

Identifying and Routing Healthcare Clients

with Custom Address Intelligence

INDUSTRY: Healthcare & MedTech (Startup)

GEOGRAPHY: Regional / National

TECHNOLOGIES: Placematic Address API · Custom Geocoding · Data Enrichment · Analytics

THE CHALLENGE

A healthcare technology startup was building a platform to identify and engage potential clients based on their location – including mapping public medical facilities, hospitals, and clinics across their target market.

The core problem: incoming user addresses needed to be matched not just to coordinates, but to verified public healthcare facility records with specific institutional IDs. Standard geocoding returned raw coordinates without the registry context the platform depended on. Manual matching was slow, error-prone, and didn't scale.

THE SOLUTION

Placematic built a custom address intelligence layer on its own spatial infrastructure – not a third-party API pass-through – giving full control over enrichment logic and ID mapping specific to public healthcare registries:

- **Address autocomplete** – real-time suggestions optimized for healthcare facility names and addresses, reducing input errors at the point of data entry
- **Geocoding with data enrichment** – each validated address returned with additional metadata: public facility IDs, institution type, and classification data specific to the healthcare registry
- **Address analytics layer** – search query monitoring to track usage patterns, detect data quality issues, and continuously improve autocomplete accuracy over time

THE RESULT

The startup gained a reliable, enriched address resolution layer that correctly identified and assigned incoming leads to verified public healthcare facilities – eliminating manual matching and reducing data entry errors at the point of customer onboarding. The analytics layer provided ongoing visibility into address data quality, enabling continuous improvement of the matching logic as the platform scaled.