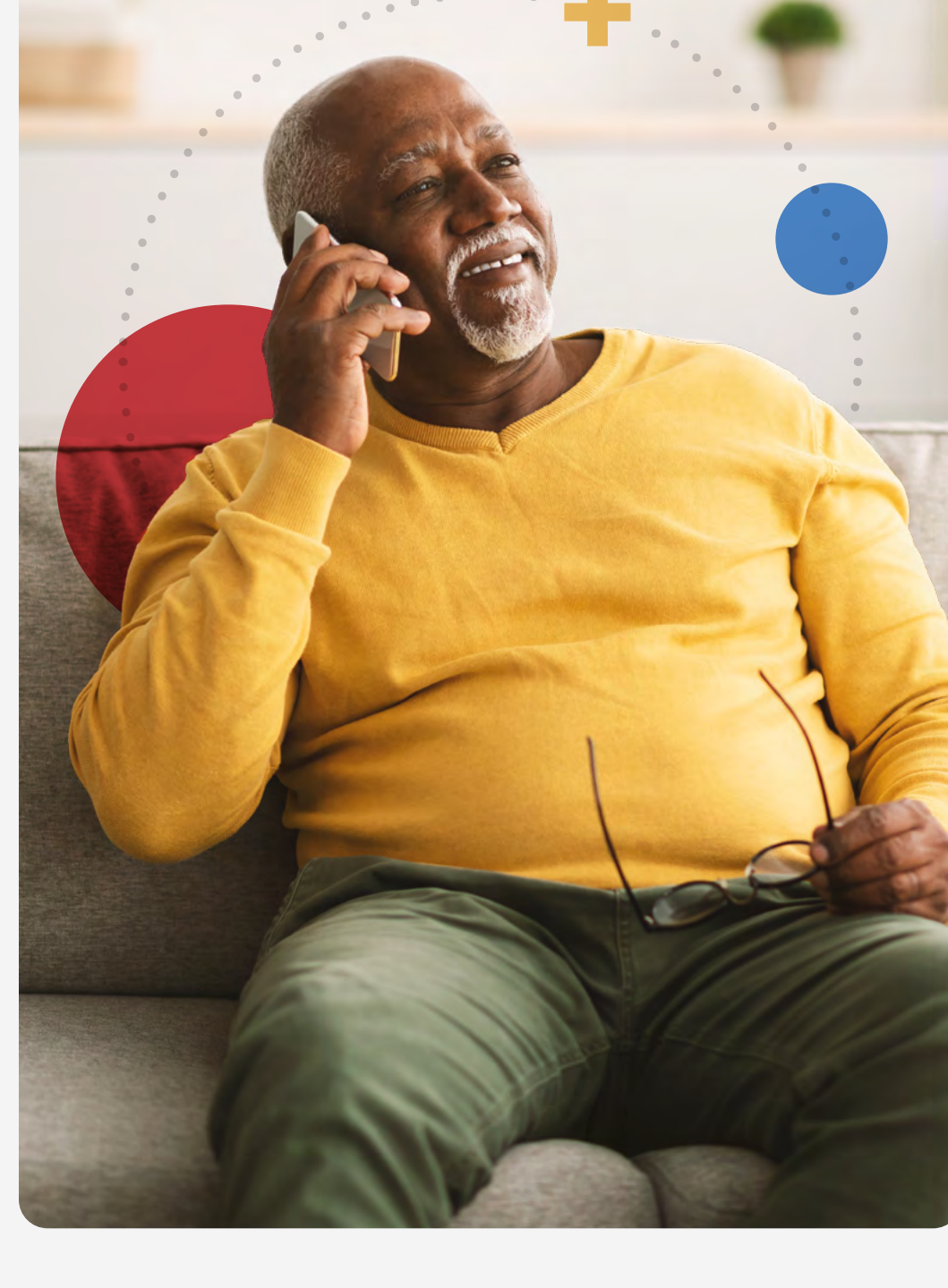


Beyond the Exam Room

Building a 360° View of the Healthcare Consumer

Siloed, clinical and claims data only captures care history, not what matters most to patients and motivates them to act, or how to guide them to their next best step. Many providers rely heavily on EHRs and clinical documentation to discern care journeys, but these records often fail to support forward-thinking measures to close care gaps and ensure patients receive vital health screenings. Personalized patient engagement is more than a patient retention strategy; it's a system-wide operational workflow and financial performance necessity.

To activate high-value care journeys and improve patient acquisition and retention, you need more than clinical data. You need real-time, marketing-ready patient profiles that integrate behavioral signals, preferences and social determinants of health. With a complete understanding of each patient, your team can deliver personalized outreach that improves engagement, accelerates conversion, and proves ROI.



Clinical & Claims Data Only Tells Half the Story

- Reflects care history, **not future behavior**
- Captures health encounters that **only occur within the system**
- Misses outside influences** from a patient's lifestyle, behavior, and preferences
- Limits the ability to personalize outreach** to close care gaps or return for treatment

55%

55% of health systems executives agree that they need to improve consumer engagement, trust, and the overall consumer experience.

20%

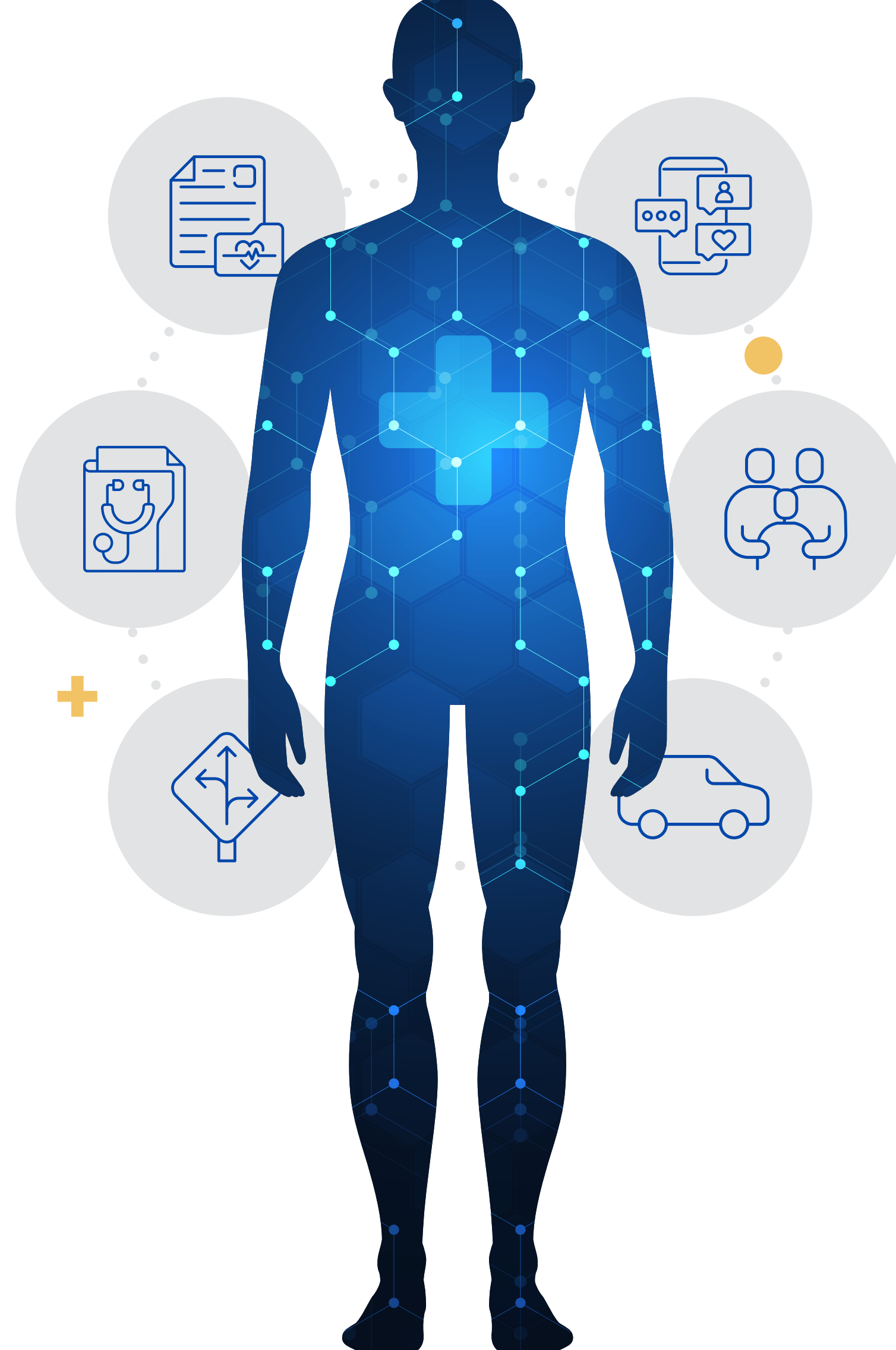
Only 20% of health outcomes are directly determined by clinical care.

BUT HOW CAN YOU CLOSE THESE GAPS?

The Full Picture is More than Health Data Alone

When you understand your patients fully, you can drive personalized action. Combine clinical, operational, engagement and social data to understand preferences, risks, behaviors and motivations and support prevention efforts and patient retention.

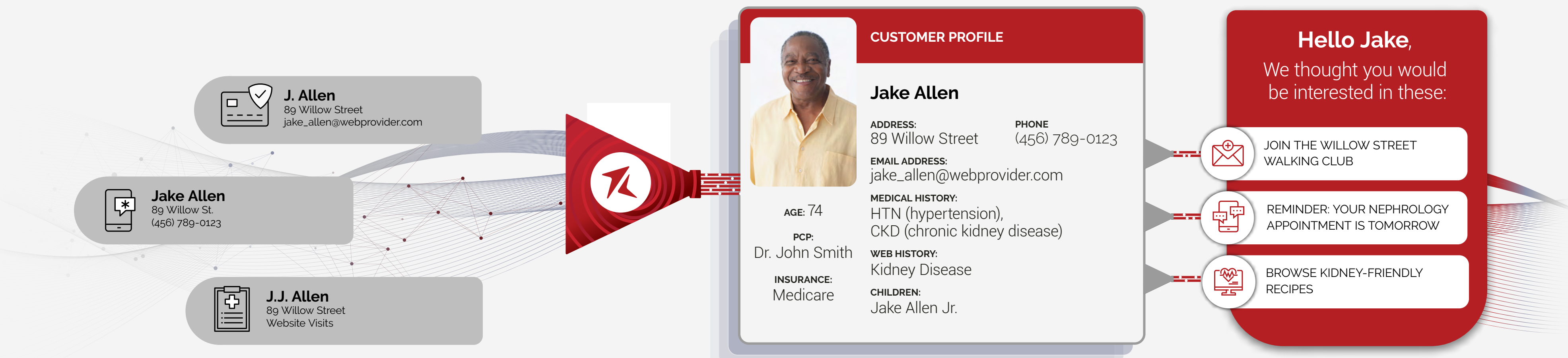
- Increase appointment adherence** by messaging based on preferred channels and habits
- Prevent care gaps** by understanding patients' access barriers
- Identify high-risk patients earlier** through behavioral trends and predictive analytics
- Introduce new service lines** and educate consumers about health options



Redpoint Connects the Dots for a Complete, Real-Time Profile

Built on a foundation of clean, contextual, and continuous data, Redpoint's data readiness solution creates a resilient foundation for any use case that requires a deep understanding of the patient and their journey.

Systems can build a unified consumer record that includes clinical, as well as behavioral, transactional, demographic and preference data, along with interactions across every touchpoint.



39%

A Dynata and Redpoint report shows that 39% of consumers say **receiving personalized, proactive communication** through their preferred channel would **motivate them to take better care of their health**.

dynata

Redpoint

75%

75% of patients felt that using **digital patient engagement** tools to connect with the healthcare system is **somewhat or very important**, and more than three out of four patients (75.8%) agreed that digital tools simplify those interactions.

The Impact in Action

KEY OUTCOMES FOR PROVIDERS

- Truly understand your patients with a **single source of truth**
- Increase revenue** through loyalty and retention and patient acquisition
- Improve quality scores** and patient satisfaction
- Efficiently **target at-risk or disengaged populations**



Your Patients Are More Than Their Charts. Let's Treat Them That Way.

Power patient motivation and measurable ROI with **Redpoint's Data Readiness Hub**. Create a real-time 360-degree view of every patient that captures every meaningful consumer signal. Learn how Redpoint helps healthcare providers turn data into action.

LEARN MORE >

