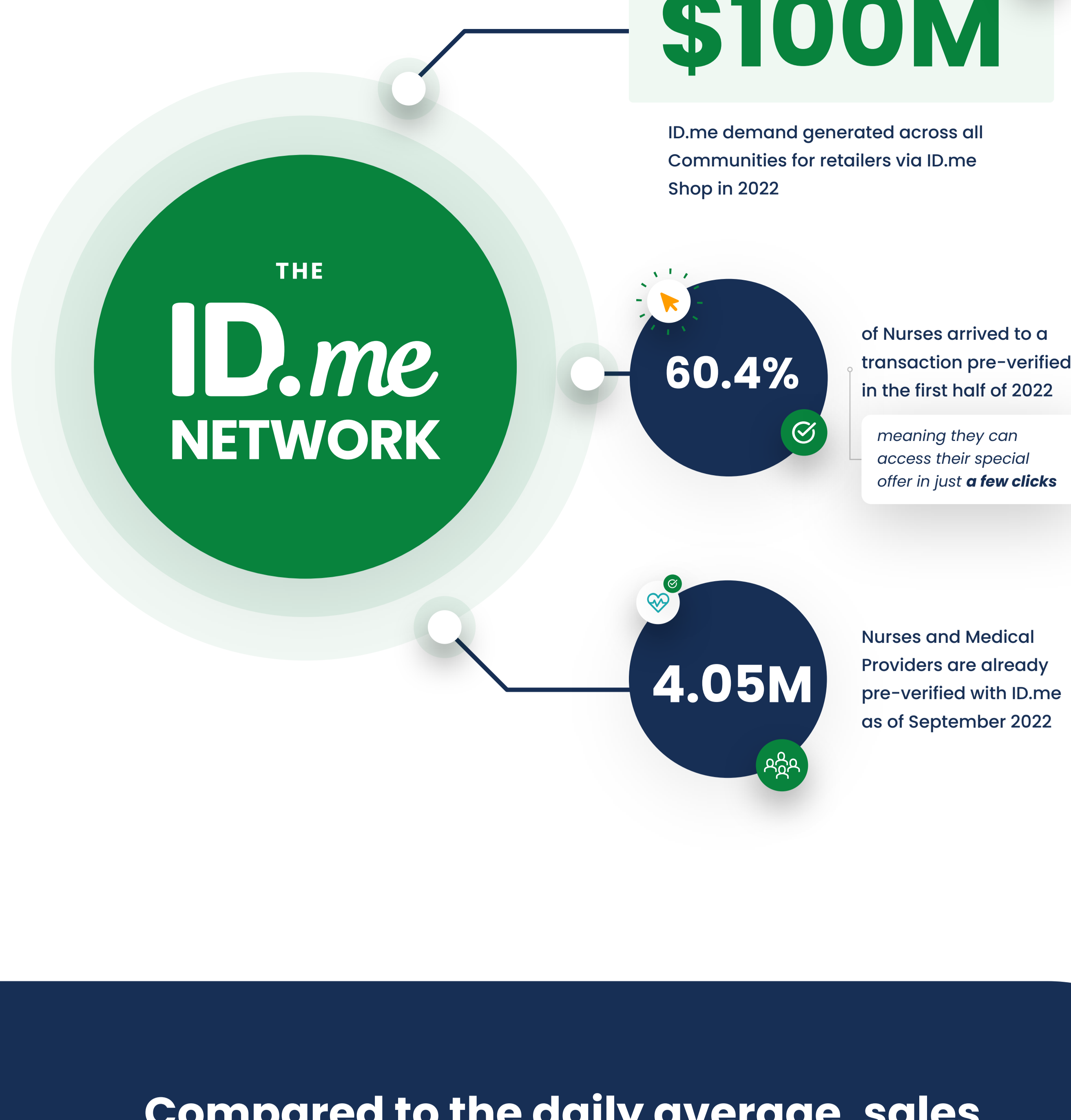




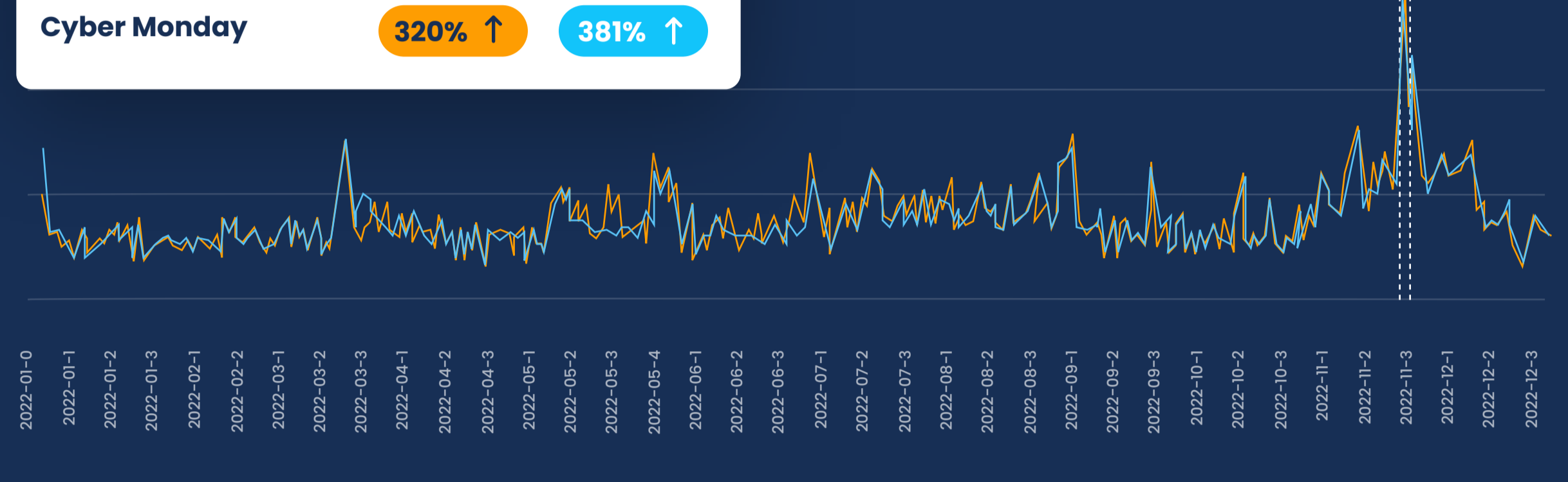
# Marketing to The Nurse & Medical Community



## Compared to the daily average, sales by Nurses increased by 486% on Black Friday in 2022



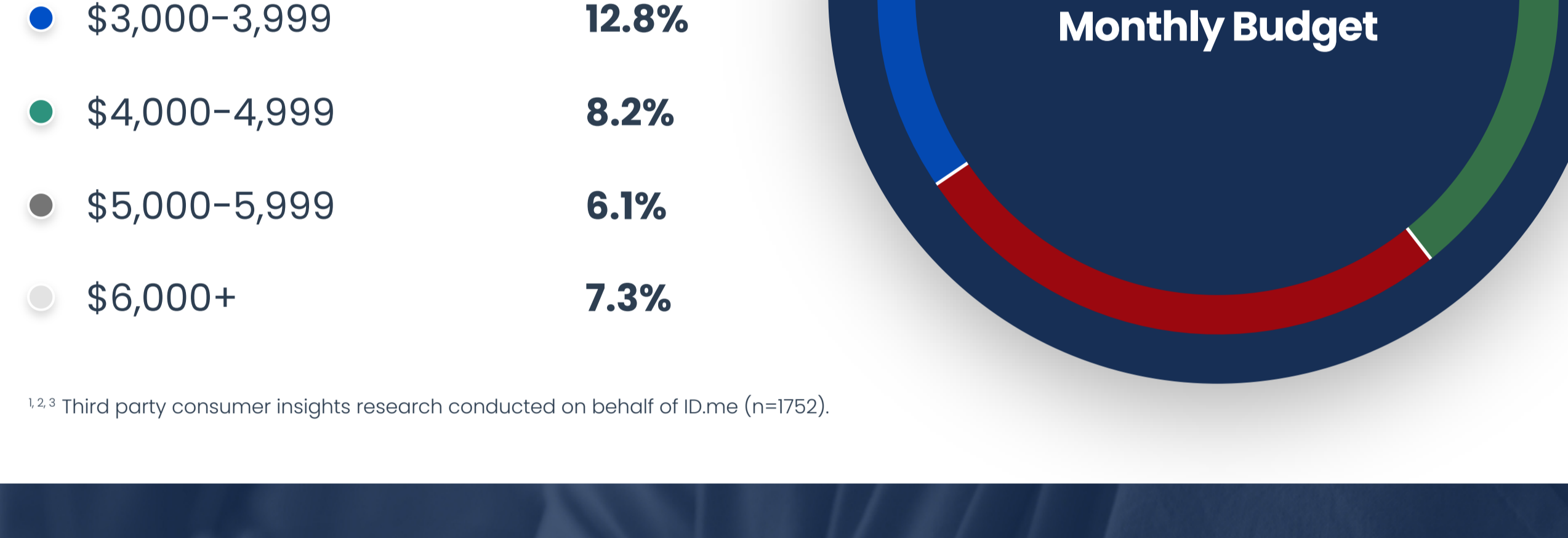
## Compared to the daily average, sales by the Medical Community increased by 434% on Black Friday in 2022



### Top 5 Shopping Categories by Purchases for Nurses & Medical Providers on ID.me



### McKinsey Survey Insights:



<sup>1,2,3</sup> Third-party consumer insights research conducted on behalf of ID.me (n=1752).



### Nurses 5.3M

Category	Count
<b>Registered Nurses</b>	<b>3M</b>
(Includes Public Health Nurses & Clinical Nurse Specialists)	
Licensed Practical Nurse:	641,240
Registered nurse jobs are growing at an average pace of 9% by 2030	
<b>Nurses (Other)</b>	
Nurse Practitioner:	234,690
Nurse Anesthetist:	43,950
Certified Nursing Assistants:	1.3M

### Medical Professionals 5M

Category	Count
<b>Medical Assistants</b>	<b>727,760</b>
<b>Physicians</b>	<b>761,700</b>
<b>Physician Assistants</b>	<b>139,100</b>
<b>Dental Workers</b>	<b>467,280</b>
Dentists	108,680
Dental Assistants	358,600
<b>Mental Health Workers</b>	<b>532,600</b>
Psychologists	181,600
Mental Health Counselors / Substance Abuse Counselors	351,000
<b>Social Workers</b>	<b>708,100</b>
<b>Specialty Healthcare Workers</b>	<b>1,249,480</b>
Diagnostic Medical Sonographers	78,640
Radiologic Technologists & Technicians	216,380
Respiratory Therapists	133,410
Physical Therapists	238,800
Occupational Therapists	127,830
Physical Therapist Assistants	93,660
Occupational Therapy Assistants	41,980
Clinical Laboratory Technologists & Technicians	318,780
<b>Pharmacists:</b>	<b>323,500</b>
<b>Registered Dieticians &amp; Registered Dietician Nutritionists</b>	<b>66,690</b>
<b>Chiropractors</b>	<b>35,810</b>

