

Ailment-Focused Data

What It Is & Why It Matters

Sabal Strategy is committed to providing the highest level of accuracy possible in the data we provide to our customers. Our data partners range from major national compilers to specialty and managed list providers. Collectively, we believe when the data is more accurate, our customers see a higher return on their investment (ROI). And better ROI leads to greater customer satisfaction, higher customer retention, and more loyal customers.

A Powerful Message

Imagine the power of being able to share your healthcare or senior living message with an audience who is looking for the solution you offer. Instead of wasting marketing dollars on a general audience, you can tailor your message to segmented audiences who match your ideal customer. Think about the power of a campaign for a diabetes treatment shared with an audience of diabetics. With ailment-focused data lists, you can do exactly that. Our data partners can deliver data lists for 130 ailments:

- Ailment data is self-reported.
- Assigned to the household (not an individual).
- HIPPA compliant.

The Right Audience

Big Pharma and insurance brands have been using ailment-focused data to reach consumers who have self-identified or have someone in their household with a specific ailment. Now, you can do the same. The list of ailments ranges from such broad groups as allergies, depression or cancer to such specifics as Alzheimer's disease, dementia and rheumatoid arthritis.

It's also possible to segment an ailment list based on demographic factors, including:

- Age
- Household with an elderly parent living with an adult child or comprised of 3 generations
- Income / Net Worth / Assets
- Lifestyle
- Marital Status
- Homeowner Status / Home Value

- Other top demographics

An ailments mailing list includes the postal address and email addresses when available for each household of individuals and families with the specific illness or disorder. Such a file is ideal for direct marketing campaigns within the healthcare and pharmaceutical industries by those who seek to connect with consumers through their preferred channel.

DATA COMPILATION AND DELIVERABILITY

An ailment-focused data list is compiled at the individual level but assigned at the household level to ensure compliance. Our entire database is continuously updated with new, proprietary data sources to ensure completeness and “selectability.” Furthermore, our entire senior master file is also standardized, using our proprietary USPS processing on a monthly basis. This includes passing the database through the National Change of Address (NOCA®) database, Locatable Address Conversion System (LACSLink®) and Coding Accuracy Support System (CASS®). This helps to ensure that your list will perform at the highest level of deliverability for our clients.

Because a list is based on self reporting for each ailment, a single household may report multiple ailments. We provide one postal and/or email count per address; these deduped counts are based on your ailment and demographic selections.

Ailment-Focused List Usage

Sabal Strategy’s ailment list can be tailored to deliver an audience interested in insurance, long-term care products, estate and/or retirement planning, health care, subscriptions or something as specific as assisted living options. Because such a list reflects personal health information, we request that your content is also HIPPA compliant.

Ailments We Can Target

Contact us for estimates of total postal and/or email counts, which are not deduped since households may report multiple ailments. Your specific count reports will represent a 1 per address, deduped count.

Abdominal	Coronary Artery Disease	Hypertrophic Cardiomyopathy	PTSD
ADHD	Crohn's Disease	Immune System Dysfunction	Pulmonary
Alcoholism	Cystic Fibrosis	Infection	Pulmonary Stenosis
Allergies	Deafness	Infectious Diseases	Relapsing Polychondritis
Alopecia Areata	Dementia	Inflammatory Bowel Disease	Respiratory Disease
Alzheimer's Disease	Depression	Insomnia	Rheumatoid Arthritis
Amputation	Diabetes	Irritable Bowel Syndrome	Scleroderma
Anxiety	Digestive	Juvenile Rheumatoid Arthritis	Scoliosis
Asperger's	Dilated Cardiomyopathy	Kidney Disease	Shingles
Arthritis	Down Syndrome	Lactose Intolerance	Sickle Cell Disease
Asthma	Drug Addiction	Learning Disabilities	Skin
Autism	Dwarfism	Liver Disease	Sleep Apnea
Back	Dysphagia	Lupus	Speech and Language Disorders
Bipolar	Ear	Men's Health	Spina Bifida
Blindness	Eating Disorders	Mental Health	Spinal Cord Injury
Blood Disorder	Eczema	Migraine	Stroke
Blood Pressure	Endometriosis	Mitral Regurgitation	Suicide
Bone Disease	Epilepsy	Mitral Valve Prolapse	Swelling

Brain Injury	Eye	Mono	Therapy
Breast Cancer	Fetal Alcohol Syndrome	Multiple Sclerosis	Thyroid
Burn	Fibromyalgia	Muscular Dystrophy	Tourette Syndrome
Cancer	Foot	Myocardial Infarction	Tuberculosis
Cardiovascular	GERD	Narcolepsy	Turner Syndrome
Celiac Disease	GI	Nerves	Ulcerative Colitis
Cerebral Palsy	Growth Hormone Deficiency	Obesity	Ulcers
Chest Pain	Heart Disease	OCD	Urinary
Child Wellness	Heart Failure	Osteoporosis	Vaccines
Chronic Fatigue Syndrome	Hereditary Motor & Sensory Neuropathy	Overactive Thyroid	Varicose Veins
Cirrhosis	High Cholesterol	Pain	Vision Impairment
Cleft Lip & Palate	HIV	Polycystic Ovary Syndrome	Weakness
Colon	Huntington's Disease	Prediabetic	Wellness
COPD	Hyperlipidemia	Psoriasis	Williams Syndrome
			Women's Health