opinions of my family and friends about health related issues	17.9%	36.3%
I am comfortable registering on a website which consistently offers useful information about my particular health condition	16.1%	11.1%
Friends come to me for advice about healthcare and medications	15.3%	17.5%
Healthcare advertising on the Internet is credible	7.7%	7.9%

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Compared to the DMA Population: **More Likely** **Equally Likely** **Less Likely**



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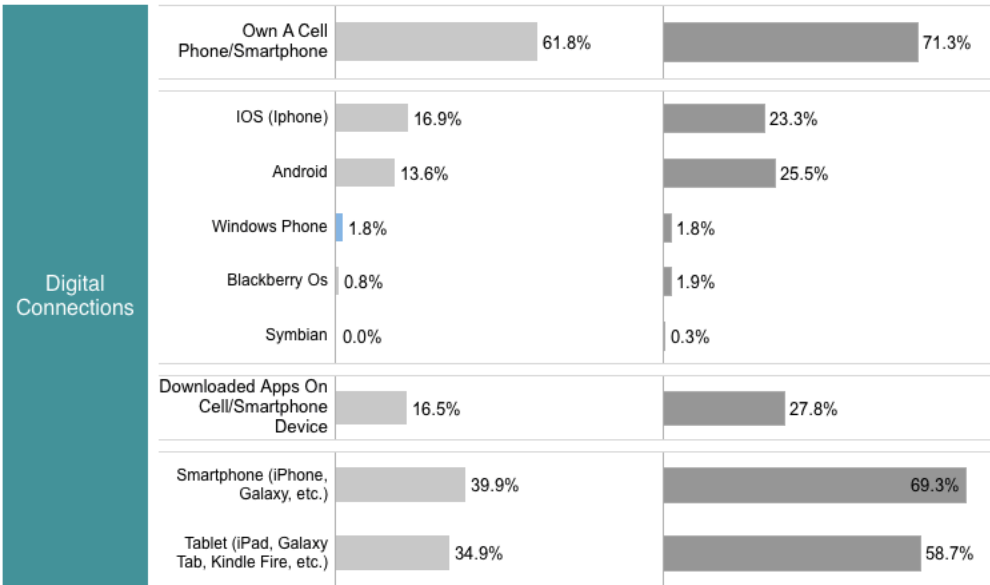
Patient Profiler

Engagement: Digital Engagement

Audience

(All)

% Population New York Service Area

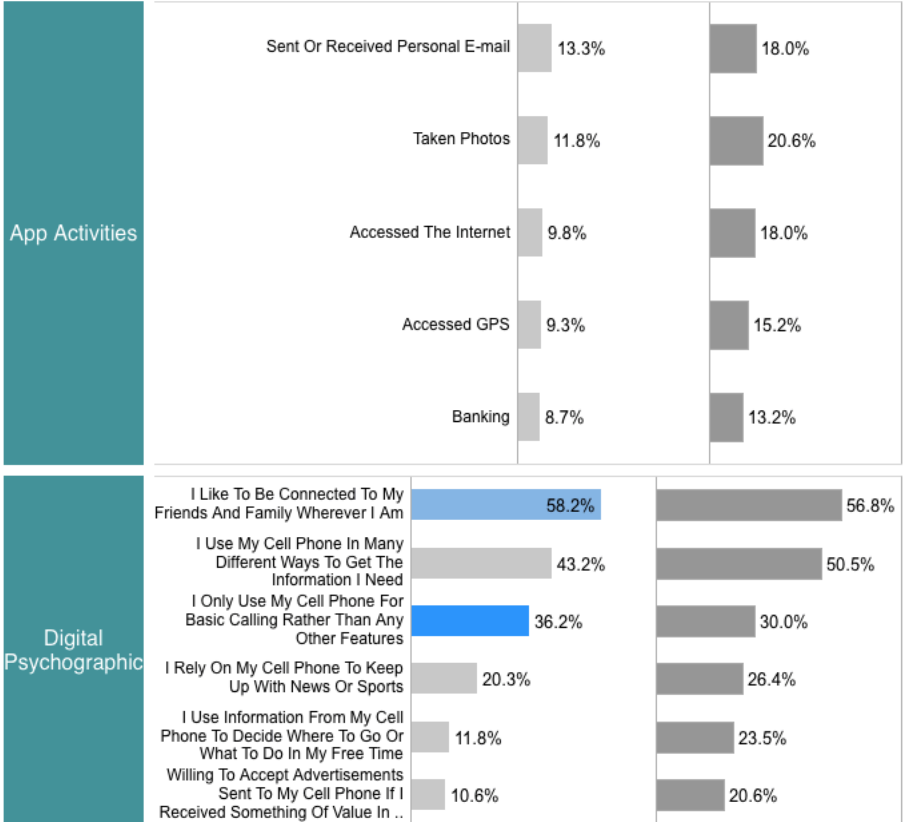


Digital Connections

Market

New York Service Area

% Population New York Service Area



App Activities

Digital Psychographic

Compared to the DMA Population: **More Likely** Equally Likely Less Likely



New York Breast Cancer Survivors Compared to the General New York Adult Population:

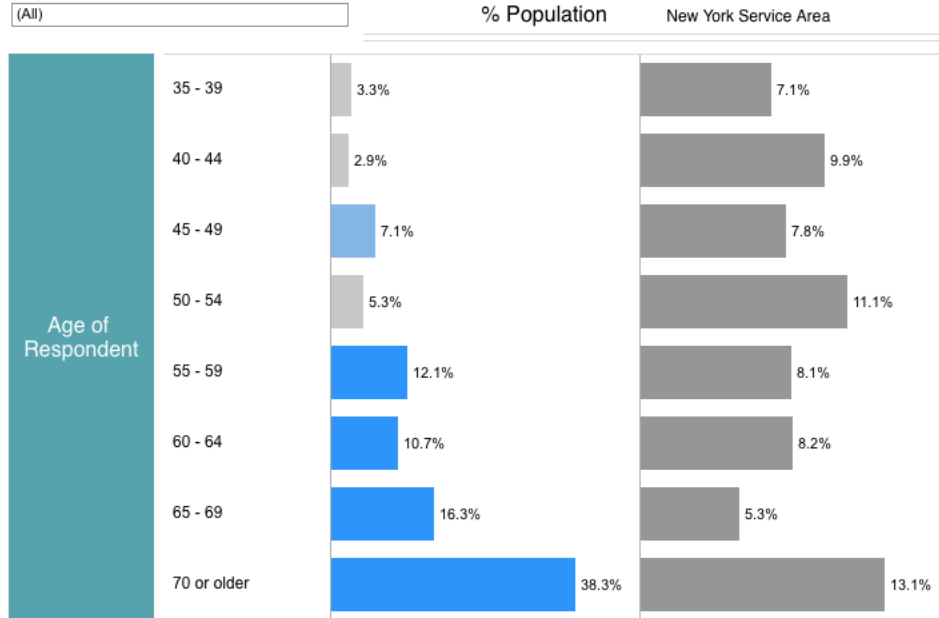
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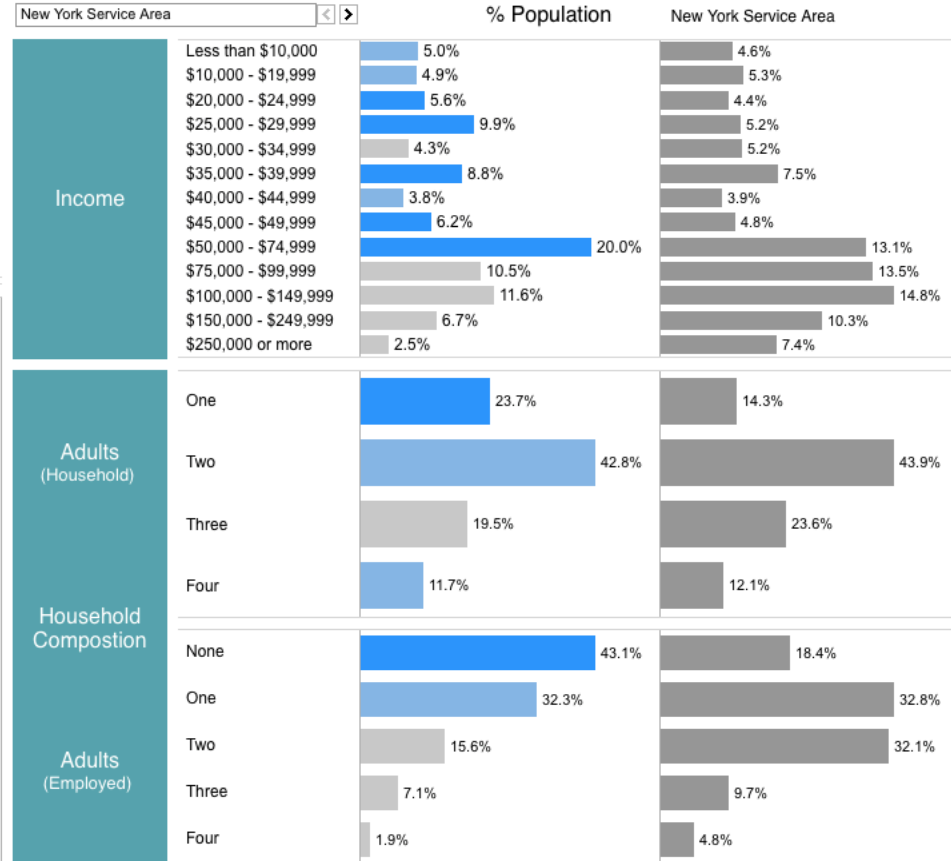


Patient Profiler Optimization: Demographics

Population



Market



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Compared to the DMA Population: **More Likely** **Equally Likely** **Less Likely**

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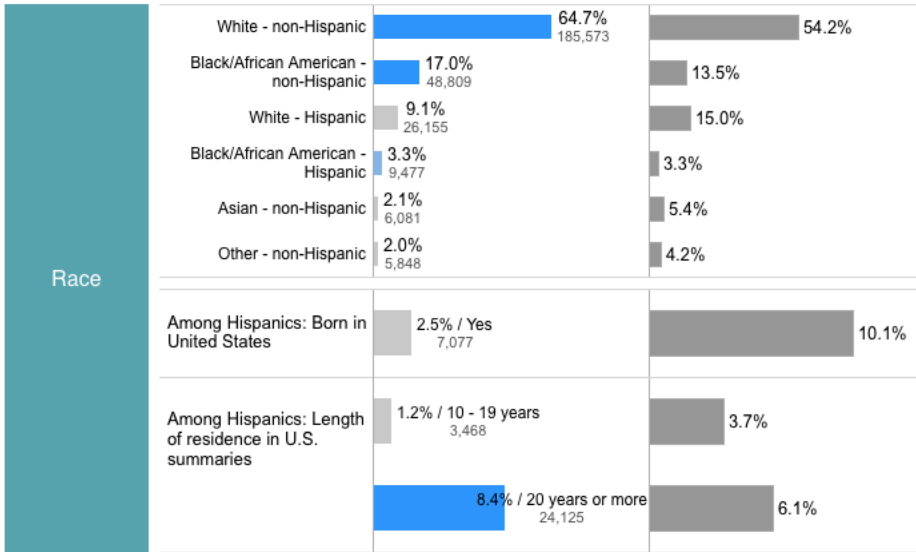


Patient Profiler Optimization: Demographics

Audience

(All)

% Population New York Service Area



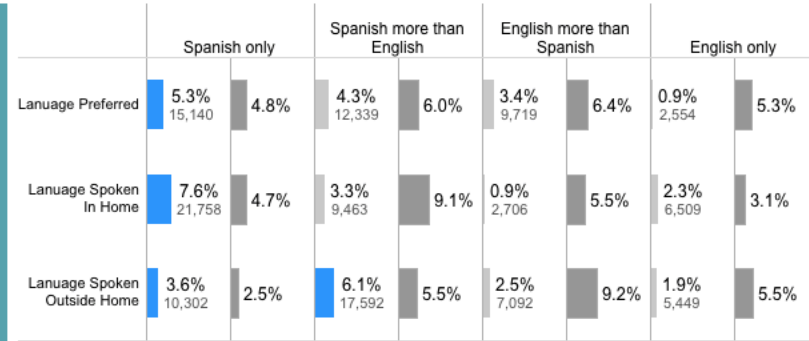
Market

New York Service Area

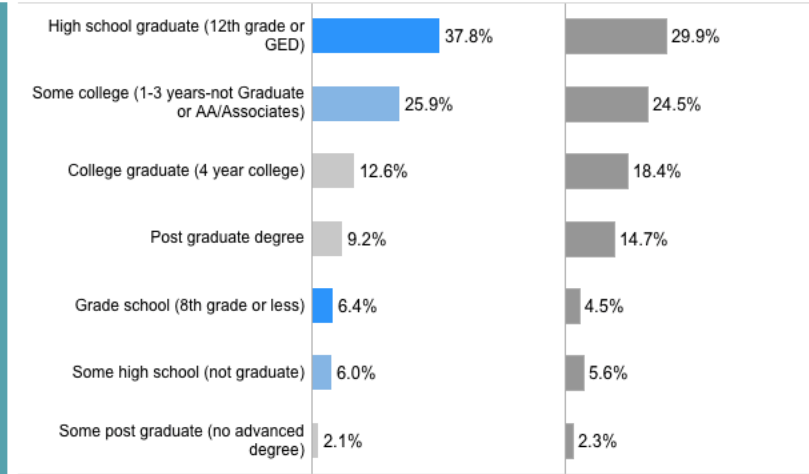
% Population / New York Service Area

% Population / New York Service Area

Spanish Language



Education



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Patient Profiler

Optimization: Health Attitudes

Market

New York Service Area

% Population / New York Service Area

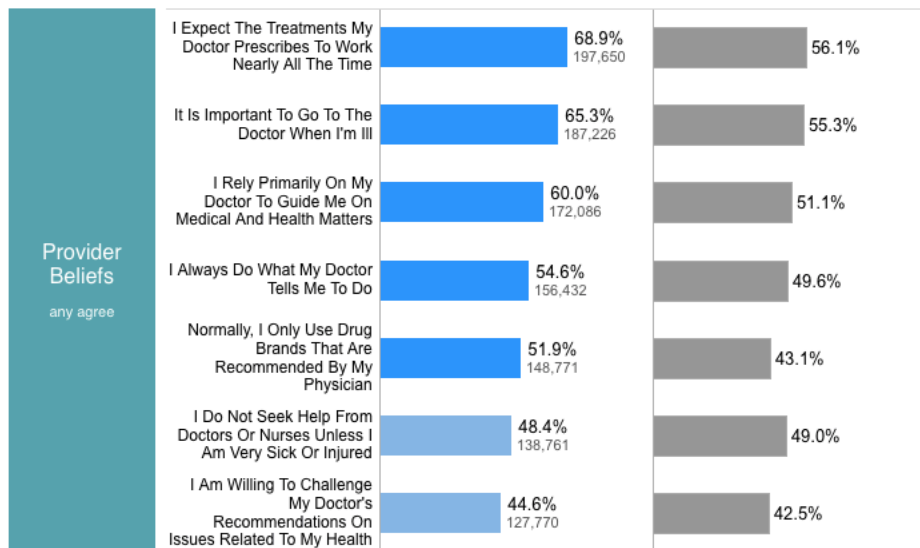
% Population / New York Service Area

Audience

(All)

% Population

New York Service Area

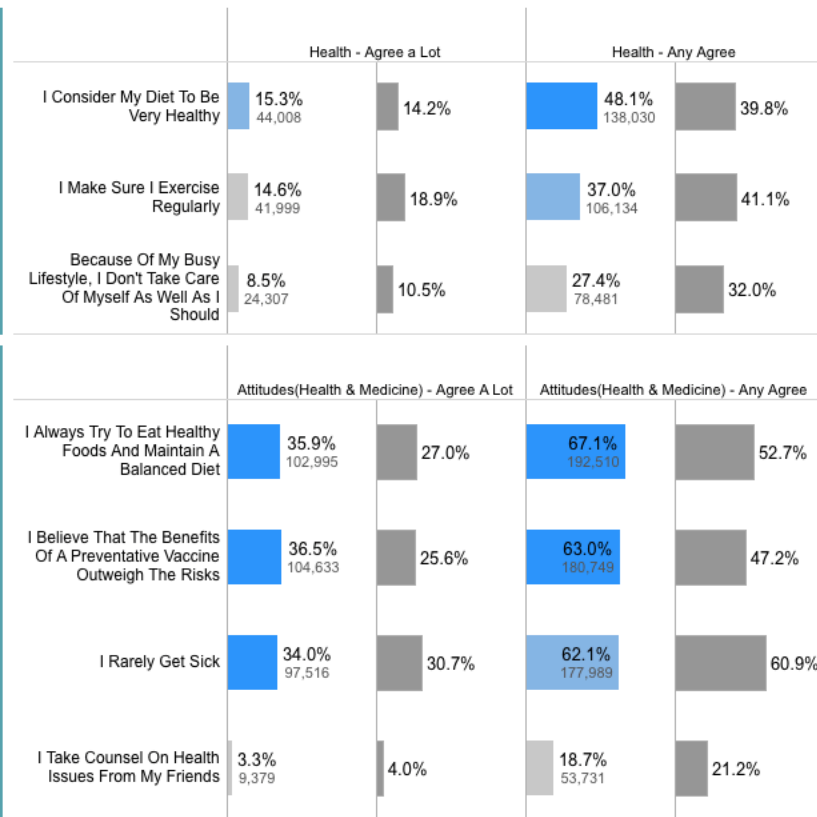


Provider Beliefs

any agree

Exercise & Diet

Health & Medicine Beliefs



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Compared to the DMA Population: **More Likely** **Equally Likely** **Less Likely**



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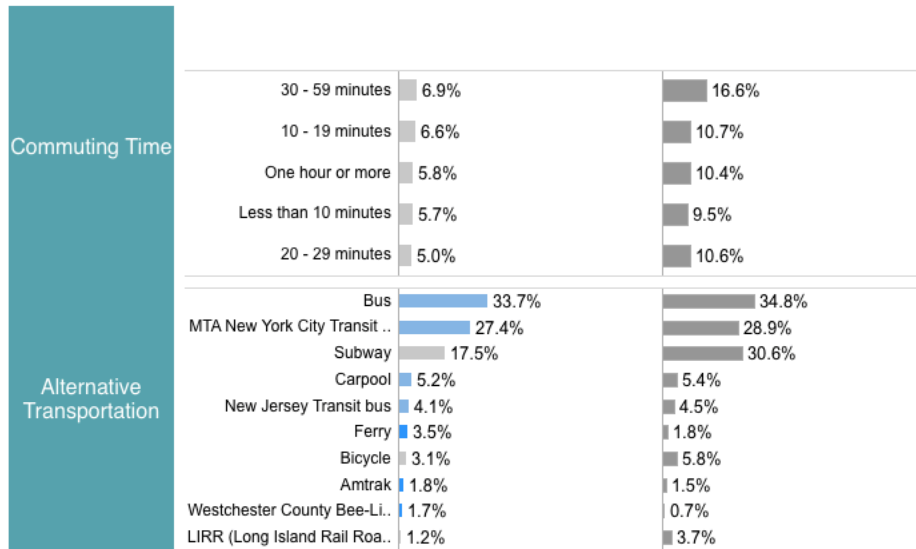


Patient Profiler Optimization: Activities

Audience

(All)

% Population New York Service Area

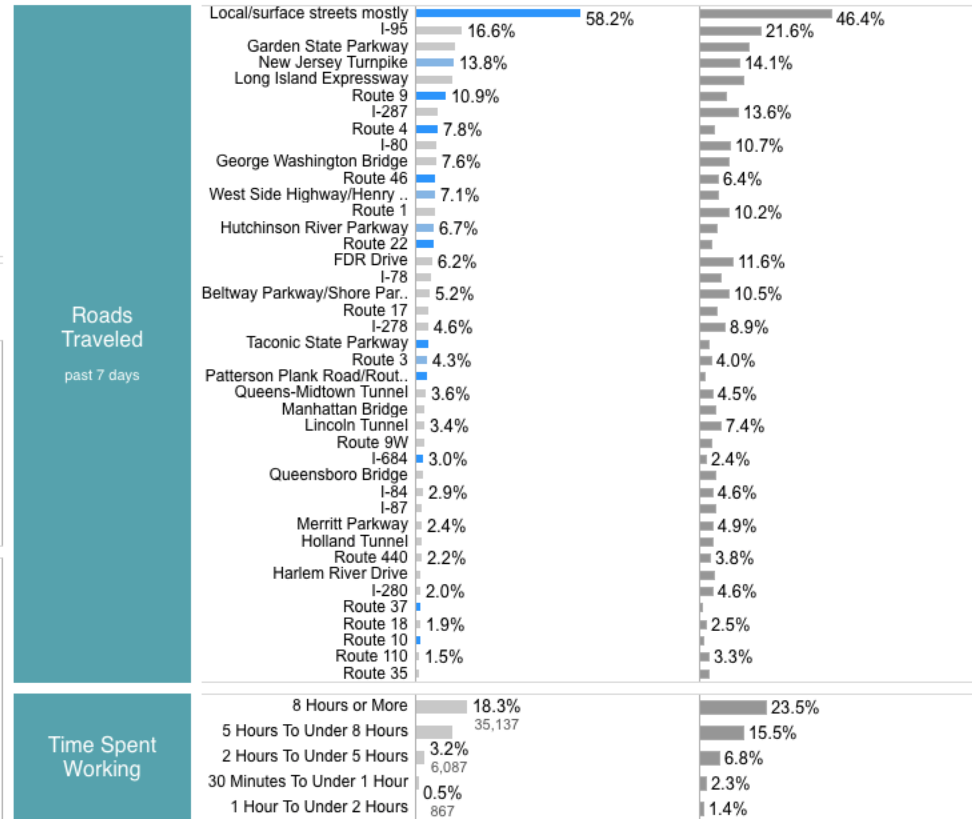


Market

New York Service Area

% Population

New York Service Area



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Compared to the DMA Population: [More Likely](#) [Equally Likely](#) [Less Likely](#)



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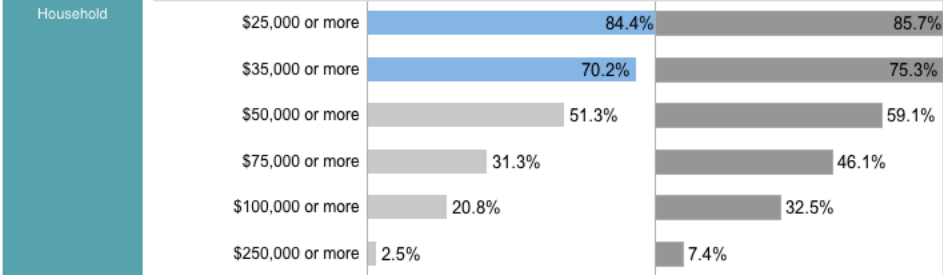
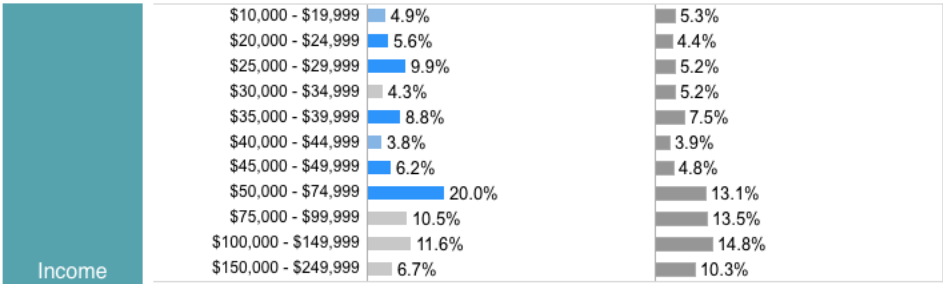
Patient Profiler

Optimization: Financial

Audience

(All)

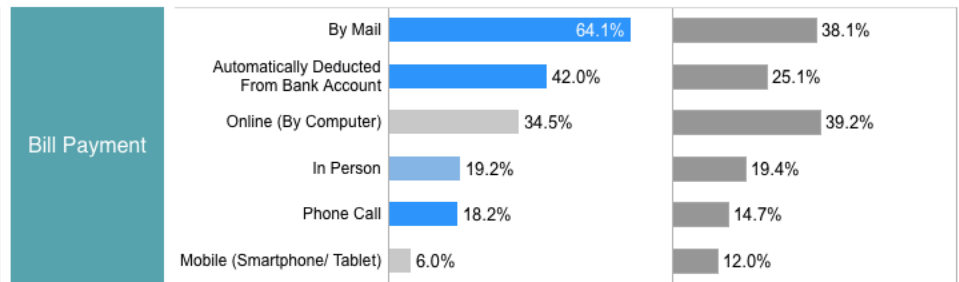
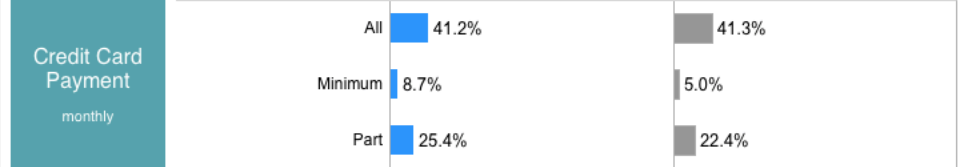
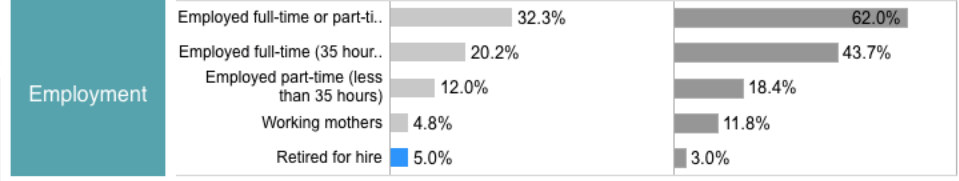
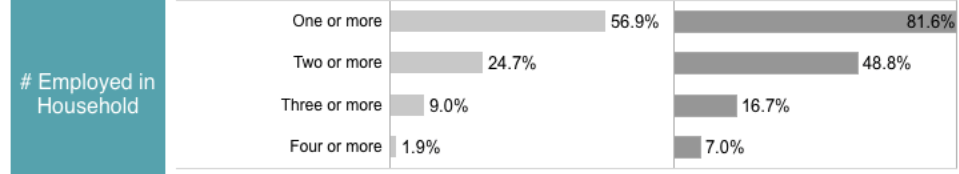
% Population New York Service Area



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Market

New York Service Area % Population New York Service Area



Compared to the DMA Population: [More Likely](#) [Equally Likely](#) [Less Likely](#)



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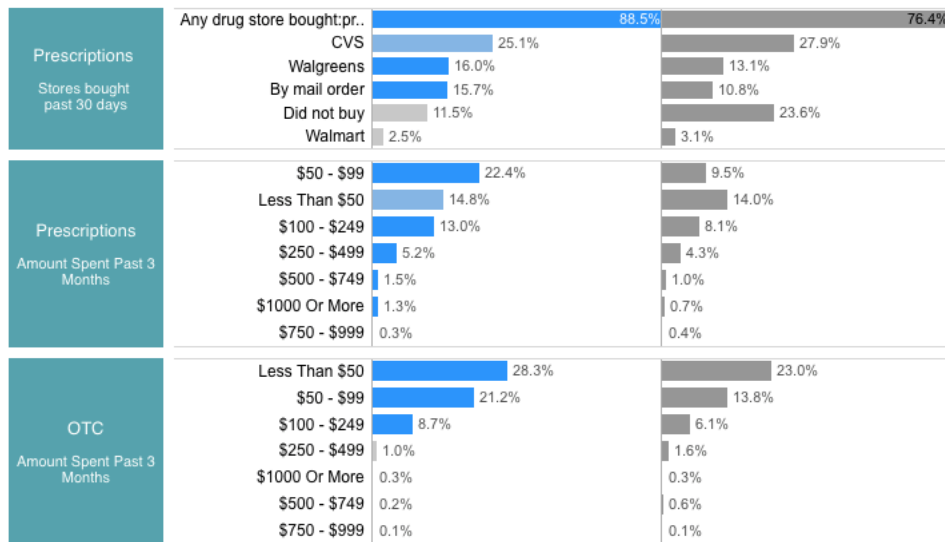


Patient Profiler

Additional Insights: Pharmacy and Grocery Purchases

Audience

(All)

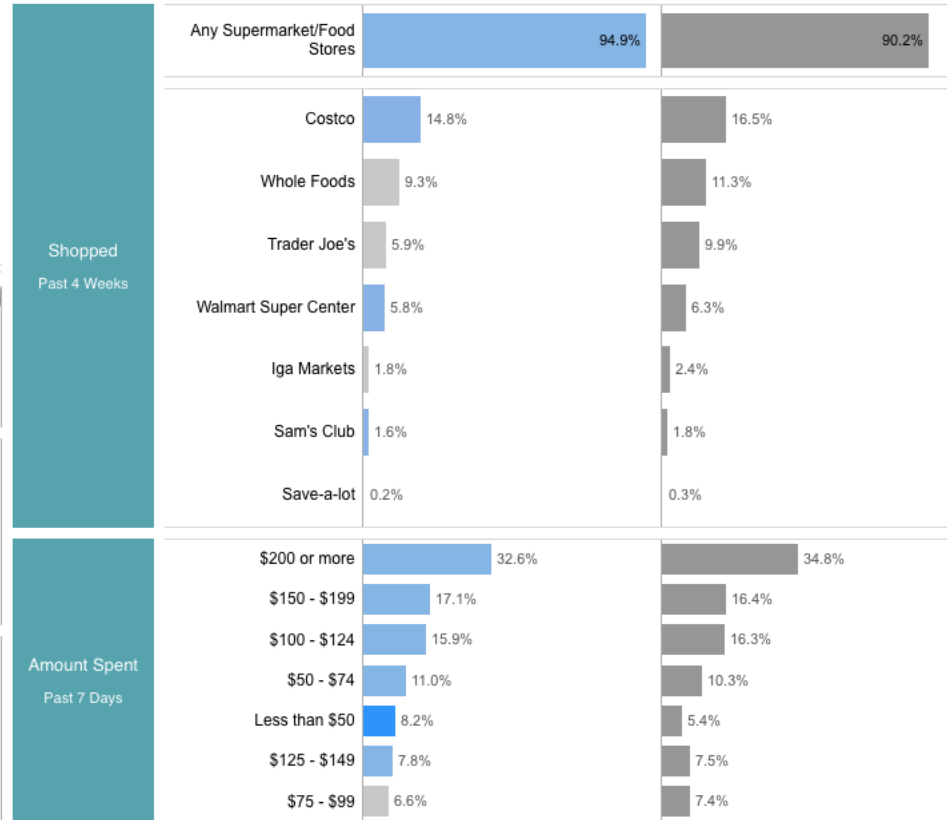


Market

New York Service Area

% Population

New York Service Area



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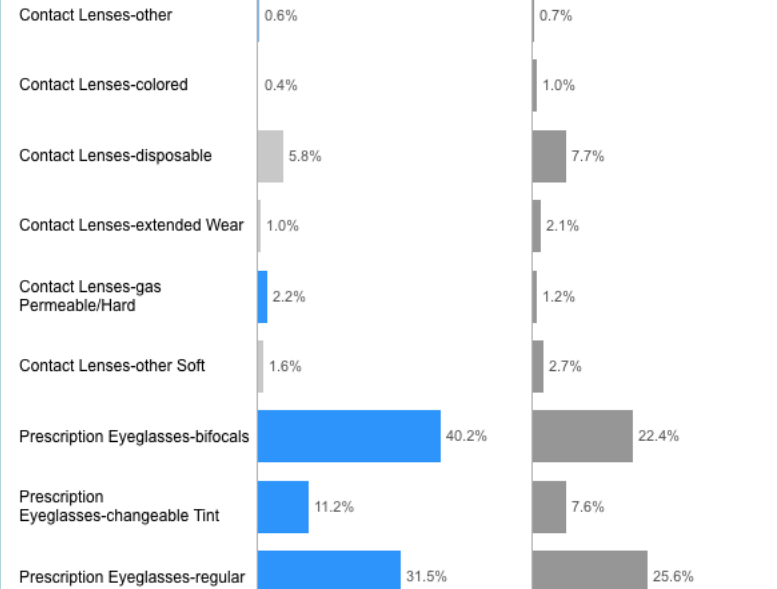
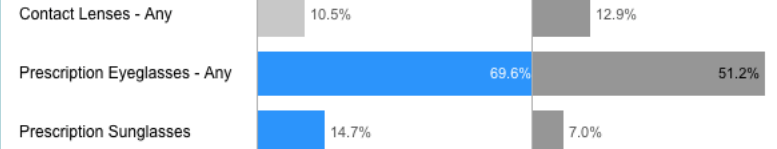
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Patient Profiler
Additional Insights: Optical

Market

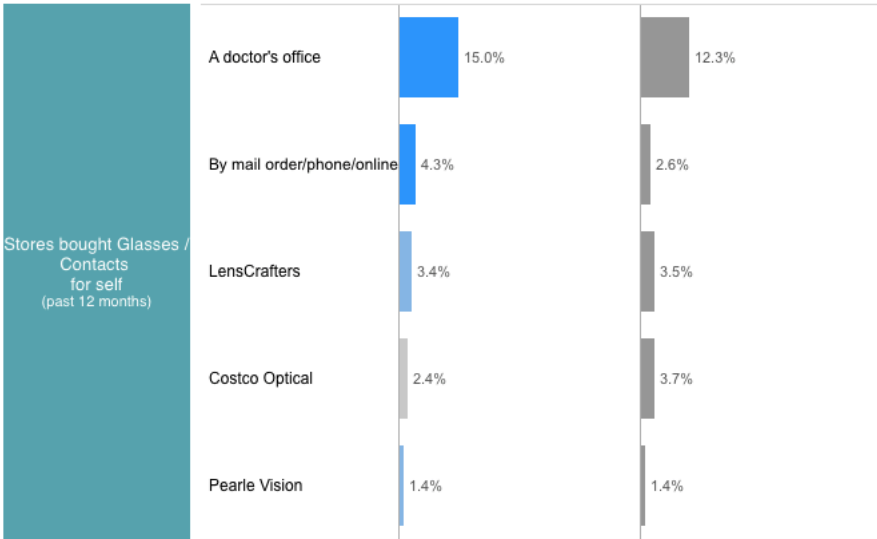
New York Service Area < > % Population New York Service Area



Types of Eyeglass & Contacts that I wear

Audience

(All) % Population New York Service Area



Stores bought Glasses / Contacts for self (past 12 months)

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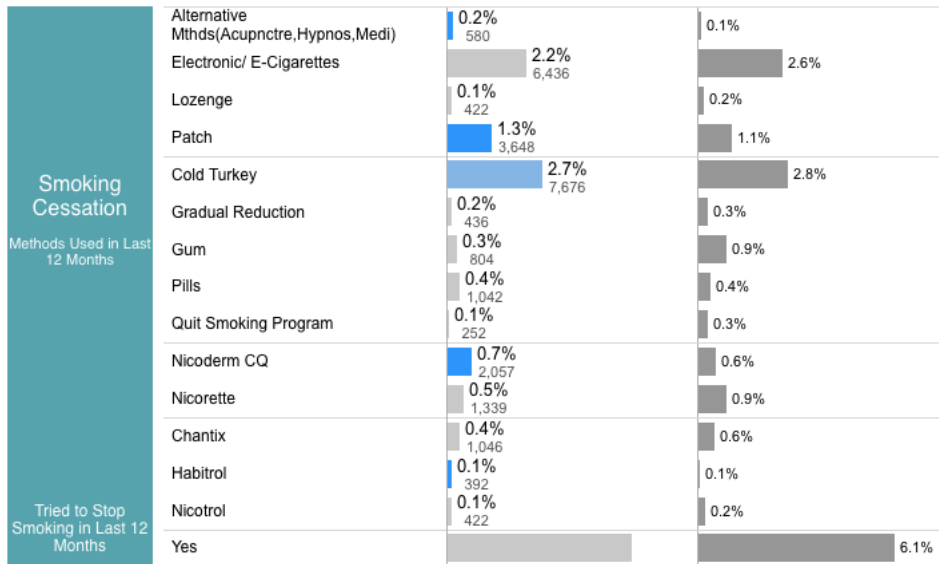


Patient Profiler Additional Insights: Smoking

Audience

(All)

% Population New York Service Area



Methods Used in Last 12 Months

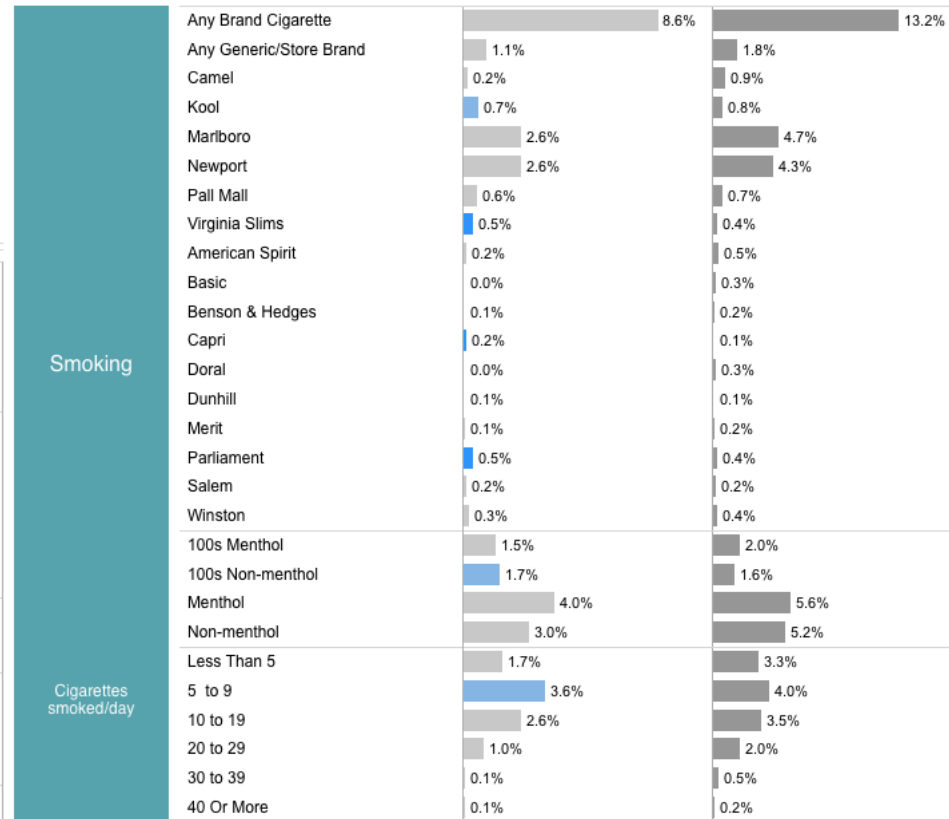
Tried to Stop Smoking in Last 12 Months

Market

New York Service Area

% Population

New York Service Area



Compared to the DMA Population: [More Likely](#) [Equally Likely](#) [Less Likely](#)



New York Breast Cancer Survivors Compared to the General New York Adult Population:

- Higher in diabetics
- Average with the General Population
- Lower than the General Population