



GuideWell Connect Accelerates Engagement with Data Readiness

Company Overview

GuideWell Connect is a full-service consumer engagement company dedicated to transforming healthcare experiences. With 700 employees and a consumer-first approach, the company helps health insurers and providers nationwide deliver more personalized, effective member interactions across the entire customer journey.

Challenges + Goals

With a rapidly growing roster of health insurers and providers relying on its services, GuideWell Connect needed to scale its operations without compromising personalization. Legacy infrastructure made it difficult to onboard new clients quickly, support different business models, or deliver seamless omnichannel campaigns. As healthcare payers increasingly prioritize member engagement and retention – with financial incentives tied to better outcomes – the need for a modern, scalable solution became critical.



**60%
reduction**

in onboarding costs
and time to onboard



**25%
reduction**

in marketing
operations costs



**600
supported**

multichannel marketing
programs supported

“

“Redpoint enables us to create complex communications through different channels, times and triggers to enhance each other.”

MIKE TASCHUK
Director, Marketing Client Operations
GuideWell Connec



Winning Solution

GuideWell Connect implemented the **Redpoint Data Readiness Hub**, leveraging its multi-tenant architecture and open garden design to unify data, campaign orchestration, and customer interactions across the full lifecycle – from acquisition and onboarding to engagement and renewal. The solution acts as a central point of control, enabling hyper-personalized, omnichannel campaigns at scale. Its healthcare-specific customizations and built-in flexibility make it possible to rapidly onboard new partners while supporting a diverse range of engagement strategies.

With Redpoint, GuideWell Connect achieved a **60% reduction in onboarding costs and time**, slashed **marketing operations costs by 25%**, and now supports **600+ multichannel marketing programs**. Partner organizations gain real-time visibility into their member journeys, allowing them to deliver more timely, relevant communications that improve onboarding, drive engagement, and boost member retention. The Redpoint platform's future-proof architecture ensures continued innovation as consumer expectations – and communication channels – continue to evolve.



To learn more, visit
www.redpointglobal.com