

# Health, Ailment, & Condition Data

Address the health concerns and medical needs of households responsive to direct marketing

Develop targeted audience segments with AccuData's robust database of self-reported consumer health, ailments, and conditions. AccuData will help you focus your efforts on the consumers likely to respond to relevant offers focused on living a quality lifestyle.

## Benefits



Reach known marketing responders with offers relevant to their health and wellness concerns.



Pair health, ailment, and condition data with robust demographic attributes to create custom audience segments.



Utilize available email addresses to provide additional touchpoints that complement your direct mail campaign.

Health, ailment, and condition data provides marketers with unique insights into consumer households where distinct needs exist. Whether proactively approaching wellness or seeking treatment for a diagnosis, these consumers seek products and services that support their health goals.

Each household represented is a known direct mail responder that has self-reported valuable health related information. Our permission-based data is exclusively compiled from non-medical and non-pharmaceutical sources.

## A Sampling of Available Data Points

### Health, Ailments, and Conditions

- ADD/ADHD
- Allergies, Nasal Allergies, Food Allergies
- Alzheimer's
- Anxiety
- Back Pain
- Bladder/Bowel Issues
- Bladder Leakage
- Breast Cancer
- Bronchitis
- Cancer
- Crohn's Disease
- Chronic Obstructive Pulmonary Disease
- (COPD)
- Chronic Pain
- Colon Cancer

- Dandruff
- Depression
- Dental Issues
- Diabetes Type 1 or Type 2
- Eczema
- Emphysema
- Erectile Dysfunction
- Foot Ailments
- Gas and Bloating
- GERD/Acid Reflux
- Gingivitis
- Hair Loss
- Headaches
- Hearing Loss
- Heart Attack/Disease
- Hemorrhoids
- High Blood Pressure
- High Cholesterol
- Impotence
- Incontinence
- Insomnia
- Irregularity
- Irritable Bowel Syndrome (IBS)
- Kidney Problems
- Lung Disease
- Macular Degeneration
- Menopause
- Menstrual Issues
- Migraines
- Mobility Assistance
- Multiple Sclerosis (MS)
- Nasal Congestion
- Nosebleeds
- Obesity
- Osteoarthritis
- Osteoporosis
- Parkinson's Disease
- Prostate Cancer
- Prostate Disorders
- Psoriasis
- Rheumatism
- Skin Ailments
- Sinusitis
- Snoring
- Spinal Injury
- Ulcerative Colitis
- Vision Care and Conditions

### Medications, Treatments, and Devices

- ADD/ADHD Medications
- Allergy Medications
- Arthritis Medications
- Birth Control
- Corrective Lens User
- Denture Wearer
- Detrol
- Glucophage
- Hearing Aid User
- Heartburn Medication
- High Cholesterol Medication
- Imitrex
- Insulin
- Laser Vision Correction
- Lipitor
- Oral Injectable Medication
- Premarin
- Viagra
- Wheelchair User



Please note that available health, ailment, and condition elements are subject to change without notice.

A sample mail piece and/or HTML email creative is required. Industry usage restrictions may exist.

Your AccuData Account Representative is available to guide you through each step of the audience identification process when using this unique and actionable data.