RedPoint Global Enables Lucerna Health to Transform Healthcare – One Patient Engagement at a Time

Company Overview

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.

Challenges + Goals

Lucerna Health was founded with a mission to help establish and manage win-win relationships between payers and providers in the advancement of a VBC strategy, which aims to reduce healthcare inefficiencies, improve patient engagement, and lower costs. Siloed data and a lack of integration between payers and providers pose an obstacle to a VBC approach, contributing to excessive cost, inefficiencies, and a frustrating consumer experience.

To execute its VBC strategy, Lucerna Health needed to integrate payer and provider data onto a single platform, providing a single view of the customer to drive valuable and profitable engagement with personalized patient experiences.

Winning Solution

Lucerna Health partnered with RedPoint Global for the technology platform that underpins its VBC operating system. The RedPoint Customer Engagement Hub™ ingests data from every source and of every type, giving Lucerna Health a single view of the healthcare consumer across the entire healthcare journey. Combined with automated machine learning and intelligent orchestration, the platform provides Lucerna Health with a single point of control over all 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. Together, RedPoint and Lucerna Health help healthcare organizations achieve scale in delivering personalized engagement amid a complex operating environment and set of goals.

50%
more appointments scheduled

Increased
conversions through personalized campaigns

Drove
healthcare center expansion

LucernaHealth
Healthcare Forward