

HEALTHCARE Programmatic Digital Audiences

All audiences are **deterministic**, validated and verified using NPI, DEA and state licensing data, claims data, phone verification, web research, and proprietary information gathering technology.



Audience Description	Full Segment Name	LiveRamp Segment ID
All Healthcare Personnel Including Alternative Medicine, Behavioral Health, Cardiology, Chiropractor, Emergency Medicine, Eye and Vision, Laboratory, Genetics, Neurology, Nursing, Obstetrics, Gynecology, Oncology, Orthopedic, Emergency, Chief, Director, Pathology, Pediatrics, Podiatric, Physical and Rehabilitation, Psychology, Respiratory, Speech Language and more.	MCH Strategic Data > B2B > Healthcare Personnel > All Healthcare	1013819411
All Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > All Physicians	1013819851
Allergy and Immunology Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Allergy and Immunology Physician	1013819421
Anesthesiology Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Anesthesiology Physician	1013819441
Cardiology Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Cardiology or Cardiologist Physician	1013819461
Chiropractors	MCH Strategic Data > B2B > Healthcare > Doctors > Chiropractor	1013819471
Dentists Includes orthodontics, pediatric dentistry, prosthodontics, periodontics, oral and maxillofacial specialty, endodontics, general dentist, and more.	MCH Strategic Data > B2B > Healthcare > Dentists > Dentistry	1013819481
Dermatology Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Dermatology Physician	1013819491
Ear, Nose, Throat, Otolaryngology Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Ear, Nose, Throat, Otolaryngology Medicine Physician	1013819841
Emergency and Critical Care Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Emergency and Critical Care Medicine Physician	1013819501
Endocrinology, Diabetes, and Metabolism Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Endocrinology, Diabetes and Metabolism Medicine Physician	1013819511
Gastroenterology Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Gastroenterology Medicine Physician	1013819521
General and Family Practice Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > General and Family Practice Medicine Physician	1013819531
Geriatric Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Geriatric Medicine Physician	1013819541
Healthcare Technologists or Technicians Including Laboratory Tech, Pharmacy Tech, Sonography, Radiography, Histologist, Mammography, MRI Tech, Perfusionist, Pulmonary Function tech, Ocularist, Histologist, Immunologist, Psychiatric Tech, and more.	MCH Strategic Data > B2B > Healthcare > Technologists and Technicians	1013819641
Infectious Disease Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Infectious Disease Medicine Physician	1013819551
Internal Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Internal Medicine Physician	1013819561
Medical Genetics Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Medical Genetics Medicine Physician	1013819571
Neurology and Neurologist Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Neurology and Neurologist Physician	1013819581
Nuclear Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Nuclear Medicine Physician	1013819591
Nurses	MCH Strategic Data > B2B > Healthcare > Nursing > All Nurses	1013819651
Obstetric and Gynecology Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Obstetric and Gynecology Medicine Physician	1013819601
Oncology and Cancer Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Oncology and Cancer Medicine Physician	1013819611
Ophthalmology, Eye and Vision Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Ophthalmology, Eye and Vision Medicine Physician	1013819621
Orthopedic Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Orthopedic Medicine Physician	1013819631
Osteopathic Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Osteopathic Medicine Physician	1013819691
Other Healthcare Professionals Including Chiropractor, Dietician, Counselor, Psychologist, Optometrist, Hospice, Oncology, Womens Health, Pediatrics, Chief of Surgery, CEO, CFO, Director, Administrator, Medical Records, Occupational Therapy, Practice Manager, Transcriptionist, Pastoral Care, Veterinarian, Podiatrist, Orthotics, Anaplastologist, etc	MCH Strategic Data > B2B > Healthcare > Other Healthcare Professional	1013819681
Pathology Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Pathology Medicine Physician	1013819701
Pediatric Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Pediatric Medicine Physician	1013819711
Pharmacists	MCH Strategic Data > B2B > Healthcare > Pharmacy > Pharmacist	1013819671
Physical and Rehabilitation Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Physical and Rehabilitation Medicine Physician	1013819721
Physician Assistants	MCH Strategic Data > B2B > Healthcare > Physician Assistant Personnel	1013819661
Plastic Surgeon Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Plastic Surgery Medicine Physician	1013819731
Preventive Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Preventive Medicine Physician	1013819741
Psychiatry Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Psychiatry Medicine Physician	1013819751
Radiology Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Radiology Medicine Physician	1013819771
Respiratory, Developmental, Rehabilitative and Restorative Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Respiratory, Developmental, Rehabilitative and Restorative Medicine Physician	1013819781
Rheumatology Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Rheumatology Medicine Physician	1013819791
Surgery or Surgical Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Surgery or Surgical Medicine Physician	1013819801
Therapists Including psychotherapy, physical therapist, respiratory therapist, art therapist, radiation therapist, pediatric therapist, occupational therapist, music therapist, mechanotherapy, kinesitherapies, reflexologist, wound care, developmental therapist, respite care, and more.	MCH Strategic Data > B2B > Healthcare > Therapist	1013819831
Urology Medicine Physicians	MCH Strategic Data > B2B > Healthcare > Doctors > Urology Medicine Physician	1013819821
Veterinarians	MCH Strategic Data > B2B > Healthcare > Doctors > Veterinarian	1013819811



Need a custom audience for your campaigns?

Reach out to an MCH Specialist, and we can create a custom segment tailored to your specific needs and sent to the DSP or social media platform of your choice.

