

The Consumerization of Healthcare

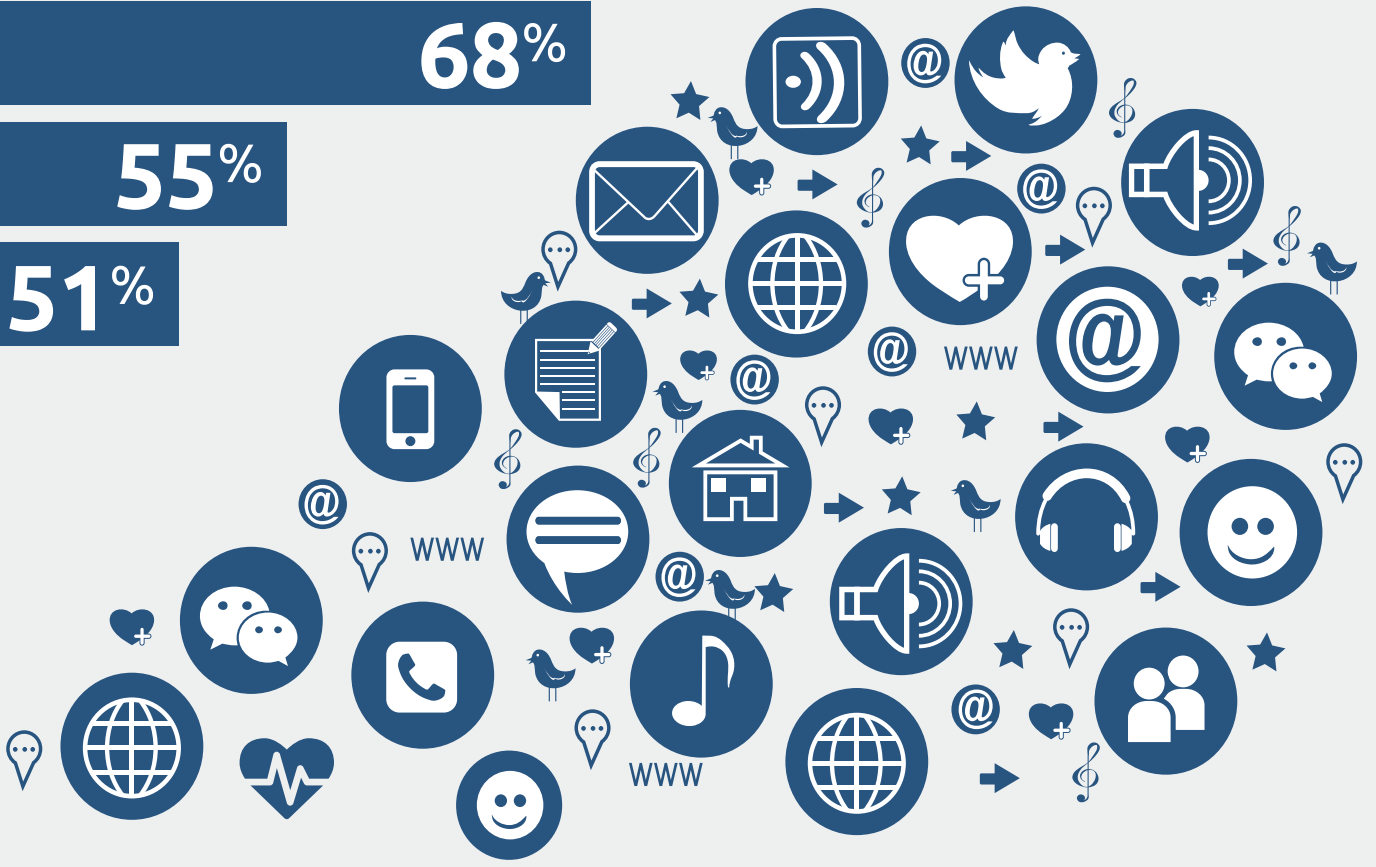
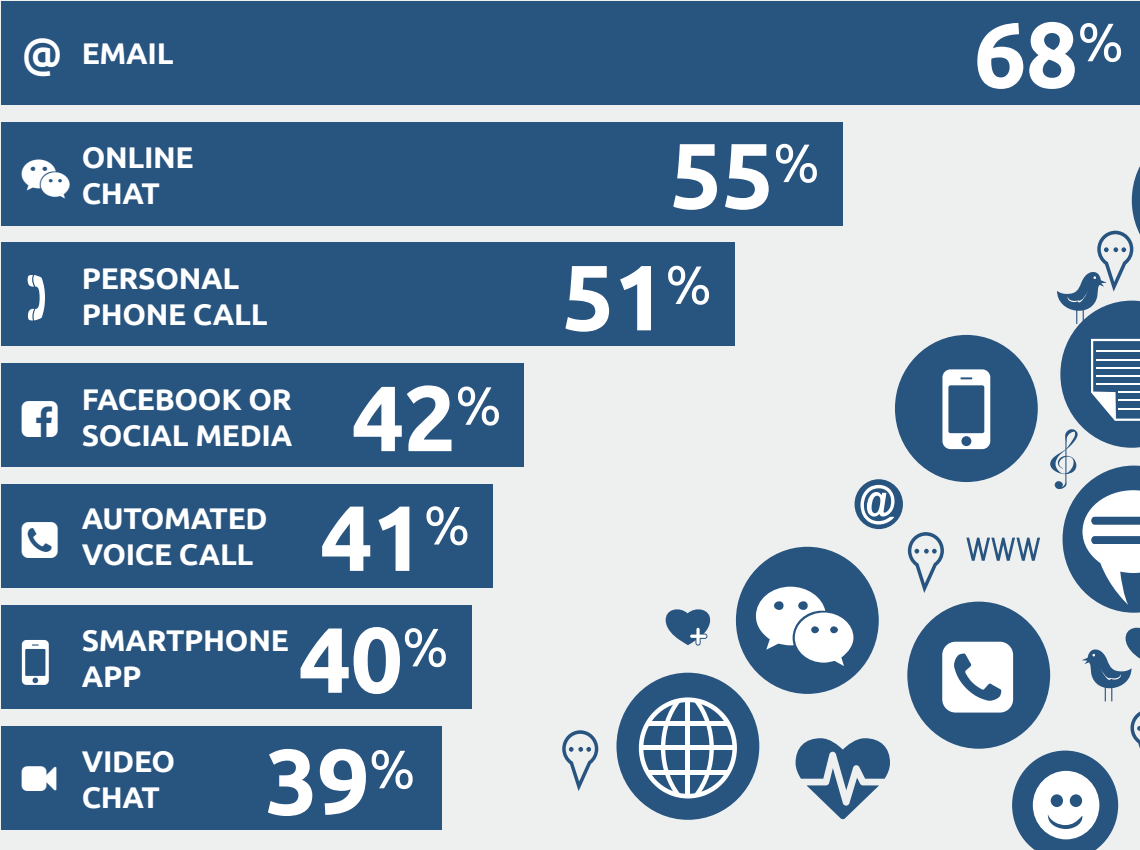
EMBRACING A CONSUMER-DRIVEN MINDSET

EXPANDING CHANNELS TO REACH PLAN MEMBERS

88% of consumers use at least one online channel¹

69% are interested in receiving proactive reminders regarding their current health plan or relevant offers²

Plan perspective: channels used with members²



YOU NEED A MIX OF BOTH DIGITAL & TRADITIONAL CHANNELS

46% said that health plans still rely on traditional mail more than any other channel²

32% of American consumers used one or more medical, health or fitness mobile apps in 2015³

50% AND **52%** of Millennials AND Gen Xers checked online information about their insurance options during their last enrollment period⁴

Member Engagement Increases Retention

Data-driven marketing organizations are **5X** more likely to achieve a competitive advantage in customer retention (**74%** vs. **13%**) and **6X** more likely to increase profits (**45%** vs. **7%**)⁵

58% of respondents would consider switching their health insurance if they had a poor online customer service experience⁶

62% of millennials feel that online content drives their loyalty to a brand⁷

Only **35%** of healthcare plan members said they fully understand their plan benefits, only **36%** fully understand how their deductibles work & only **25%** fully understand the wellness and disease management programs that come with their plan.⁸

64% of consumers switch brands due to poor customer service¹ | **50%** of customer interactions now happen during a multi-event, multi-channel journey⁹

Solving the Consumer Engagement Challenge

RedPoint optimizes customer engagement and enables healthcare payers to create hyper-personalized messaging and then orchestrates interaction across all marketing channels (digital, direct mail, call center & more), while reducing the cost of member interaction.

¹Accenture – <https://www.accenture.com/us-en/insight-digital-improve-customer-experience>
²Research from Nuance
³Paladina Health
⁴PNC Healthcare Consumer Survey 2015
⁵Forbes

⁶<http://www.intellireponse.com/survey-health-insurance-industry>
⁷<http://newscred.com/theacademy/learn/millennial-mind>
⁸Competiscan – http://hub.medialogic.com/hubfs/HC_Assets_%2B_Outreach/MediaLogic_ACAY2_Post-OE_Report_April2015.pdf?submissionGuid=db5fa6f1-8aa9-456f-a650-fb573c0127e9
⁹McKinsey&Company