



Audience reach: 1,497% increase

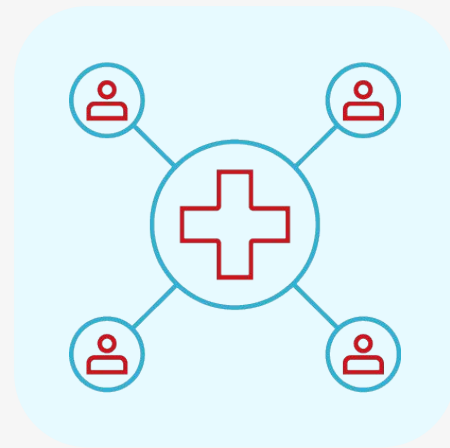
Case story

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# Datavant results

## Share of voice | before + after KNB Communications engagement



Audience reach

Before:  
5.25M

After:  
83.89M

In a six-month period, KNB Communications increased the audience reach by 1,497.82%.

- Compared to the six months prior to KNB's engagement, audience reach **increased by almost 1,500%** (83.89M vs. 5.25M) for the six months during KNB's engagement
- Media placements with the highest audience reach included NPR Cool Science Radio, Healthcare IT News, and MedCity News
- Target audiences reached via trade media publications included:
  - Chief Privacy Officers at large pharmaceutical companies [Pharmaceutical Executive]
  - Chief Technology, Chief Information, and Chief Data Officers at health data and analytics companies [Healthcare IT News, Healthcare IT Today, HIT Consultant, Health IT Answers, and HISTalk]
  - C-suite executives in the public health sector [MedCity News, InsideBIGDATA, and InformationWeek]

# Datavant results

## Share of voice | before + after KNB Communications engagement



# of placements

Before:

22

After:

37

KNB media placements constituted ~73% (16:22) of the total audience reach from Nov. 2022 to April 2023

- Compared to the six months prior to KNB's engagement:
  - Number of media placements increased by ~32% (22 vs. 15)
  - News article that included original commentary from Datavant SMEs increased by 500% (12 vs. 2)
  - Bylines from Datavant SMEs increased 100% (5 vs. 0)
- KNB media placements constituted ~73% (16:22) of the total audience reach from Nov. 2022 to April 2023
- Key messages in media placements published during KNB's engagement included:
  - Privacy-preserving data linkage [NPR Cool Science and Healthcare Business News]
  - Synthetic data in healthcare [InsideBIGDATA]
  - Record retrieval (Switchboard) [MedCity News and Healthcare IT Today]
  - Accelerating evidence generation [Healthcare IT News]



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