Health System Boosts Patient Acquisition and Nails Down Campaign Attribution

The Redpoint CDP

Why

A non-profit Catholic health system with a mission to provide accessible, high-quality and compassionate care sought to increase patient acquisition. A technology partner had to support an effective marketing strategy focused on capturing new residents, obtaining profitable specialty procedures and ensuring patients received vital preventive care.

The healthcare system's key requirements for a customer data platform (CDP) included:

- Connect all internal data to build a Customer 360 view

- Build cohesive, personalized omnichannel campaigns to improve patient activation

- Establish a clear return on marketing investment (ROMI) at a campaign level

- Track channel attributable revenue at each point of the marketing funnel

What

After researching several CDP vendors, the health system chose the Redpoint CDP, 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 the Redpoint CDP, 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 enables non-technical marketers to provide granular multi-channel attribution and ROI reporting, with high accuracy

- Meeting HIPAA regulatory requirements for patient information security

Wow

Within months, the CDP's integration with the organization's existing technology stack meant end-to-end campaign management became streamlined, optimizing every step from campaign design to deployment and measurement.

Early results include:

- **Transition** from multichannel to omnichannel marketing

- **Increased patient acquisition** and activation over the status quo

- **A significant boost** to the bottom line attributed to marketing efforts

- **The end of ambiguous campaign reporting** and outcomes

Redpoint