



Precision Health Media

Sponsor:	Bill Jennings ('84)
Title:	Chief Executive Officer
Dates of Externship:	March 10-14, 2014
Location:	New York City, NY
Organization Website:	www.precisionhealthmedia.com
Organization Description:	Precision Health is a digital media company. We sell the advertising for 250 Health sites and our advertising clients are primarily Pharma brands like J&J, Pfizer etc. We also sell ad campaigns to large Hospitals like Mayo Clinic, Cleveland Clinic. Our technology "PageMatch" identifies very specific content across millions of pages so that Pharma brands can precisely target patient groups like Diabetics, COPD, MS etc.
Industry:	Marketing, Advertising
Areas of Interest:	Advertising, Business, Entrepreneurship, Media
Experience Range:	Internal calls and email outreach to Hospital and other Health focused advertisers. Also researching new sites that may want to join our network.
Additional Comments:	<p>Precision Health is a great opportunity to learn about Start Ups and digital ad sales and marketing. We are backed by leading venture capitalists and individuals.</p> <p>2 Externship positions available. Business Casual attire.</p>