



Gartner positioned Redpoint as a Leader in the 2022 Gartner Magic Quadrant for Multichannel Marketing Hubs¹

IDC Marketplace positioned Redpoint as a Leader in Worldwide Customer Data Platforms for Front-Office Users²

Improve Member Experiences with Redpoint[®]

Healthcare plan members expect a plan experience that is personalized for a unique omnichannel healthcare journey, with conveniences that match what they're accustomed to in the experience economy. Whether checking the status of a claim on a website or mobile app, making a payment, looking up plan details or engaging with the call center, members want a consistent, relevant experience across digital and physical channels.

Members increasingly attach value to a healthcare plan in terms of how the plan contributes to their overall healthcare experience, and there is little tolerance for friction. Consider that in one recent study, 51% of employees who receive health insurance through an employer claimed that they would switch plan providers after just two or three poor customer service interactions.³

Meeting consumer expectations for a seamless experience requires understanding a plan member beyond coverage limits, claims data and benefits eligibility. Knowing a member's channel preference, risk tolerance, preferred providers, medication adherence, status of preventive screenings and any overdue care gaps, etc., all contribute to having a detailed understanding of a member that makes it possible to engage with the right member, on the right channel, in the context of an individual healthcare journey.

Redpoint, recently positioned as a Leader in the 2022 Gartner Magic Quadrant for Multichannel Marketing Hubs and as a Leader in worldwide Customer Data Platform for front-office users in the 2022 IDC Marketplace, provides health insurance providers with a single point of operational control to orchestrate omnichannel personalized healthcare experiences.

60%

of health care plan members say they do not feel a sense of loyalty to their health insurance payer.³

In 2021, Forrester polled members of 17 of the largest health care plans in the country on the experience they receive, finding an average score of

70

which the company deems an "OK" rating.⁴

Redpoint in action

Single View of the Healthcare Consumer



Redpoint gives health insurance providers a single point of control over all member data—consumer and preference data as well as claims data. Because all data is integrated into a single platform, all data that belongs to the same consumer record and is accessible and updated in real-time, giving health plans a single view of the consumer.

Unmatched Security and Compliance



Redpoint is a preferred choice for healthcare organizations because its approach to privacy, data security, compliance, segmentation, and omnichannel orchestration is unlike other customer data platforms (CDPs).

Centralized Brain for All Your End Channel Points



Redpoint packages up segments as a whole and empowers content packages that are reusable and extensible across the entire channel ecosystem. With Redpoint, health insurance providers meet or exceed consumer expectations for one seamless, omnichannel healthcare experience with consistent, relevant interactions that span a dynamic, personal healthcare journey.

With a single view of the healthcare consumer and a single point of control, health plans communicate in the right channel at the right time, optimizing engagement to guide members through an individual, relevant healthcare journey across digital and physical channels.

Redpoint: a Different Kind of CDP

Unlike pure SaaS vendors, the Redpoint platform can be deployed behind a healthcare organization's security perimeter in its own private cloud. With PII data, consumer and claims data in a single platform, providers can segment audiences at a granular level, vastly increasing relevance in almost every type of patient engagement. When running a campaign to close care caps, for instance, Redpoint makes it possible to segment based on health condition, channel and content preferences vs. merely sending static content based on a patient's age, location or another variable that may not be relevant to an individual patient's current healthcare journey.

When high precision is required, such as a guarantee privacy is never compromised, Redpoint's rules-based approach to database extractions is another key differentiator that makes Redpoint the logical CDP choice for healthcare organizations. Audiences are created and defined through a set of logic—a rule—which is applied to a campaign and evaluated at each point in the campaign where a list is typically used. Because a rule is evaluated at each inflection point, it guarantees the extract happens at the latest point possible, virtually eliminating the staleness of a list that decays as soon as it is created. Rules can also be created at the enterprise level and re-used at the campaign level, creating consistency in the definition of rules as well as operational efficiencies.

When a rules-based approach is combined with a real-time consolidated member view, precision is guaranteed. The right plan member is matched to the right communication every time, on any channel, inbound or outbound.

Redpoint is the only CDP that allows healthcare organizations to intelligently orchestrate highly precise, individualized healthcare journeys without sacrificing data privacy, keeping pace with the healthcare consumer and cohesively executing next-best actions that are determined by the sum of the consumer's real-time journey—regardless of channel.

And because the Redpoint CDP was built from the ground up unlike the vast majority of CDPs built through acquisitions, it offers a single sign-on and a single interface to build and orchestrate both inbound and outbound personalized healthcare engagements.

For more on how Redpoint helps healthcare organizations deliver on patient expectations for a personalized, omni-channel customer experience, visit the Redpoint for Healthcare website at www.linkedin.com/showcase/redpoint-for-healthcare.

To see how Redpoint can solve your company's unique business challenges and improve outcomes, schedule a demo consultation at www.redpointglobal.com/request-demo

¹[Gartner® Magic Quadrant™ for Multichannel Marketing Hubs](#), Rob Brosnan, Benjamin Bloom, Tia Smart, Michael McCune, Ryan Brady, Mike McGuire, 18 July 2022

²[IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Off ce Users 2021–2022 Vendor Assessment](#), December 2021

³[Health Insurance Report, The Race to Modernize Member Experience](#), MedalliaZingle, 2021

⁴[Forrester: These are the payers with the best customer experience](#), Fierce Healthcare, September 21, 2021



To learn more, visit www.redpointglobal.com

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