



CASE STUDY

The Redpoint Data Readiness Hub How a Leading Health Plan Activated Enterprise Data to Power Real-Time Member Engagement

WHY

To stay competitive and meet rising expectations from members and customers, a Fortune 20 healthcare payer and pharmacy benefits manager needed a better way to activate timely, high-quality data across its organization. Key challenges included:

- ✓ Heavy reliance on IT to pull segments for campaigns and to build email templates, in each case taking weeks
- ✓ Static segments that failed to account for customers dynamically qualifying for a new or different campaign at the time of execution
- ✓ A limited ability to orchestrate a member journey, such as updating content based on real-time behaviors
- ✓ A lack of enterprise rules for audiences, exacerbated by a large, siloed Martech stack assembled through acquisition over time

WHAT

The healthcare payer and PBM organization selected the Redpoint Data Readiness Hub for its superior data management, segmentation and journey orchestration capabilities based on a 90-day POC. The pilot solidified results in streamlining audience segmentation, campaign management and engagement.

Redpoint provided:

- ✓ A single platform that centralizes customer data and builds a comprehensive, real-time unified customer profile
- ✓ The capture of customer preferences to help orchestrate campaigns based on an individual customer's journey
- ✓ Integration with existing technology stack, including CMS and inbound and outbound communication channels
- ✓ Campaign analytics to help further refine future segments
- ✓ Flexibility through an open garden approach

Wow

Within months, the organization achieved significant improvement in dynamic prescription refill campaign results, its top use case for the Redpoint platform.

Redpoint drove the intended results through:



A consolidated view of the customer in a real-time unified customer profile, with user roles and permissions in place keeping necessary data separate



Automated data aggregation from several sources and data types, including PHI/PII, prospects, demographic, pharmacy and medical claims, pharmaceutical data



Cutting campaign time from creation to execution by 50%+



Centralized decisioning and campaign orchestration, with speed-to-value in building audiences and campaigns



A business-user friendly UI empowering marketing independence from IT

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