

PERSONALIZING PATIENT INTERACTION

Case Study | Customer Engagement Platform

OPTIMIZED PATIENT INTERACTIONS WITH BEHAVIOR AND TREND ANALYSIS

Mastech InfoTrellis worked with a leading Healthcare Provider from North America to make effective use of their data to optimize their patient interaction and helped them discover new trends in patient behavior. With a unified data platform for information on patient history, health ailments, family records, and testing results to build a complete customer profile Mastech InfoTrellis helped the healthcare provider create personalized, multi-channel campaigns, as well as real-time marketing offers and dynamic content at their digital points of patient interaction. This resulted in more customers and a higher retention for wellness programs.

THE BUSINESS CHALLENGE

Real-time access to personalized patient information proved to be a major challenge for this healthcare provider in optimizing the rollout of new marketing programs. Not being able to update and access newer sources of data, especially during the outbreak of the Covid-19 pandemic, the healthcare provider was unable to update personalized patient information from new sources and enhance the patient interaction experience. It was time-consuming to provide all the relevant marketing information to their customer and act promptly on it, especially during critical moments of patient interaction. Patient experience was greatly affected as the entire interaction process was time-consuming and came across as impersonal, which was detrimental to the rollout of new marketing programs. Without running analytics and drawing insights from continuous integration, the staff productivity significantly decreased with manual processes, legacy technology, and limited data visibility. There was an urgent need to re-activate elective procedures post Covid-19, decrease the time taken to market new programs, and simultaneously decrease the cost of customer acquisition.

THE SOLUTION

Mastech InfoTrellis worked with the IT and business teams of the healthcare provider to develop and implement a complete Customer Engagement Platform solution. This solution enabled them to personalize patient interaction and provide real-time information for marketing new programs. The healthcare provider now uses the Customer Engagement Platform as a single repository for patient information and leverages it to create personalized, multi-channel marketing programs in real-time by ingestion of new data sources to increase their analytics capability on patient information. With access to real-time patient information, the healthcare provider was able to discover significant trends in patient behavior and provided relevant information through their marketing programs. Moreover, the client was able to launch new patient wellness programs, create retention programs, and re-activate elective procedures faster post Covid-19, with a decreased cost of acquisition.

THE OUTCOME

BENEFITS

- Faster access and more accurate evaluation of patient information
- Creation of new wellness programs in a cost-effective manner for better patient interaction
- Enhancement of patient interaction and overall patient experience

RESULTS

- Decrease in the time to market for new marketing programs
- Increase in the number of elective procedures, especially in the aftermath of the Covid-19 pandemic
- Increase in customer retention programs with a lower cost of customer acquisition