Redpoint™

Data Readiness Delivers:

More Patients, Better Attribution, Real ROI

WHY

To grow its patient base and improve care outcomes, a leading non-profit Catholic health system set out to modernize its marketing strategy. With a mission rooted in providing accessible, high-quality, and compassionate care, the organization needed a data-driven approach to engage new residents, promote high-value specialty services, and encourage preventive care. Achieving this required more than outreach – it demanded a robust foundation for personalized engagement, measurable marketing performance, and a unified view of each patient.

The health system's key requirements for a patient engagement solution included:

- ✔ Connecting all internal data sources to build a unified Customer 360 profile
- ✔ Powering cohesive, personalized omnichannel campaigns to improve patient activation
- ✔ Delivering campaign-level return on marketing investment (ROMI)
- ✔ Tracking channel-attributable revenue across the full marketing funnel

WHAT

After researching several vendors, the health system chose the Redpoint Data Readiness Hub, citing the platform's best-in-class data quality and identity resolution capabilities in the creation of a comprehensive, real-time unified customer profile.

Using Redpoint, the health system **drives patient acquisition by**:

- ✔ Guiding patients on an optimal care path using the real-time, unified customer profile for each patient and prospect
- ✔ Enhancing personalization in the context of an individual patient journey
- ✔ Using an intuitive UI that that enables non-technical marketers to provide granular multi-channel attribution and ROI reporting, with high accuracy
- ✔ Meeting HIPAA regulatory compliance requirements for patient information security

Wow

Within months, the integration of Redpoint's Data Readiness Hub with the organization's existing technology stack transformed its marketing operations. End-to-end campaign execution – spanning design, audience segmentation, deployment, and performance measurement – became significantly more efficient and data-driven.

Early outcomes included:

A seamless shift from disconnected multichannel efforts to true omnichannel engagement

Higher patient acquisition and activation rates compared to previous benchmarks

Tangible revenue growth directly tied to marketing initiatives

Clear, actionable campaign reporting that replaced guesswork with precision