



# Programmatic OOH for Healthcare

Programmatic OOH allows healthcare advertisers of all sizes to efficiently deliver impactful location- and time-based messages from promoting wellness checkups and flu shots, telemedicine services, to insurance enrollment periods.

Deliver targeted, contextually relevant messages to consumers in the real world throughout their daily journeys—whether they're heading to the gym, visiting the doctor's office, shopping for nutritious meals, or simply on the move. Leverage Place Exchange's vast footprint of premium digital OOH inventory across all major venues and formats.



**76%**

of those who saw a healthcare OOH ad engaged with the ad<sup>1</sup>

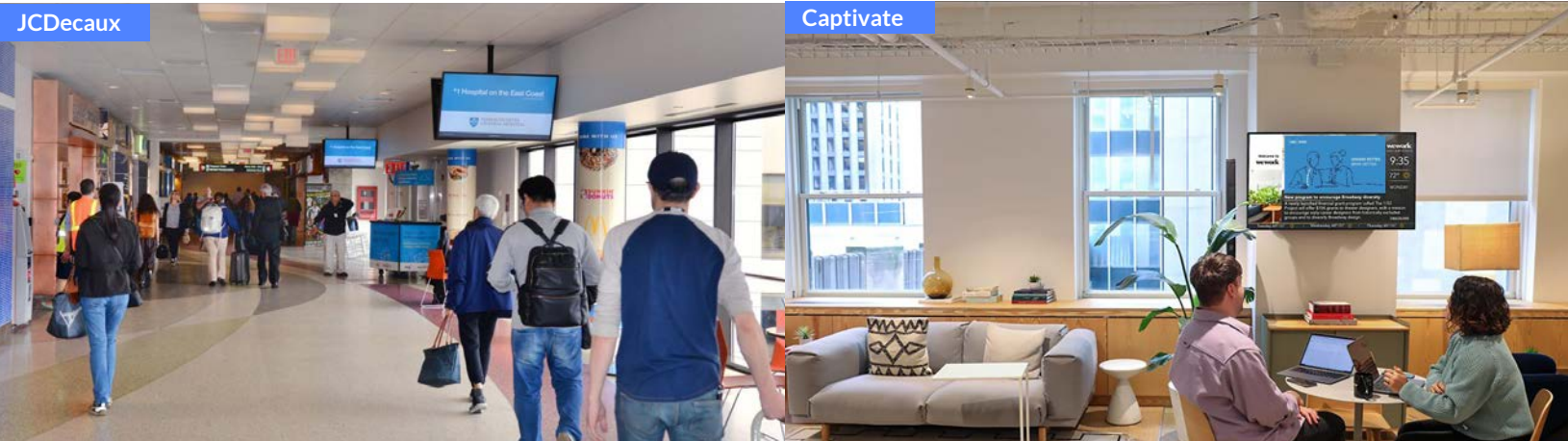
**\$188 million**

spent on advertising by the health insurance industry<sup>2</sup>

Source: <sup>1</sup>OAAA, 2022, <sup>2</sup>Statista, 2024

## Why healthcare services & providers work with Place Exchange

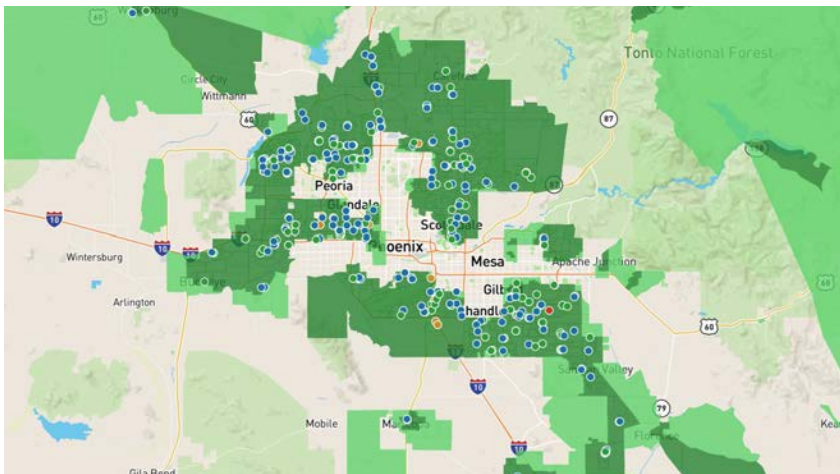
- Plan against various audience demographics, psychographics, interests, consumer behaviors, occupations, and more
- Reach broad audiences in specific geographies with targeting across billboards, gyms, groceries, street furniture, transit, and more
- Support for video and display formats as well as QR codes for user interactivity
- Dynamic creative capabilities that can trigger against data such as weather, pollen counts, epidemiological data, and more
- Ability to measure desired outcomes, foot traffic, website visits, and other key metrics



## Advanced audience targeting






Reach consumers across a variety of venue formats throughout their daily journey. Layer on 1st or 3rd party segment data and deliver ads to individual screens that index highest for your target audience.

Sample map of inventory that index high for Aetna customers within the Phoenix, AZ DMA.



- Total Screens: 778
- Impressions (4-week): 628M

### Venue Type

Grocery Stores	
Gyms	
Billboards	
Transit	
Areas with a high index of Aetna customers	

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.