**redpoint**™

# Customer–Centric Engagement in Healthcare

Creating highly personalized and contextually relevant engagement by connecting all customer data and intelligently orchestrating the customer journey across all touchpoints.

**As the market shifts to consumer-centric healthcare, payers and providers need to provide a consistent, relevant and highly personalized experience across digital and traditional touchpoints. To continue to drive innovation in this market, today's leading healthcare organizations need new capabilities – ones that allow them to integrate social, mobile and other channels across all customer journey stages – to improve their acquisition marketing and member engagement goals. Today's Star ratings have created powerful financial incentives for healthcare organizations to excel in member experience, customer service, client wellness and management of chronic conditions. Delivering effective and personalized communications is one of the most powerful tools healthcare organizations have for improving outcomes and reducing costs.**

## Challenges

Despite the uncertain competitive and regulatory forces that healthcare payers and providers face, one thing is certain: the movement to consumer-centric healthcare is proceeding at a rapid pace. Consumers are increasingly in charge of their decisions as they begin to recognize the better outcomes that come with it, they pay more out-of-pocket and they have many options fueled by innovation in the industry. The battleground is gaining clarity, as payers and providers compete with one another at each consumer journey stage, from initial engagement, to education, to ongoing dialogue.

Those that create a better experience for consumers – whether as a consumer, member, or patient – will drive higher revenue, increase loyalty, lower interaction cost and improve healthcare outcomes in ways that positively impact strategic metrics.

Innovative customer experiences require a degree of personalized engagement that has been elusive for most healthcare enterprises. This requires a shift in thinking from a focus on broad populations to a focus on individualized consumers, each with their own communication preferences, behaviors and attitudes. The key to gaining this understanding at the individual level resides with data about that consumer, and an ability to capitalize on emerging trends in customer engagement.

- More than 60 percent of consumers are now always on and readily addressable[1] – yet the Healthcare industry is just starting to use mobile and social channels as effective engagement channels

- 72 percent of CEOs believe the next three years will be more critical to their industry than the last 50 years[2] – requiring a modernized approach to consumer engagement that is proactive, personalized and competitively differentiated

- Over the last six years there has been more than $18 billion invested in healthcare technology ventures[3] – creating a digital health network that is fragmented and full of friction.

## Solution

Consumer-centric engagement calls for new capabilities that resolve organizational friction while also improving key outcomes.

- **Unified customer experiences across channels:** Customers don't limit themselves to a single channel of communications, which means that neither can a healthcare enterprise. Customer engagement hub technologies

now offer consistent delivery of relevant, contextually aware and hyper-personalized next best actions across all customer journey stages and all enterprise touchpoints. Consumers are now driving engagement, and as they move from anonymous to known states across devices and journey stages, enterprises need greater depth in data and identity resolution capabilities to keep up.

- **Personalized messages for individual customers**: Identity may start with a name, but it's about much more than that. Truly recognizing who a consumer is requires connecting all possible data about them, including basic data such as age, gender and location, along with current behavior data, preferences and what they have done in the past. This deep customer understanding is key to creating dynamic customer journeys that are individualized in real time and reflect the type of contextual awareness required to drive better outcomes at a lower cost.

- **Agile and sophisticated teams that can respond to customers in real time:** More than 32 percent of American consumers now use a mobile app for medical, health or fitness information[4]W when people move to mobile they expect real-time reactions. The challenge for healthcare marketers is in designing and activating the right customer journeys to make this kind of information timely, relevant and delivered in the right channel. Consumers expect this experience to be consistent and seamless across websites, mobile, physical locations, IoT devices and any other touchpoint.

By enabling organizations to gain the agility and sophistication they need to communicate in real time with extreme personalization and across any channel or device that the customer wants, customer engagement hub capabilities enable healthcare marketers to create customer-centric programs that build strong relationships across all touchpoints. The best go one step further, connecting all available first-, second- and third-party data at an individual level that enables marketers to predict customer intent and further increase relevance.

## The Redpoint rgOne platform

The Redpoint rgOne platform enables healthcare payers and providers to transform the consumer experience. By empowering payers and providers to connect with their customers in highly personalized and contextually relevant ways, across all touchpoints, Redpoint drives superior outcomes in member acquisition and retention, STARs ratings, revenue program management, medical cost management and productivity. Redpoint's rgOne achieves this by providing a single point of control to optimize member and patient engagement across all digital and traditional channels – including email, direct mail, outbound calling, websites, member portals and SMS. The solution incorporates rgOne to connect all data to provide a single, precise and continuously updated customer view that is accessible in real time.

## Connecting All Data into a Single Customer View

Precise data provides the foundation to drive highly relevant customer interactions. Data accessibility and quality are key to driving high levels of precision, and relevance also requires that it is available to keep pace with the speed of the customer. The Redpoint solution:

- **Supports all data sources:** Data is valuable no matter where or how it originates, which is why our solution is designed to handle data from any location, source, type (unstructured, semi-structured, structured), or format – XML, JSON, Hive, HDFS, social media, websites, CRM, and even transactional/operational databases.

- **Provides advanced identity resolution and management:** Our sophisticated data transformation features and persistent key management includes complex processing rules, address standardization, geocoding and spatial analysis to reconcile customer information across data sources and craft a single, precise golden record across anonymous-to-known customer engagements. All of this is done in real-time, and complex tasks are completed at lightning speed.



Optimized Customer Engagement
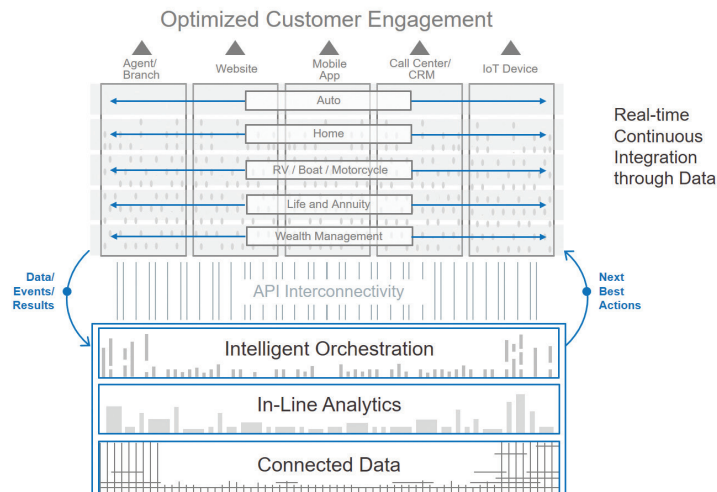
- **Improves data quality and enrich customer profiles:** With Redpoint's data quality capabilities you can easily discover data inconsistencies and anomalies as well as provide advanced data cleansing capabilities such as contextual matching, standardization, normalization, merging/purging, house-holding, parsing, de-duplication and validation. You can also leverage first-party data along with second- and third-party data to enrich and enhance customer profiles.

## Intelligent Orchestration That's in Context

The modern customer experience is all about context. In the real-time world, the person, message, moment, cadence, offer, device, channel decisions and actions all need to be aligned. Lack of alignment risks a disjointed customer experience that drives customer attrition. Redpoint's rgOne orchestrates all messaging, campaign management and campaign orchestration across the entire customer lifecycle: acquisition, onboarding, member engagement and retention/renewal. The platform:

- **Takes action across channels:** With Redpoint's intelligent orchestration functionality, you can interact with customers across all channels of engagement dynamically, to drive powerful experiences and bolster engagement.

- **Crafts powerful customer journeys:** With an easy-to-use drag-and-drop graphical user interface, users are able to sketch out interaction and data flows without complicated computer code. Our automated customer journeys also feature error-handling alerts and version control – overcoming the skills gap that has held back companies from taking advantage of powerful data- driven engagement.

- **Leverages analytics in-line with engagement:** With the ability to ingest data from myriad sources and access in-line analytics, you can leverage powerful customer insights directly in your engagement streams and decisioning flows. Redpoint uses advanced analytics, paired with machine learning, to segment, predict and optimize your customer engagement in real time.

## Leverage Existing Technology Investments to Accelerate Results

Redpoint's platform is architected as an open ecosystem, enabling enterprises to leverage their existing data, models, systems and technology already in place. It also provides an

easy and open way for you to take advantage of new channels and technologies as they emerge. Getting started with Redpoint is simple and easy. We offer a range of flexible deployment options including cloud-only, on-premise or a hybrid of cloud/on-premise. These deployments provide the flexibility needed to drive the highest speed to value for your business.

## Benefits

Redpoint's platform **optimizes customer engagement**, driving higher revenue while lowering costs and improving overall outcomes.

This is key to support a healthcare payer or provider's transformation to a customer-centric experience, one that is both more productive and less costly:

- Improve key operating measures related to Star ratings, medical cost management, member acquisition and retention and revenue performance management.

- Drive member enrollment and retention rates higher though personalized engagement; contextually relevant messages have been shown to result in six- to seven-times higher conversion rates than generic messaging, and relevant messages leave consumers far less fatigued or frustrated

- Streamline cross-channel communications, providing the right information in the context of the customer's engagement while matching the best, lowest cost channel with each customer

- Take advantage of new, innovative channels to engage with customers, e.g., orchestrating engagement across IoT devices, retail stores and smart kiosks

Redpoint has been proven to optimize and personalize engagement for healthcare enterprises, enabling them to generate up to 20 percent improvements in efficiency and effectiveness. Redpoint technology also delivers high speed to value, with implementations as short as 12 weeks while surpassing ROI thresholds in the first year, realizing higher revenue productivity while improving the customer experience at the same time.

1 Forrester

2 KPMG

3 Managed Healthcare Executive 4 PWC

**About Redpoint Global**

With Redpoint's software platform, innovative companies are transforming their customer experiences across the enterprise and driving higher revenue. Redpoint's solutions provide a remarkably unified, single point of control where all customer data is connected and every customer touchpoint intelligently orchestrated. Delivering more engaging customer experiences, highly personalized moments, relevant next-best actions and tangible ROI—this is how leading marketers lead markets. To learn more, visit **redpointglobal.com.**