



Put Your Members at the Center with the Redpoint CDP



Members expect an experience that is personalized for a unique omnichannel healthcare journey, with conveniences that match what they are accustomed to in the experience economy. Members increasingly equate value of a healthcare plan in terms of how the plan contributes to their overall healthcare journey, and there is little tolerance for friction. In one Accenture research report, about half (49%) of consumers who switched payers did so because of a poor experience, including inaccurate or inconsistent information, poor experience using digital tools and discomfort over how payers used their personal data.¹

Meeting consumer expectations for a seamless experience requires understanding a member beyond plan coverage, claims data and benefits eligibility. Knowing a member's channel preference, language spoken, preferred providers, medication adherence, status of preventive screenings, any care gaps, etc., all contribute to having a deep understanding of a member making it possible to engage members to take the appropriate health action and improve the overall experience.

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100+
Data Sources Unified

80%
Reduction in Time to Build New Segments

40%+
Reduction in Cost per Interaction

3X
ROI Delivered

The Redpoint Customer Data Platform (CDP) empowers healthcare leaders to:

Create a Data Foundation for Speed to Value

Redpoint seamlessly fits into your existing digital stack with zero-copy data and scales as your use cases evolve, allowing you to quickly realize gains from member-centric engagement and activation.

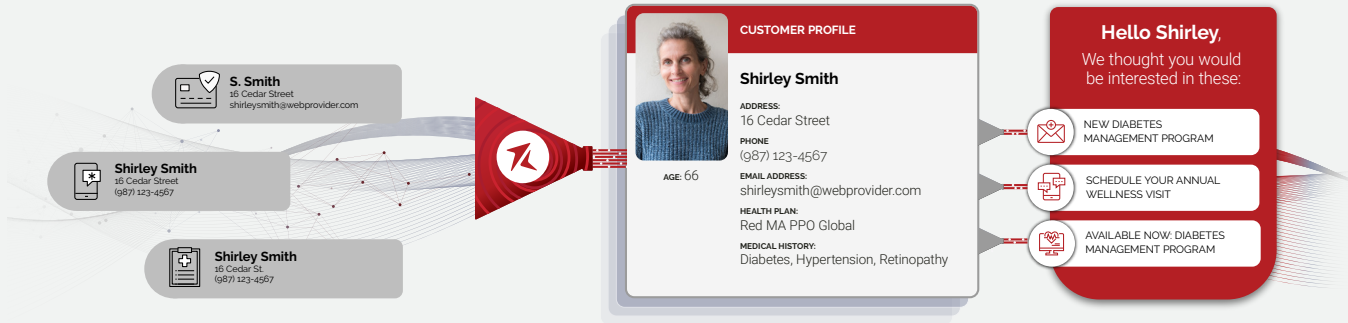
Identify the Right Members for Each Program

Fully integrate all your disparate internal and external data sources and apply advanced identity resolution to create a unified member profile. Then quickly and autonomously build dynamic member audiences in a no-code environment.

Influence Members to Change Behavior

Drive the right members to the right care through personalized omnichannel communication powered by data, insights and dynamic feedback—seamlessly coordinated to prevent friction and improve outcomes.

Redpoint: A Different Kind of CDP



Unified Member Profile

Seamlessly integrate all internal and external data to build an accurate real-time 360°-member profile based on superior matching, precise data quality, smart merging and consistent profile unification.

Self-Serve Segmentation

Easily tap into all available clinical and consumer data with a transparent, user-friendly, GenAI-powered interface. Create, visualize and test audiences without writing a single line of code for insights that can support any business or member experience objective.

Engagement Orchestration

Use a single interface to feed all programs and campaigns with accurate and actionable data. Personalize communication at scale and orchestrate frictionless omnichannel journeys that increase member engagement, driving revenue and better health outcomes.

Real-Time Interactions


Tune in to member signals harnessing real-time event-driven interactions. Promptly help members navigate through the care journey by creating experiences that delight members at every touchpoint and drive superior results.

Ultimate Data and Tech Stack Flexibility

The most complete, composable and HIPAA compliant CDP—fits in any tech stack or cloud environment and supports any AI approach with zero-copy data. Future proof with easy and scalable configuration so you can rapidly respond to business changes or grow your use cases.

For more on how the Redpoint CDP helps healthcare organizations deliver on member expectations for a personalized, omnichannel customer experience, visit the [Redpoint for Payers website](#) or follow [Redpoint for Healthcare on LinkedIn](#). To see how the Redpoint CDP can solve your company's unique business challenges and improve outcomes, [schedule a demo consultation](#).

Key Use Cases

-  Medicare Age-in
-  Welcome & Onboarding
-  Annual Wellness Visit
-  Care Gap Closure
-  Chronic Care Management
-  Wellness & Prevention
-  Portal/App Adoption
-  Quality & Satisfaction Surveys

¹ <https://www.accenture.com/us-en/insights/health/difference-between-loyalty-leaving>



To learn more, visit
www.redpointglobal.com

US Headquarters: Wellesley, MA | Tel: +1 781 725 0250
EMEA Headquarters: London, UK | Tel: +44 (0)20 3948 8170

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