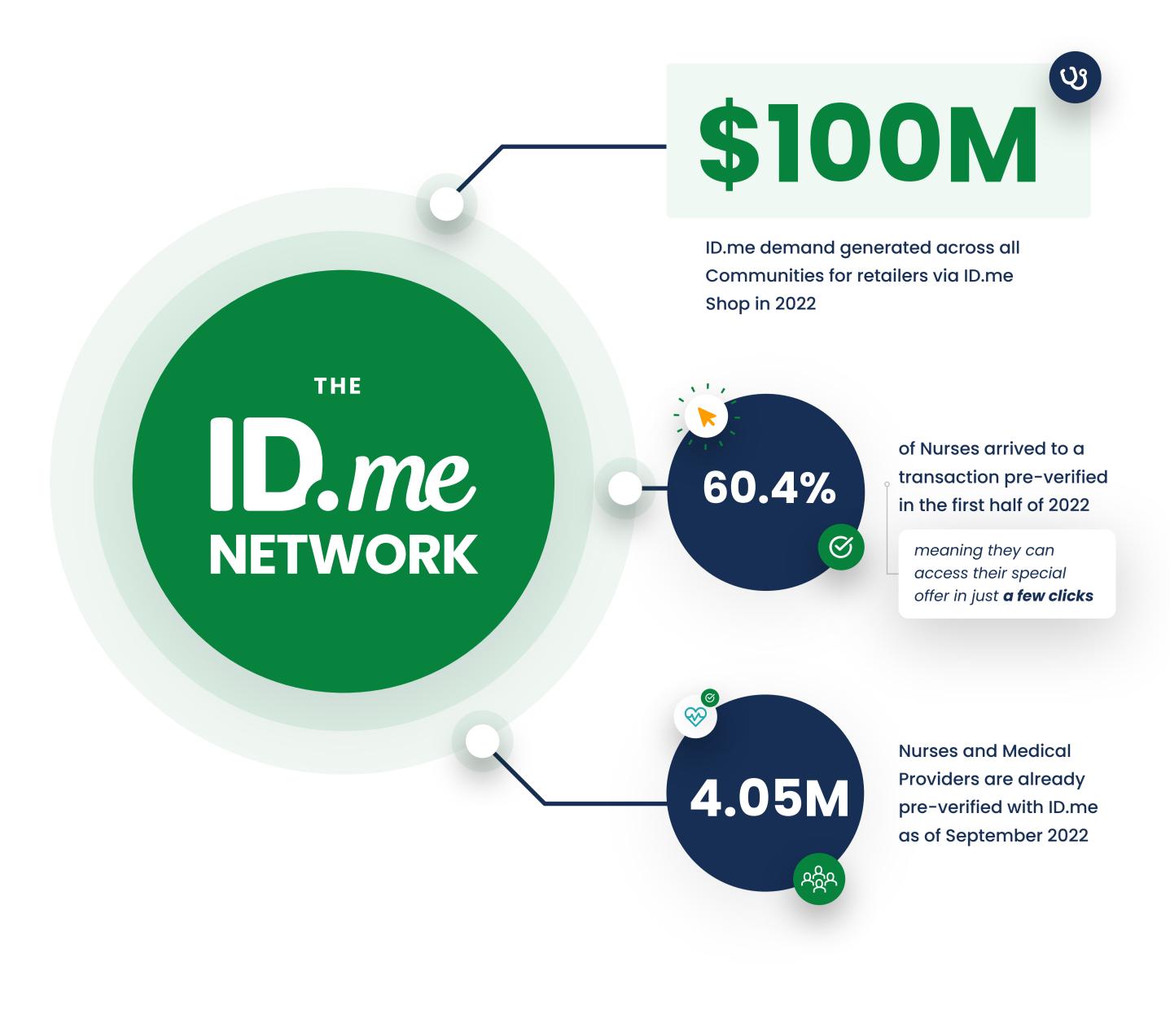
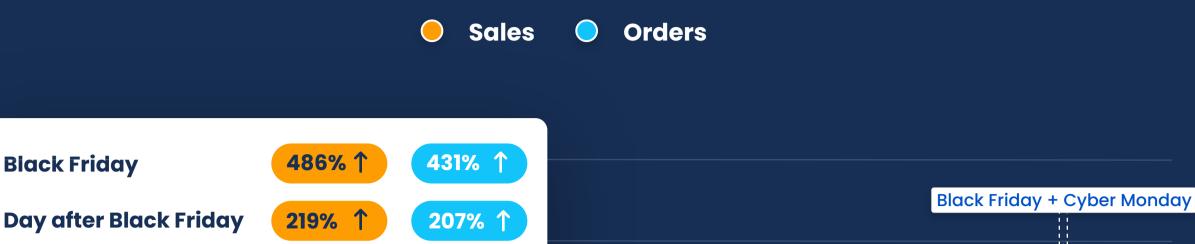


Marketing to The Nurse & Medical Community

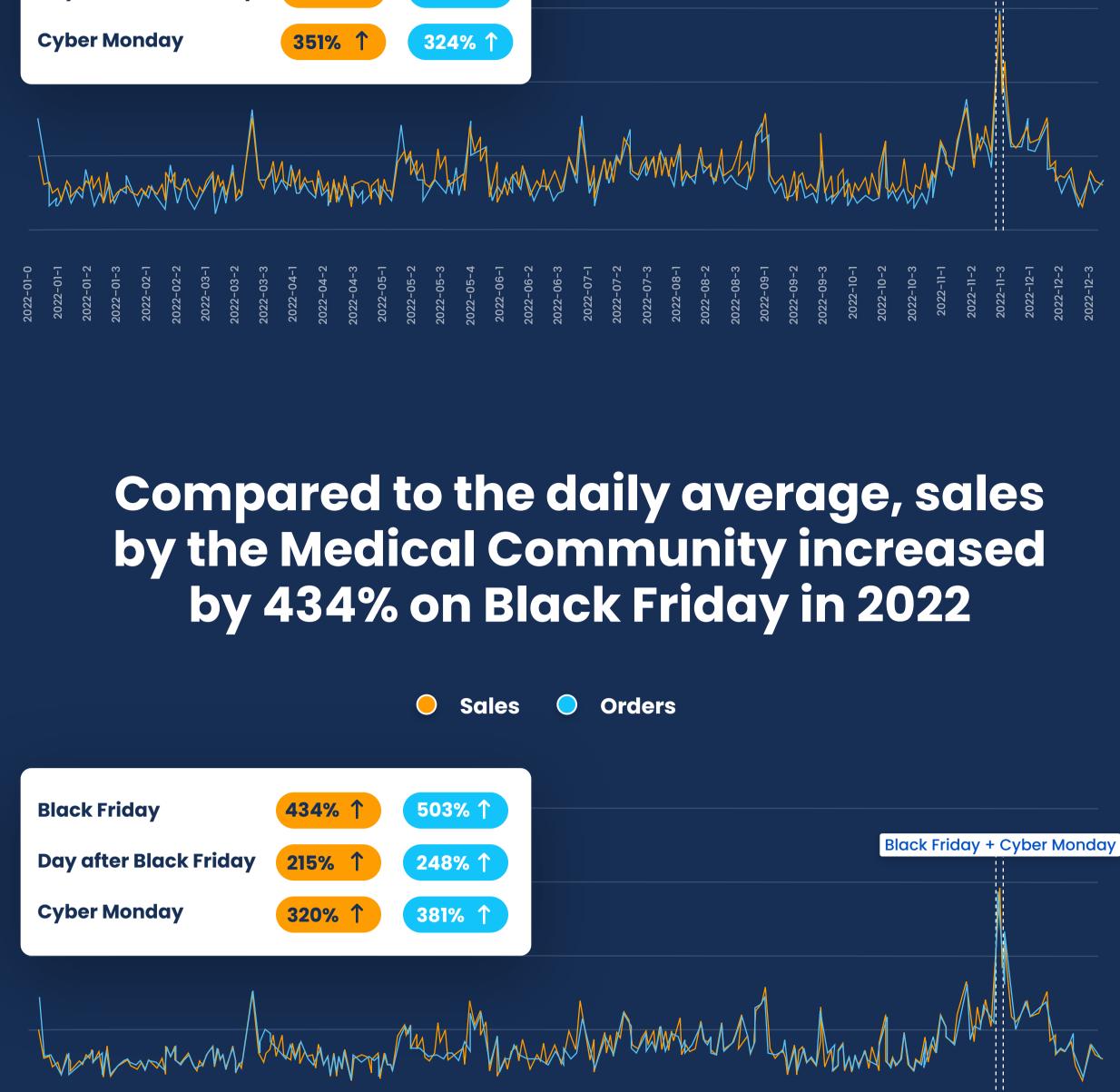




Compared to the daily average, sales

by Nurses increased by 486% on Black

Friday in 2022



Men's Apparel Women's Apparel **Shoes**

Top 5 Shopping Categories by Purchases for

Nurses & Medical Providers on ID.me







2022-04-2 2022-05-1 2022-05-2 2022-05-4 2022-06-2 2022-06-3 2022-07-1 2022-07-2



60%

Healthcare Providers Agree or

that they are much more or Strongly Agree that they Strongly Agree that they feel likely to make a purchase if make an effort to shop at valued and appreciated when they are getting a deal or stores offer them discounts.3 stores that offer them

Healthcare Providers Agree

43.1%

make a purchase unless they are getting a deal or discount.1

70.5%

Healthcare Providers report

discount, or they will never

\$0-499 \$500-999 \$1,000-1,999

\$2,000-2,999

\$3,000-3,999

discounts.²

7.9%

10.5%

26.2%

12.8%

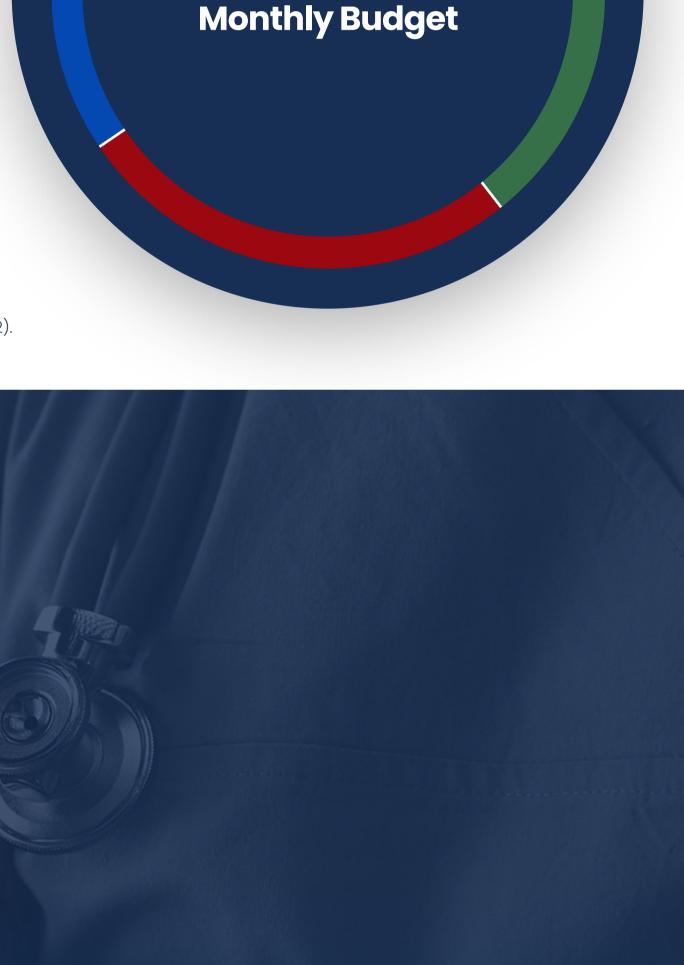
21%

Average Household

\$4,000-4,999 8.2% \$5,000-5,999 6.1% 7.3% \$6,000+ ^{1,2,3} Third party consumer insights research conducted on behalf of ID.me (n=1752). **% Nurse & Medical** Community

Population:

10.3M



5.3M

234,690

43,950

5M

1,249,480

78,640

66,690

35,810

1.3M

	Registered Nurses	3N
	(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	
М	edical Professionals	

Physicians

Dentists

Physician Assistants

Mental Health Workers

Mental Health Counselors

Social Workers

Substance Abuse Counselors

Dental Workers

Dental Assistants

Psychologists

Sonographers **Radiologic Technologists** 216,380 & Technicians 467,280 **Respiratory Therapists** 133,410 **Physical Therapists** 238,800 **Occupational Therapists** 127,830 **Physical Therapist Assistants** 93,660 532,600 **Occupational Therapy** 41,980 **Assistants Clinical Laboratory** 318,780 **Technologists & Technicians Pharmacists:** 323,500

Registered Dieticians

Dietician Nutritionists

& Registered

Chiropractors

Nurses (Other)

Nurse Practitioner:

Nurse Anesthetist:

Specialty

Diagnostic Medical

761,700

139,100

108,680

358,600

181,600

351,000

708,100

Certified Nursing Assistants:

Healthcare Workers

Registered Nurses 52 years median age

Licensed Physicians

51.5 years

median age

Gender **Registered Nurses 9.4%** Male **90.6%** Female **Licensed Physicians**

36.3% Female

Employment of Registered Nurses, by State, May 2021 69,000-324,400

Income

& Wealth

Equal to or greater than \$208,000

Median wage of Physicians and Surgeons

63.7% Male

\$82,750

Mean annual wage of

Registered Nurses

37,780-66,980 14,380-34,320 520-14,140 source

network.id.me

Unlock the Revenue Potential of Communities

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