CASE STUDY

Healthcare Payer Transforms Quality Outcomes Through Data-Driven Member Activation

Why

A large payer, rated among the best health plans for member satisfaction and quality, wanted to better control costs through more personalized and proactive member engagement.

Limitation factors included:

- Dozens of data types from different sources (demographic, clinical, claim, social, provider, interaction, etc.) scattered across multiple systems
- Cumbersome audience building that could take 3+ months, jeopardizing program timelines and relevancy
- Complex MarTech stack hindering campaign coordination and orchestration
- Limited visibility over the member journey from unknown prospect to known individual member
- Basic personalization not taking into account SDoH

What

The payer's centralized data repository based on individual identities combined with Redpoint technology provided seamless integration with program management and marketing automation tools. The new connected data and engagement ecosystem enabled effortless orchestration of personalized member journeys at scale.

Redpoint provided:

- Self-Serve Segmentation
- Next Best Action
- Campaign Automation
- Omnichannel Orchestration
- Triggered Communications
- Real-time Interactions
- Analytics

Wow

With an optimized engagement framework spanning a wide breadth of programs (flu shot, doctor and wellness visits, diabetes and CVD diagnosis, medication adherence, telemedicine, etc.), the payer introduced new efficiencies, lowered total medical costs and improved member outcomes.

Redpoint drove results through:

- 80% reduction in time to build new member segments
- Centralizing campaign management by migrating 300+ campaigns from Zeta, Relay and Marketo to Redpoint
- Engaging members with the highest value message through the right channel
- Maximizing program conversion and marketing efficiency by multivariant testing for content within an offer
- Increasing member activation with real-time predictive recommendations based on user interaction

Redpoint