



DATA LICENSING / AI DATA / IN-BOX EDUCATION

# Summit Audience Segments

Real patient journeys.  
Multiple ways to build on them.

Operationally generated inquiries, conversations, intake and medical-benefit fulfillment history across multiple conditions — with a continuing source feed. Today, close to 100% of inbound calls are answered.

**~15M**

Condition-specific inquiries

**~2.15M**

Inbound transfers

Additional reported depth: 218,071 qualified-intake records; 140,216 fulfillment-linked patients; approximately one million fulfillment events on the medical benefit.

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## THE JOURNEY, NOT JUST THE RECORD

### Origination & outreach

Condition interest, lead-source and digital logs; call-attempt times, status and answered-call recordings.

### Intake & disposition

Insurance verification and prescriber coordination; outcomes such as not interested, waiting for Rx or refill too soon.

### Fulfillment & continuity

Shipment and refill history, product changes and multi-year links where available.

Figures are source-reported counts or estimates, not additive unique people. Inbound transfers connect by definition; recency, usable audio volume and linkage coverage require validation.



# Three solutions. Defined commercial scope.

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## 01 / CORE DATA ASSET

### Healthcare data licensing

Condition-interest, qualified-intake and fulfillment-linked cohorts for audience development, acquisition modeling, independent validation and patient-journey or prescriber/access research.

Non-exclusive cohort licenses; recurring refresh; scoped platform distribution. Narrow category exclusivity may be negotiated.

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## 02 / AI OPPORTUNITY

### AI training & evaluation data

Script-guided real calls, attempt/disposition history and linked outcomes for voice agents, healthcare workflow training, barrier detection and outcome-based evaluation.

Archive and continuing-feed licenses. Proposed formats include scrubbed transcripts, journey events and appropriately de-identified audio.

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## 03 / INDEPENDENT CHANNEL

### In-box education programs

Ten years of direct-to-patient diabetic and CPAP supply shipments across all 50 states. Brand-approved education in eligible shipments, without implying patient-data access.

Fixed fee per eligible shipment; never tied to response, conversion or prescription. Brand content and program fit are reviewed.

LET'S DEFINE THE FIRST PARTNERSHIP

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Data access follows source-rights and permitted-use review, appropriate de-identification and agreed security controls. Scripts guide calls; script availability and annotations are not yet verified. Inquiry interest is not a diagnosis. [summitaudiencesegments.com](https://summitaudiencesegments.com)

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