



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 Outcomes with Personalized Healthcare Experiences



As a healthcare provider, you know how important it is to personalize engagements with patients, in the channel they prefer and in accordance with each patient's individual healthcare journey. To close care gaps, segment based on health condition, provide the right education at precisely the right time or manage a treatment plan, it is important to not only recognize that every patient has different needs at different times, but to have the marketing technology to individualize every 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 healthcare organizations with a single point of operational control to orchestrate omnichannel personalized healthcare experiences.

According to a recent Dynata survey of healthcare consumers, 66% of patients surveyed said they would choose a provider based on the provider's ability to communicate in a consistent and timely manner, and 60% said it is critical for a provider to show how well they understand an individual—beyond basic patient data.³

The challenge for providers to meet this expectation for consistent personalized experiences across all engagement channels is that patients communicate across multiple digital and physical channels, making it difficult to compile a consistent, real-time view of a patient in the context of an individual healthcare journey.

95%

of health system leaders said adopting digital engagement tools improved the patient experience⁴

42%

of health system leaders said there were gaps between their capabilities and patient expectations for digital communication⁴

Redpoint in action

Single View of the Patient



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

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, providers meet or exceed patient expectations for one seamless, omnichannel healthcare experience with consistent, relevant interactions that span a dynamic, personal healthcare journey.

With a single patient view and single point of control, providers communicate in the right channel at the right time, optimizing engagement to guide a patient 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 PHI data, PII data, consumer, claims and clinical 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 that a patient's 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 patient view, precision is guaranteed. The right patient 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 patient and cohesively executing next-best actions that are determined by the sum of the patient's real-time journey—regardless of channel.

And because Redpoint 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 health-care 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-Office Users 2021–2022 Vendor Assessment](#), December 2021

³ [Consumer Opinions and Preferences About Healthcare Experiences](#), Redpoint Global Inc. conducted by Dynata, November 2021

⁴ [The Evolving Role of Technology in the Patient Experience](#), pCare, July 2022



To learn more, visit www.redpointglobal.com

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