



## DATA READINESS FOR HEALTHCARE PAYERS

# Put your members at the center with the Redpoint Data Readiness Hub

Unify, Transform and Activate Member Data



Fragmented systems, complex data sets and complicated identities make it difficult to truly understand and engage members. The Data Readiness Hub for Payers cleanses and unifies clinical, claims, and consumer data to deliver a trusted, real-time member profile that provides the context needed to connect members to the right programs—improving outcomes, raising quality scores, and reducing costs.

## WHY REDPOINT?

### ✓ Create Unified Member Profiles in Record Time

Seamlessly integrate data sources to build accurate, automatically updated member profiles, connecting identities, transactions, behaviors, data models and more, at enterprise speed.

### ✓ Streamline Data Activation Across Business Units

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

### ✓ Engage and Adapt in Real Time

Tune in to member signals harnessing real-time event-driven interactions. Promptly guide members through the care journey with experiences that delight members at every touchpoint.

### ✓ Smarter AI & Decisioning

Increase AI model accuracy, improve risk targeting, and power next-best-actions to improve member experience, enhance value-based care initiatives and more, using high-integrity member profiles.

## Measured results from Redpoint Clients:



**40%+ Reduction**  
in Cost per  
Interaction



**100+**  
Data Sources  
Unified



**80% Reduction**  
in Time to Build  
New Segments

## DATA READINESS HUB CAPABILITIES

### + Automated Data Quality

Achieve flawless data quality with automated cleansing at ingestion. Continuously detect, correct and monitor data issues across all sources to maintain high-quality, unified member profiles.

### + Customizable Identity Resolution

Stay in control with fully customizable match logic. Redpoint combines AI-powered deterministic and probabilistic techniques to resolve complex identities and build relationships across households to deliver the precision your members require.

### + No Code Required, with AI Inside

From data pipeline creation to segmentation and activation, Redpoint's intuitive visual interface and AI-assisted processes eliminate the need for SQL coding.

### + Secure, Seamless Integration into Any Tech Stack

Built for regulated industries, Redpoint easily integrates into any tech stack or cloud environment, supports HIPAA-compliant operations and enhances existing EHR, CRM, and engagement ecosystems. Future proof with easy, scalable configuration and adapt to business changes and new use cases.

## KEY USE CASES

- ✓ Member Acquisition / Medicare Age-in
- ✓ Welcome & Onboarding
- ✓ Member Satisfaction & Retention
- ✓ Care Gap Closure
- ✓ Wellness & Prevention
- ✓ Portal/App Adoption
- ✓ Value-Based Care Initiatives

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*“We wanted to help members navigate their benefits effectively, enabling them to gain the maximum value from their plan. We began prompting them with real-time recommendations, all driven by the Redpoint platform. When a member logs in, we deliver the most relevant recommendations based on where they are in their journey, ensuring they maximize the value of their plan.”*

-Executive Director, Digital Engineering and Transformation Health plan rated among the best for member satisfaction and quality

Learn more and schedule a personalized demo at [redpointglobal.com/healthcare-payers](https://redpointglobal.com/healthcare-payers).

