The Healthcare ROI Gamechanger

How a Complete, Robust CDP and Engagement Orchestration Improve ROI for Healthcare Organizations

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Healthcare marketers are facing increasing pressure to prove marketing's value with a higher return on investment (ROI) in a very difficult healthcare environment. Eroding margins, rising costs, talent shortages and a limit on discretionary spending all put a focus on marketing to do more with less. Adding to the challenge, healthcare consumerism and a growing expectation for personalization are causing healthcare marketers to re-think entire strategies for acquiring new patients, retaining existing patients, reducing costs and improving outcomes.

Healthcare consumerism is a growing trend marked by patients desiring more engagement in their health-care journey. Healthcare consumers now expect the same convenience and choice they enjoy in retail and other experiences, only now with their healthcare providers and health plans. There is an expectation for providers and health plans to know the consumer as an individual outside of just a clinical or administrative setting. Preferences, behaviors, motivations, risk aversion and/or tolerance are among the traits and characteristics patients think healthcare professionals should know and cater to. This expectation remains, even with an increase in the number of engagement channels and the growing complexity of omnichannel healthcare journeys that blend physical and digital channels. Patients want a consistent experience where they are recognized as the same individual whether they log onto a patient portal, connect with their

insurer, visit a doctor's office, have lab work done, fill a prescription or complete an online form.

Healthcare is personal but often the healthcare experience does not feel very personalized. The need to demonstrate a clear ROI while coping with spend-ing cuts, resource constraints and rising costs explains the push from healthcare organizations for evaluating customer data platforms (CDPs) and care journey orchestration solutions.

According to Mordor Intelligence, the healthcare CDP market is expected to have a compound annual growth rate (CAGR) of 26.4% between 2023-2028[2]. The report cites a widespread recognition from healthcare institutions that unified data is the foundation for a digital customer experience.

A Beryl Institute-Ipsos PX Poll shows how important patient experience (PX) is to the bottom line. In the survey results, 60% of respondents reported having had a negative patient experience in the last three months. And, based on that one negative experience, 33% said they decided not to go back to the same person/place, with 28% claiming they found a different doctor/organization.[1]

What is a Customer Data Platform (CDP)?

A CDP is a marketing technology that enables healthcare organizations to integrate all types and formats of consumer and patient data (clinical and non-clinical, streaming, first-party, third-party, etc.) to build a unified profile of a patient or a health plan member and, ultimately, to use the profile to enhance the patient or member experience through personalized engagement.

A unified profile of a patient or a health plan member entails more than integrating medical data from various sources. As the foundation of a personalized experience, a Golden Record should easily tap into all available patient and consumer data and do so in real-time. Integrating the provider preferences, location and scheduling access, and care focus, along with requirements from payers and benefit implications enhance the richness of the data used for personalization with the platform. For marketers and business users to trust the accuracy and completeness of the view, data quality processes and tunable identity resolution steps should be completed as data is ingested.

A unified patient view contains all data aggregations and attributes including behaviors, preferences, transactions and all physical and device IDs. It provides healthcare organizations with a full history of an individual's relationship with an organization from anonymous to known states. Specific to healthcare, the data can range across the industry, to include patient demographics, data on all available providers, facility and provider access, clinical history, insurance company and historical data, targeted care programs, healthcare and digital media shopping data, and all enriched demographic data. Using persistent keys, a unified patient view will provide marketers and business users with a deepening understanding of a patient over time. With this knowledge, a healthcare organization builds a contextual understanding of an individual healthcare journey.

A CDP is an enterprise solution that:

UNIFIES

cleans, enriches and organizes all disjointed clinical, patient and payer data from every available internal or external source.

RESOLVES

identities at the individual and relationship levels, creating a unified customer profile that is accurate and fit-for-purpose.

EMPOWERS

business users to visualize customer data, build reusable segments without code, and activate them in different channels and CX programs.

What is Engagement Orchestration?

Engagement orchestration improves the consumer experience by delivering a next-best patient engagement action in the precise cadence of a patient's journey. It's an advanced approach to customer journey management that leverages technology to optimize the patient experience, while enhancing health and business outcomes. By implementing robust engagement orchestration, healthcare organizations address specific challenges and deliver personalized, dynamic interactions across omnichannel journeys. The ability to leverage a proven campaign catalog to enable engagement orchestration significantly enhances results and speed to market.

Benefits of engagement orchestration for healthcare organizations as they expand their digital footprint include:

- **Better coordination across campaigns and channels** – Increase customization and synchronization of messaging and experiences across various customer-facing channels, including social, web, mobile, live chat, and support channels.

- **Increased cross-team efficiency** – Improved collaboration and efficiency among different departments to push or pull back communications or campaigns based on real-time insights.

- **Empowered customers and more trust** – Human-centric patient engagement based on the most relevant consumer information and care needs fosters strong, long-lasting relationships.

- **Closed loop of insightful data** – Access to a full view of the patient's journey status and engagement channels enables confident identification of customer profiles and more precise segmentation. Integrated results into insights platform (dashboards and reporting) enhance operational performance.

- **Improved performance and increased customer lifetime value (CLV)** – Positive impact on revenue rates and CLV through optimized performance and patient satisfaction.

When a CDP enables a single patient profile that is made accessible across the organization, the enterprise is able to orchestrate simple to complex multi-touch, personalized journeys that drive members and patients to take any number of actions, for example, preventive care, high-value procedures or new patient care.

An enterprise CDP and engagement orchestration will make patient data ready for any engagement channel, EHR systems included, and it will connect with every database, email, text, call center, website, mobile app, patient portal or another last mile to the healthcare consumer.

A CDP + Engagement Orchestration: Shortcut to ROI

The key to success is a multi-faceted team with deep industry expertise.

A strategic key to driving rich and integrated data to orchestrate industry leading healthcare consumer engagement is ensuring top level talent and expertise are aligned. Lucerna Health serves as the beacon of innovation, embodying a culture that prioritizes engaged growth and customer-centricity.

Combined with Redpoint's technology, purpose-built to solve data, personalization and engagement challenges, Lucerna guides leading healthcare organizations toward a more cohesive experience and cost-effective way to acquire and retain patients.

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Key areas of subject matter expertise required to drive success:

→ Data Quality and Integration

Understanding that real-time throughput, built-in data quality, and customizable identity resolution provide the most accurate unified customer profile, Redpoint creates a robust and easily scalable foundation to power even your most complex engagement and AI use cases.

→ Dynamic Segmentation

Prioritizing segmentation capabilities that are as dynamic as your patients and members—Redpoint powers personalized experiences at the pace of the healthcare consumer and does so in a simple no-code environment.

→ Healthcare Expertise

Driving superior healthcare consumer engagement requires a seasoned team with expansive payer, provider, and retail health expertise committed to moving healthcare forward. Leveraging technology, data-driven marketing acumen and operational insights, Lucerna is prepared to meet the challenges of execution and growth.

→ Deep Database Marketing Acumen

Leveraging deep database marketing experience in competitive healthcare environments, Lucerna drives market positioning, growth and revenue. The team advances acquisition, engagement, navigation, retention, and patient experience through a tried and tested omnichannel campaign catalog across patient segments and high value use cases.

→ Collaborative Approach

Collaborating closely with healthcare leaders to develop a customized plan executed through a turn-key solution to guide healthcare consumers to optimal providers, maximize appointment capacity, minimize "leakage" and actively engage consumers. Integrating insights and processes into detailed dashboards and analytic tools allows for more transparency in managing outcomes and efficiencies.

There are five primary ways healthcare marketers can use a CDP combined with engagement orchestration to drive immediate and long-term business value, increase margin and demonstrate a clear ROI:

1. Patient / Member Acquisition

Better meet the needs of the total addressable market and grow the customer base while reducing cost per acquisition.

2. Patient / Member Engagement

Ensure consistent patient engagement and guide the right patients to the right care, facilitating appointment booking, improving quality, closing care gaps and promoting better health outcomes and wellbeing.

3. Patient / Member Retention

Gather deeper insights on patient satisfaction and detractors to optimize the patient journey and overall satisfaction while decreasing leakage/churn.

4. Operational Efficiencies

Automate campaigns, increase digital adoption and self-service, reduce in-bound calls, improve visit adherence, optimize resources and enhance insights through closed loop data integration into dashboards and reporting.

5. Risk Avoidance

Improved data quality, increased privacy and security

1. Patient / Member Acquisition

Better meet the needs of the total addressable market and grow the customer base while reducing cost per acquisition

In a competitive environment with hardening expectations for personalization and greater choice, successful patient acquisition becomes more important than ever. The challenge for traditional marketers becomes showing how traditional acquisition campaigns deliver outcomes. Billboards, email blasts, leaflets and flyers, light personalization through limited EHR patient experience capabilities, TV and radio ad spend, etc., may move the needle on margins to a limited extent, but a mass marketing approach is difficult to tie to campaign attribution metrics.

In an Accenture Health and Life Sciences Experience survey, 34% of respondents said that a poor experience would cause them to either switch medical providers or make them *less likely* to access care in the future.[3]

Having visibility over the full acquisition journey allows healthcare organizations to assess the value generated from their investments. Knowing the cost of acquisition helps payer and provider organizations allocate resources efficiently. By understanding which acquisition channels and strategies are most cost-effective, they can optimize their budget allocation for maximum impact, both economically and in terms of patient experience. If resources are allocated judiciously to attract the right patient population, the likelihood of achieving positive health outcomes, greater satisfaction and higher lifetime value increases.

That's where the benefit of a complete CDP and orchestration solution comes in, reducing cost per acquisition by identifying, with precision, an audience that would benefit from a particular service, procedure or treatment. With a targeted approach, a healthcare organization can directly attribute a campaign's effectiveness in driving a specific number of patients to the desired goal (screening, procedure, scheduling, etc.) vs. a control group.
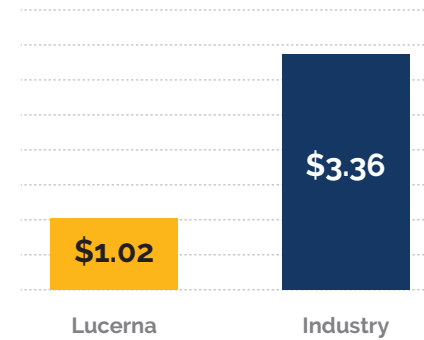
Cost per Lead
Call or online booking start

$7.01 — Lucerna
$25.80 — Industry
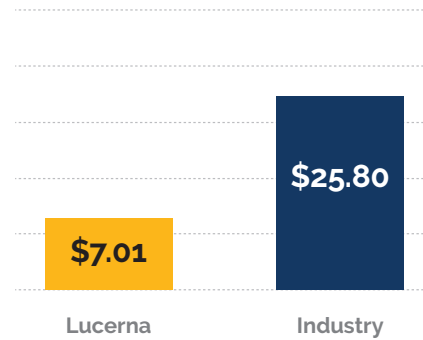
Cost per Click
Google/Meta Campaigns

$1.02 — Lucerna
$3.36 — Industry

Redpoint customer and partner Lucerna Health uses advanced data management and analytics capabilities in combination with a robust orchestration engine from Redpoint Global to achieve significant savings in digital acquisition campaigns. Personalized, cost-effective digital marketing campaigns engage and attract new members and drive increased Medicare and ACA enrollment growth.

Centralizing acquisition campaigns in a single robust CDP and engagement orchestration solution provides healthcare marketers with complete, real-time patient data, allowing them to drive patients on hyper-personalized journeys, from the very first engagement through, through the initial visit, to a complete healthcare journey.

It's important to understand whether any data management and consumer engagement solution you are evaluating supports your more complex patient acquisition strategies or use cases. A focus on
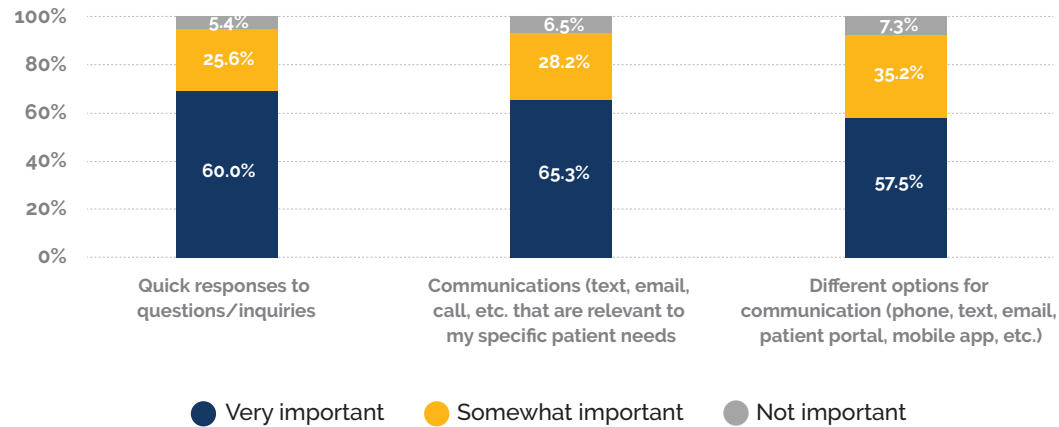
selecting a health plan, primary care physician or closing care gaps, for example, all benefit from knowing all there is to know about a patient or member, the provider and the insurance coverage and benefits. A unified patient view should contain a full identity graph in addition to all behaviors, preferences and even social determinants of health, so providers and health plans are primed to engage with patients and members on the right channel with content or messaging pinpointed to the needed care to drive activation.

(2.) Patient / Member Engagement

Ensure consistent patient engagement and guide the right patients to the right care program, improving quality, closing care gaps and maximizing ROI by aligning provider capacity to the highest value patients.

Consistent patient engagement is key for healthcare payer and provider organizations as it fosters trust and improves health outcomes. Active involvement of patients in their care journey promotes adherence to treatment plans and facilitates preventive care, reducing the likelihood of complications. In addition, in a 2022 Dynata survey commissioned by Redpoint Global, 65% of patients said it is very important for them to receive communications relevant to their specific needs.[4]

How important the following elements are to you when communicating with a healthcare provider or health plan?

	Quick responses to questions/inquiries	Communications (text, email, call, etc.) that are relevant to my specific patient needs	Different options for communication (phone, text, email, patient portal, mobile app, etc.)
Not important	5.4%	6.5%	7.3%
Somewhat important	25.6%	28.2%	35.2%
Very important	60.0%	65.3%	57.5%

● Very important   ● Somewhat important   ● Not important

Proactive engagement not only helps healthcare organizations meet patients where they are but also aligns with value-based care models, where reimbursement is tied to quality outcomes. This approach supports data-driven decision-making, allowing healthcare organizations to continuously refine their strategies based on insights derived from patient interactions. Moreover, relevant and consistent engagement allows healthcare leaders to efficiently allocate resources and optimize provider capacity, leading to a maximized ROI.

A robust CDP paired with advanced engagement orchestration capabilities empowers healthcare leaders to elevate patient engagement systematically, promoting a seamless omnichannel approach. The CDP excels at consolidating disparate patient data, providing a comprehensive understanding of individual health profiles. This unified view enables healthcare organizations to discern patient preferences, history, and engagement patterns across various channels. An engagement orchestration, leveraging this enriched data, crafts highly personalized communication workflows that span multiple touchpoints. Through omnichannel engagement, patients receive precise, timely, and contextually relevant information, fostering sustained engagement.

42-50% email open rate

33% campaign conversion rate

350,000+ new appointments

Carefully dissecting and analyzing data for a large health system, Lucerna Health identified and segmented patients to better understand their specific care needs, and used those insights to design and automate personalized activation campaigns. Among other engagement and care navigation use cases (care and wellness program enrollment, quality improvement and care gap closure, medical cost management) combining deep patient understanding and tailored engagement through the right channels, Lucerna Health helped this leading health system generate 350,000 new high-priority appointments for one year at an impressive 42-50% email open rate and 33% overall campaign conversion rate. There are significant benefits for the providers and the patients from increasing the number of activated or engaged patients and navigating the patient in a targeted manner to enhance their care outcomes.

The importance of a complete solution is emphasized by its analytics tools that enable healthcare leaders to gauge the efficacy of omnichannel engagement strategies, facilitating data-driven refinements for continuous enhancement. This holistic approach ensures that patients experience consistent, cohesive interactions across online portals, mobile applications, emails and other communication channels. In essence, the CDP and engagement orchestration tandem allows healthcare organizations to harness data insights for orchestrati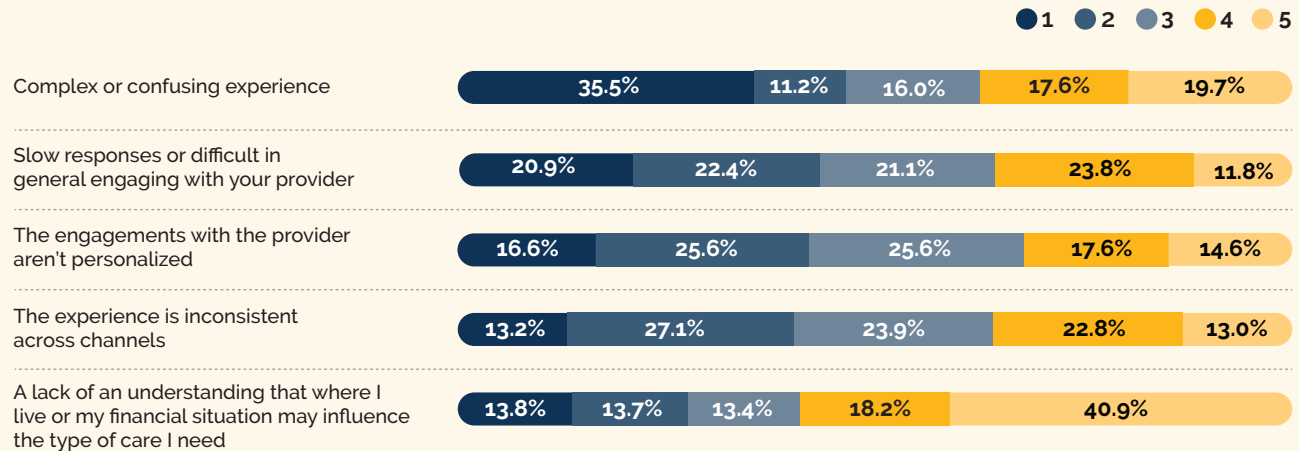ng personalized, efficient and effective patient engagement. In the case of value-based arrangements, these insights allow the provider to understand their performance within the value-based program and likelihood to obtain incentives based on improving the health outcomes of their patient population. This not only leads to superior outcomes and heightened satisfaction but also ensures a seamless and integrated experience for patients across diverse communication platforms.

③ Patient / Member Retention

Gather deeper insights on patient satisfaction and detractors to optimize the patient journey and overall satisfaction while decreasing leakage/churn.

A personalized PX is key to patient retention. Asked to rank potential reasons for leaving a healthcare provider, consumers cited complex or confusing experiences as the No. 1 reason for churn in a 2023 Dynata survey commissioned by Redpoint Global.[5]

How would you rank the following options in terms of what would make you consider changing your healthcare provider?

● 1 ● 2 ● 3 ● 4 ● 5

	1	2	3	4	5
Complex or confusing experience	35.5%	11.2%	16.0%	17.6%	19.7%
Slow responses or difficult in general engaging with your provider	20.9%	22.4%	21.1%	23.8%	11.8%
The engagements with the provider aren't personalized	16.6%	25.6%	25.6%	17.6%	14.6%
The experience is inconsistent across channels	13.2%	27.1%	23.9%	22.8%	13.0%
A lack of an understanding that where I live or my financial situation may influence the type of care I need	13.8%	13.7%	13.4%	18.2%	40.9%

Preventing churn requires healthcare organizations to meet patient expectations for personalized engagements that are consistent from one channel to the next and that demonstrate a personal understanding. Patient satisfaction results from a uniform experience that addresses specific healthcare needs and preferences whether a patient engages with a healthcare provider or health plan through an online portal, phone call, email or other channels.

The numerous benefits to retaining patients include better outcomes, more quality incentives and additional services. In addition, healthcare organizations can lower administrative costs and even help acquisition gains through a strong reputation as a trustworthy partner.

With healthcare consumers citing complex or confusing experiences as the No. 1 reason for churn, an effective patient retention strategy focuses on gathering deeper insights on patient satisfaction and detractors to be able to truly prioritize and provide a consistent experience across digital and physical channels.

The challenge with delivering a consistent experience, however, is siloed data and processes that prevent the healthcare organization from recognizing a patient or member as the same individual across channels. This fragmentation can also negatively impact the provider or health plan's digital reviews or public perception, particularly during acquisition. The difficulty increases as the need to deliver consistent personalization becomes more important and the digital-first healthcare journeys become more dynamic.

20-30% survey response rate **VS.** **<5%** industry average

Leveraging a unified patient view and Redpoint's omnichannel orchestration, Lucerna Health designs timely and meaningful surveys that are personalized per service line, provider, facility type and customer segment, achieving a 20%+ overall response rate and up to 30% for Spanish-speaking population compared with an industry average of less than 5%.

Survey results are used to:
- Inform point of care teams about potential detractors ahead of the visit
- Implement proactive detractor outreach journeys
- Closely monitor key drivers of patient satisfaction and loyalty to match patients to the right providers

A complete CDP and engagement orchestration solution solves for siloed data and processes because real-time patient data is accessible across the healthcare organization, based on predefined conditions, making it possible for each interaction to be consistent with an individual patient's healthcare journey, reflecting a contextual understanding independent of channel.

Retention rates increase with the ability to:

- **Optimize the outreach cadence** – Appointment reminders, scheduling, preventive care, educational material, prescription refill reminders and other services are sent at the right time and on the right channel, optimized for an individual patient's care path.

- **Match a patient with the right provider** – Knowing all there is to know about a patient includes a patient's preferences, such as the provider or specialist they're matched with: male or female, language spoken, geographic location, etc. and aligning or paring that data to all there is to know about the provider including, specialty/sub-specialty, language spoken, location, office hours, appointment availability, etc.

- **Enable a hyper-personalized experience** – Every interaction is relevant in the moment of engagement. Inbound or outbound, digital or in-person, the patient or member receives a consistent experience across every interaction that reflects a deep understanding of the patient.

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(4.) Operational Efficiencies

Automate campaigns, increase digital adoption and self-service, reduce in-bound calls, improve visit adherence and optimize resources

If the ability to orchestrate a personalized, omnichannel patient experience to drive margin improvement is a primary use case of a CDP and engagement orchestration solution, reducing costs through operational efficiency gains is a continuation of demonstrating the platform's value. Based on the integration of the CDP and engagement orchestration we can also better measure the results of the digital marketing and patient engagement efforts. These results become actionable insights for operational efficiencies.

ROI can be calculated by totaling cost savings over time, less activation and ongoing expenses, made possible by unifying all available data sources.

A patient portal that digitizes and automates administrative tasks is one such initiative. According to the Office of the National Coordinator for Health IT (ONC), about 40% of Americans access a patient portal to communicate with providers and to perform tasks such as scheduling appointments, viewing health information, viewing and paying bills, renewing prescriptions, sending messages, filling out intake forms or updating medical history.

90% higher patient seen rate
when adding digital channels to traditional call efforts

Lucena Health found that adding digital channels to traditional call efforts can result in 90% higher patient seen rates. Enhancing existing high-cost call outreach efforts with proven channel synergy and Redpoint omnichannel capabilities, Lucerna Health helps healthcare organizations improve patient engagement, health actions, and ROI one personalized interaction at a time.

The convenient digital experience is made possible through a single view. Activated using patient data, consumer data and claims data, a portal enhances the patient experience by providing the end user with a simple way to engage with providers and monitor their health through a single digital interface.

Ideally, an integrated CDP and engagement orchestration solution drives ROI by reducing costs and resources associated with manual intervention and channel-centric campaigns. Campaigns that are personalized for a segment of one eliminate superfluous touchpoints and overlap. With a complete view of the patient, everyone vested in a patient's care path is aligned around a patient-centric outcome:

- **Dynamic audience segmentation** – Ensures that a campaign to close a care gap, for example, will automatically suppress members who have scheduled the needed procedure. Encouraging use of digital patient portals reduces the need for inbound and outbound phone calls or emails, with communications centralized around the single digital interface.

- **Enriched demographics** – Having knowledge of a patient's social determinants of health, such as ability to pay or access to transportation, increases operational efficiency by enabling marketers to route patients to the right provider or specialist.

- **Digital Front Door adoption** – Digital tools and self-service options empower patients to take control of a healthcare journey, i.e., make and keep more appointments, improve prescription adherence, view results and share an interest in achieving healthier outcomes.

5. Risk Avoidance

Improved data quality, increased privacy and security

A complete, robust CDP and engagement orchestration solution makes patient and consumer data fit for purpose while complying with security and privacy regulations. When data quality processes and tunable identity resolution steps are completed at ingestion, marketers can trust that the resulting unified patient view is an accurate, up-to-date representation of an individual patient, mitigating risk associated with inadvertently sharing protected health information (PHI) and personally identifiable information (PII).

Compliance with the Health Insurance Portability and Accountability Act (HIPAA) ensures that both health-care organizations and their partners maintain the confidentiality, integrity, and availability of electronic protected health information (ePHI) and demonstrates commitment to the highest standards of privacy and security in handling health information. Role based security features ensure extended security while not limiting operational functionality required for data sensitive functions.

Because a unified view includes patient preferences for how their PII/PHI is collected, stored and used, marketers are able to adhere to those preferences in addition to satisfying HIPAA and other regulatory requirements that protect PHI and PII [General Data Protection Act (GDPR), California Consumer Privacy Act (CCPA), etc.].

A complete, robust CDP and engagement orchestration solves for many of the Top 10 HIPAA violations, among them:

→ **Failure to manage security risks/lack of risk management process**

→ **Denying patients access to health records/exceeding timescale for providing access**

→ **Impermissible disclosures of PHI/ improper disposal of PHI**

System and Organization Controls 2 (SOC 2) evaluates and reports on the effectiveness of data security controls over a 12-month period. The goal is to ensure systems are protected against unauthorized access and data breaches and that information designated as confidential is protected as per agreements.

Working with tech partners that are HIPAA and SOC 2 compliant is a foundational security and privacy measure for healthcare organizations. It's also important to partner with solution providers that can work under business associate agreement (BAA) helping to minimize risk associated with data breaches and the general misuse of data.

Data stewardship functionality and data security measures provide an intangible ROI, reducing the risk of data breaches, reputational damage and financial exposure for the misuse or mishandling of patient data.

Healthcare leaders can further protect against tort, regulatory and reputational risk by:

- **Regulatory adherence** – Adhering to all regulations guiding the collection, storage and use of personal data and/or protected health information – A unified customer profile should include permissions, such as a patient's opt-in and opt-out requests, as well as a framework for demonstrating permissions compliance.

- **Adopting a data-in-place database cloud** – Having a CDP and engagement orchestration tool inside Snowflake, Amazon, Google, SQL or another other cloud database enables the creation of a unified customer profile without the need for data replication, ensuring that PII/PHI remains within the client's secure data perimeter.

- **Creating unified profile** – The integrated platform creates a best-in-class unified profile with tunable identity resolution at individual and business levels. Using probabilistic, deterministic and heuristic matching, advanced identity resolution capabilities ensure that a unified profile reflects the individual, business or household a marketer or business user intends to target. Persistent keys maintain the validity of profile over time, such as including a full history and documentation of privacy and consent activities.

CONCLUSION

As healthcare leaders navigate the complexities of an evolving industry, the imperative to demonstrate clear and tangible ROI is undeniable. The intersection of eroding margins, rising costs, and heightened patient expectations underscores the need for robust yet pragmatic strategies. Customer-centricity is no longer a mere aspiration; it is the compass guiding healthcare organizations toward success. The evolving landscape demands a holistic understanding of patients as individuals, their preferences, and the nuances of their healthcare journeys. The symbiotic integration of a comprehensive CDP and advanced engagement orchestration emerges as the ultimate game-changer.

As healthcare leaders, the roadmap to success lies in recognizing the interconnected nature of patient experiences, operational efficiency, and data security. The trajectory toward enhanced ROI becomes a strategic journey, encompassing multiple business aspects. From precise patient acquisition strategies that intelligently identify and engage target audiences to the seamless navigation of patients through personalized, omnichannel journeys—the impact is transformative. The comprehensive CDP and engagement orchestration duo serves as a catalyst for efficiency and growth. Embracing these capabilities will fully empower your organization to deliver exceptional customer experiences, operational excellence, and demonstrable returns on your marketing investments.

Redpoint Global and Lucerna Health—
a Complete, Robust CDP and Engagement Orchestration Solution

Redpoint and Lucerna improve ROI with a low TCO, easily meeting marketers' needs with no need for coding in SQL and no custom applications. Simple futureproofing of the MarTech stack with effortless configuration and extensions through an open garden approach, make it easy to respond to business changes and edge cases.

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Lucerna Health started its journey with a focus on developing industry leading technology and expert driven services to support forward-looking companies who believe that payer-provider collaboration, value-based care progress and a focus on the consumer are essential requirements to profitably grow in the evolving marketplace.

Lucerna positions itself in reshaping, defining, and connecting relation-ships as a co-pilot for health ecosystem innovators through our HiTrust Leap data platform, applications and our deep operational play-book based on real-world understanding on how to solve execution challenges. Our company has grown through deep partnerships with leading payer-provider joint ventures. Supporting growth to 600,000 patients and strong engagement, operational and value-based care performance across various markets and segments.

Redpoint

The Redpoint CDP stands out as the only data activation and engagement platform that completely addresses the root challenge of consumer data accuracy and accessibility. Our HIPAA and SOC 2 compliant enterprise solution, celebrated by Fortune 500 companies and leading industry analysts alike, empowers swift and effective patient activation to achieve desired health outcomes and tangible revenue growth.

Using industry-leading data quality and identity resolution, Redpoint creates the most complete, timely and accurate unified customer profile to power business use cases. Marketers and CX leaders rely on Redpoint's dynamic, no-code segmentation and effortless omni-channel orchestration to fuel hyper-personalized experiences that drive tangible ROI in patient acquisition, engagement and retention.

Driving value at scale

Creating value across the healthcare continuum

Patient ·········→ **Outcomes**

lucerna + **Redpoint**
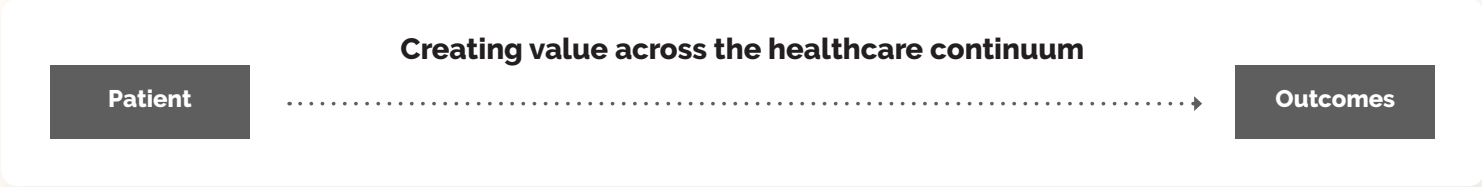
Lucerna	Redpoint
Turnkey solution	Data integration
Healthcare expertise	Identity resolution
Proven campaign catalog	Single customer view
Data management	Real-time data
Ecosystem integration	Dynamic segmentation
Patient & Provider 360	Next-best action
Provider attribution	Omnichannel orchestration
Analytics and insights	Analytics enablement

Helping providers and payers succeed in the rapidly evolving VBC marketplace

The consumer journey. Led by data, powered by relevance.

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We are your trusted partner in health innovation, working closely with you to achieve successful, transformational journeys. Leveraging our innovative technology and expert tech-enabled services, we drive meaningful change across integrated health ecosystems, consumer and provider engagement, and value-based care performance. Our mindset, teams, solutions, and operational playbook are designed to overcome executional challenges and achieve impactful results that matter most to you. **For more information, visit getlucerna.com.**

Redpoint

Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention. **To learn more, visit redpointglobal.com.**

[1] https://healthexec.com/topics/patient-care/care-delivery/majority-americans-report-negative-healthcare-experiences

[2] https://www.mordorintelligence.com/industry-reports/healthcare-customer-data-platform-market

[3] https://www.accenture.com/us-en/insights/health/digital-adoption-healthcare-reaction-or-revolution

[4] https://www.redpointglobal.com/resources/2022-healthcare-perspectives-on-consumer-engagement/

[5] https://www.redpointglobal.com/press-releases/unlocking-personalized-care-half-of-consumers-believe-digital-tools-hold-the-key-to-better-health/

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