



# FOR IMMEDIATE RELEASE

May 21, 2025

## Growth Verticals Launches “Provider-as-a-Person” Intelligence—Redefining HCP Engagement Through Human-Centric Data Fusion

*Built for a new era of healthcare marketing, Provider-as-a-Person Intelligence enables pharmaceutical brands, life sciences organizations, and healthcare innovators to engage HCPs with unmatched precision—by understanding them not just as professionals, but as people.*

**Atlanta, GA – May 21, 2025** – Growth Verticals, the pioneer in orchestrated growth intelligence, today unveiled Provider-as-a-Person Intelligence, a powerful new module within the G1 Platform. This innovation enables brands to go beyond titles and specialties—unlocking a full-spectrum understanding of healthcare providers (HCPs) that fuels personalization, enhances strategic alignment, and drives deeper engagement across digital channels.

“At Growth Health, we’ve seen firsthand how the quality of data impacts the quality of relationships,” said Jim Schleck, Chief Strategy Officer. “Understanding providers as individuals—not just as NPIs—opens the door to more human, effective, and sustainable communication strategies.”

### From NPI to Human Insight

Provider-as-a-Person Intelligence connects National Provider Identifiers (NPIs) to robust behavioral, demographic, and psychographic datasets—empowering users to enrich clinical provider lists, expand media activation, and deliver fully orchestrated multichannel outreach. Whether targeting based on prescribing ability, specialty, or digital engagement preferences, users gain access to:

- **100+ Ready-to-Activate HCP Audiences** – Easily deployable across digital, social, podcast, CTV, and programmatic environments.

- **Deep Personal Insights** – From tech adoption and bilingual fluency to content consumption and motivation drivers.
- **Custom HCP Combinations** – Segment by specialty, licensure, prescription authority, communication preferences, and more.
- **Full Digital Identity Extension** – Link offline NPI records to a vast digital ecosystem for activation and analytics.

## Enabling Smarter Engagement & Strategy

This intelligence suite allows healthcare brands and agencies to shift from static lists to dynamic engagement ecosystems. Through enriched provider profiles and full-spectrum media linkage, marketing teams can:

- **Bridge NPI Gaps** – Enrich provider rosters with age, lifestyle, media usage, and communication preference data.
- **Unlock Non-Personal Promotion** – Activate and analyze campaigns through NPI-to-identity translation.
- **Fuel Predictive Segmentation** – Identify emerging engagement opportunities based on real-world behaviors and predictive modeling.
- **Power Multichannel Activation** – Execute campaigns across channels that providers actually use and prefer.

“Healthcare engagement isn’t just about access—it’s about alignment,” said Jim Schleck, Co-Founder of Growth Verticals. “With Provider-as-a-Person Intelligence, we’re not just building better audiences—we’re empowering brands to build deeper, more respectful relationships with the providers who power care delivery.”

## About Growth Verticals

At Growth Verticals, we don’t believe in one-size-fits-all data. We believe in Growth Codes—customizable, orchestrated strategies powered by the G1 Platform. Our technology connects privacy-safe, real-time, people-first data to help brands understand, engage, and grow with their most valuable audiences. Whether you’re transforming how you engage healthcare providers, recruit clinical trial participants, or expand into new verticals, Growth Verticals delivers the intelligence, infrastructure, and innovation to help you scale with precision.

We are **Growth Revolutionaries**. Let’s change how things are done.

For more information about Growth Verticals and the G1 platform, visit [www.GrowthVerticals.com](http://www.GrowthVerticals.com), connect with us at [GROW@growthverticals.com](mailto:GROW@growthverticals.com)

### Contact:

Mark Rothwell  
CMO, Growth Verticals

**Phone:** (404) 236-9228

**Email:** [mrothwell@growthverticals.com](mailto:mrothwell@growthverticals.com)

**Website:** [www.growthverticals.com](http://www.growthverticals.com)

**Address:** 3445 Lake Shore Drive, Cumming, GA 30041

**Mobile:** 608-320-0475

