

# Achieving Plan Member Engagement in Consumer-Driven Healthcare



*In the healthcare market, the consumer is increasingly – and rightly – the center of attention. Understandably, payers have traditionally focused on corporate customers who select plans and options, but the dynamics are shifting rapidly. Today, it's the employee-plan members who have the power to make more decisions and choices about their healthcare coverage. For payers, a new mandate has arisen: Tap growing volumes of data to forge personal plan member relationships, deliver customized interactions with policyholders, achieve new levels of engagement and member intimacy, reduce costs, and foster meaningful health outcomes.*

## The Right Message to the Right Person at the Right Time

The award-winning, data-driven RedPoint Convergent Marketing Platform™ provides deep insights and predictive analyses of consumer behavior, enabling you to orchestrate inbound and outbound messages with greater precision to strengthen relationships and effect change — no matter what messaging channels your members prefer. RedPoint helps you improve member engagement, reduce churn and improve retention, measurably improve population health, and strengthen your brand.

The key to that synchronized, personalized engagement? *It's the data* – specifically, a unified view of each member using data from many internal and external sources. Only RedPoint delivers this robust level of data management to help you know your plan members sooner and better.

### The Next Level of Member Engagement

RedPoint optimizes member engagement by uniquely combining multichannel marketing orchestration with a rich member data platform. That means you have access to all your data, all of the time, across all entities, devices, and channels.

- Extract structured and unstructured data from anywhere.
- Easily analyze and respond to member behaviors and preferences.
- Create the right messaging – any time, any channel.

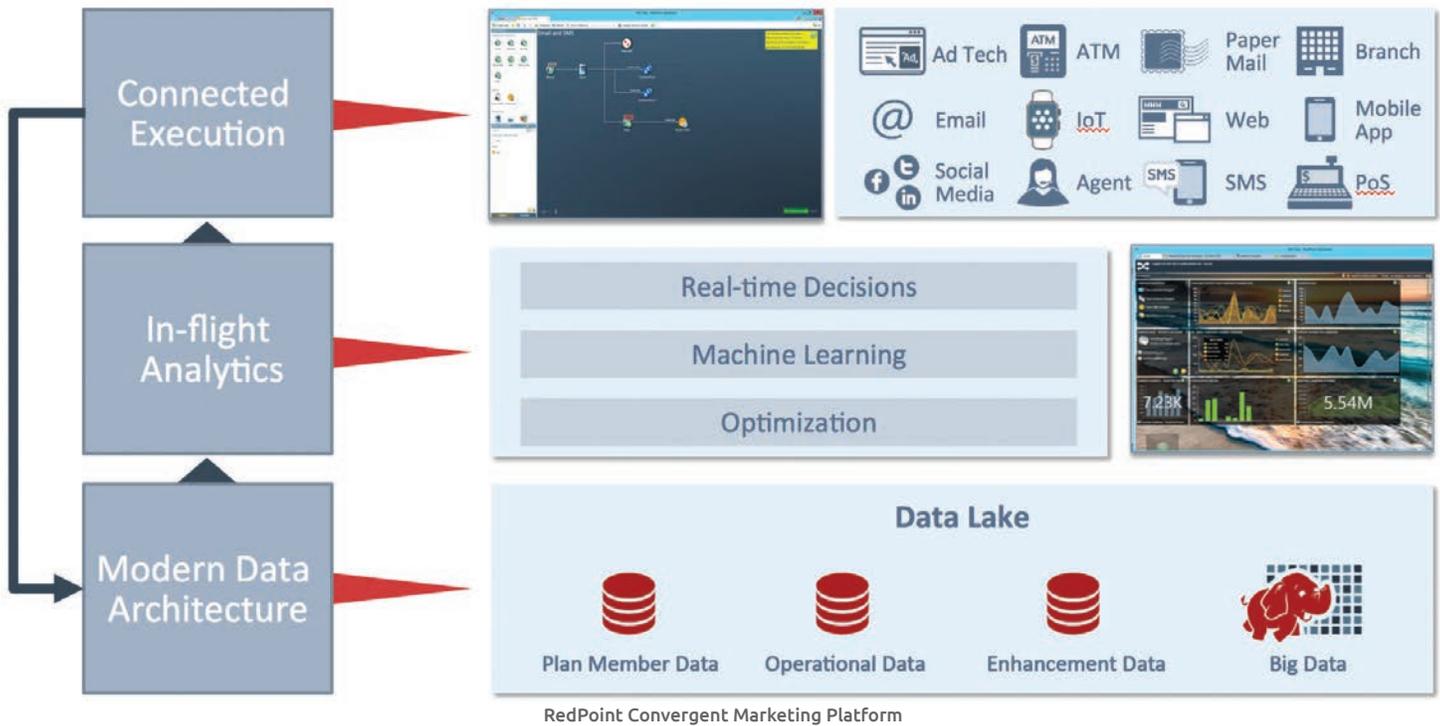
## Enabling Innovations for Better Member Engagement

- **Highly Accessible Data** – You're under pressure to access all of your member data when you need it and how you need it. RedPoint lets you access your internal data *and* any type of external data – from any location, source, or format – without any changes to your existing plan member databases. Use data from consumer-data aggregators, providers, regulators, government agencies, industry sources, and more.
- **Unsurpassed Data Quality** – Given the growing volume and complexity of data, you need smart, automated ways to match, link, and integrate all this data at scale – and that's RedPoint's strength. Maybe that's why we're ranked No. 1 by Gartner for data quality and data integration.
- **Unified Consumer/Member Profiles** – RedPoint gives you progressive, unified views of your members. Across any number of internal and external data sources, RedPoint establishes a *golden record* that persists over time to uniquely and dynamically identify your members. And the better you know your plan member, the more confidently you can automate responses and interactions based on member behavior, life events, family-status changes, preferences, or other information in your system.

## Make Plan Member Engagement a Strategic Advantage

Many of today's consumers – especially Millennials – are always-on, accessing the web and countless applications from multiple locations and devices at all hours of the day. Others prefer traditional channels at selective times of day. RedPoint helps you orchestrate all of your member messaging — inbound and outbound, print and digital, across all channels — seamlessly, simultaneously, and consistently. More importantly, we can do this with the rigor that your healthcare organization needs to meet HIPAA compliance while reducing your costs.

- **Built for Member Engagement** – Orchestrate messages and next-best-actions across member-preferred channels for a better experience for prospects, patients, and members. You can design and execute a full range of multichannel campaigns from individual promotions to triggered, multi-step member journeys.



- **Advanced Marketing Ecosystem** – RedPoint’s open architecture means you can access all the channels you need – email, SMS, mobile application push, social networks, call centers, and more. Deliver *contextually relevant* messages with fewer touches and lower costs.
- **In-Flight Analytics** – RedPoint’s analytics help you create effective, individualized experiences – and make real-time adjustments. Whether you’re micro-segmenting your member base, leveraging predictive models to generate next-best-action, or making use of optimizations to deliver the right message through the right channel at the right time, RedPoint makes it happen.

you close this gap with an innovative platform to communicate appropriately across *all* channels using a future-proof architecture that scales with your business. Only RedPoint offers:

- **Agile and Open Architecture** – RedPoint’s open architecture easily accommodates a variety of databases, social media channels, email providers, analytic tools and models, and BI and reporting tools. You get to work within a single ecosystem encompassing marketing, coordinated care, and connected health.
- **Multitenancy** – RedPoint’s platform is designed as a multi-tenant system to combine the efficiency of shared resources with the flexibility and security to drive multiple enterprises, business units, product lines, brands and/or geographies.
- **Scalability** – Our technology scales to meet the most demanding healthcare organization business volumes, including the accelerated needs of peak season member engagement. With a single point of execution across all marketing activities and channels, RedPoint improves staff productivity and reduces the cost of siloed marketing operations.

## Smart, Efficient Communication – on Each Plan Member’s Terms

Member expectations are changing, creating a large gap between their preferences and your ability to respond. RedPoint helps

### About RedPoint Global Inc.

RedPoint Global optimizes plan member engagement by providing a platform for intelligent and timely orchestration of data, insights, and action. RedPoint’s plan member engagement platform provides a unified view of your members, determines the best decision on next actions to take, and orchestrates member interaction across all channels. RedPoint’s plan member engagement platform drives more revenue while optimizing the spend on interactions. For more information please visit [www.redpoint.net](http://www.redpoint.net) or email [contact.us@redpoint.net](mailto:contact.us@redpoint.net).

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