

## CASE STUDY

# Lucerna Health and Data Readiness: Better Data. Better Engagement. 5X Better Results.

### WHY

Lucerna Health provides an end-to-end operating system across healthcare payers and providers to further value-based care (VBC) by integrating data, analytics, processes, and services to produce better outcomes.

With siloed data and a lack of integration between payers and providers making it difficult to adopt a VBC approach, Lucerna Health needed to integrate disparate data onto a single platform to create a single view of the healthcare consumer, necessary to drive valuable and profitable engagements and an enhanced patient experience.

### WHAT

Lucerna Health partnered with Redpoint for the technology platform that underpins its VBC operating system. The Redpoint Data Readiness Hub ingests data from every source and of every type, providing Lucerna with a single view of the healthcare consumer across the entire healthcare journey. Combined with the Redpoint Smart Engagement Hub that powers real-time decisions and journey orchestration, Lucerna has a single point of control over data, decisions, and interactions that it uses to hyper-personalize a consumer's healthcare journey.

Lucerna Health uses the platform to personalize messages directly from caregivers in a consumer's preferred channel. It also leverages advanced provider operational sensitivity to direct consumers to appropriate care based on real-time insights into a provider's services ability and capacity. Powerful in-line analytics provide Lucerna Health with real-time decisioning at an individual consumer level to always offer the next-best action or recommendation in the context of the consumer's healthcare journey.



**33%**

conversion rate for  
a personalized  
scheduling campaign



**50%**

conversion rate for a  
specific demographic



**\$7 million**

in additional revenue  
for one campaign



**500,000+**

additional patient visits



## WOW

Using the single view of the healthcare consumer built by Redpoint, Lucerna created an omnichannel appointment campaign, sending personalized emails or SMS messages to an audience of more than 400,000 patients. Personalization techniques included emails and SMS messages tailored to an individual patient's preferences and behaviors, as granular as changing a hero image to reflect their personal physician and having a personalized call to action or targeted messaging. The campaign achieved a 33 percent conversion rate, more than 5X better than the 6 percent industry standard – representing roughly \$7 million in revenue. The conversion rate for the Hispanic population was more than 50 percent.

An outreach campaign using Redpoint orchestration capabilities resulted in 500,000 additional patient visits. With a closed loop feedback system, the results feed back into the system, with Redpoint technology orchestrating even deeper value-based engagements tuned to an individual patient's healthcare journey.



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