

GUIDEWELL Connect

RedPoint Global Helps GuideWell Connect and Its Clients Tailor Solutions for Reaching Customers, Increasing Engagement, and Leading Innovation in Consumer-driven Healthcare.

Overview

GuideWell Connect, a pioneering marketing services organization helping to lead innovation in consumer-driven healthcare, needed new infrastructure to support a rapidly-growing base of healthcare insurers, providers, and other clients across the nation. *RedPoint Global's platform provides that foundation, serving as the center of its data-driven marketing infrastructure.*

GuideWell Connect currently executes over 600 multi-channel marketing campaigns annually. RedPoint's powerful automation capabilities make it easy to create and execute even more campaigns, while supporting the accelerated activity required during peak open enrollment seasons.

RedPoint's robust multitenancy capabilities allow GuideWell Connect to onboard new clients quickly, securely, and easily. This enables GuideWell Connect to confidently extend its advanced consumer marketing expertise to any payer, provider, or other healthcare organization – even if open enrollment is right around the corner. Meanwhile, the RedPoint platform can help GuideWell strengthen member engagement for all of its clients, while improving resource utilization year round.

RedPoint also enables GuideWell Connect to easily integrate social, mobile, and other channels at will, reaching new customers where and when they want to be reached, while maintaining consistency with strict HIPAA regulations. Meanwhile, RedPoint's robust, easy-to-use campaign development features give GuideWell unprecedented flexibility in building targeted, coherent multichannel campaigns – supporting GuideWell's strategy of engaging members as *modern, empowered consumers*, not just insurance policyholders.

Background

GuideWell and its family of forward-thinking companies are at the forefront of transforming healthcare, empowering people to take charge of their health, promoting better experiences and better outcomes for both individuals and their communities. GuideWell's companies include GuideWell Connect, RedPoint's partner: an award-winning sales, marketing, and engagement company that helps clients succeed in the consumer-driven health economy by connecting them to the right individuals through the right channels at the right time.

GUIDEWELL OBJECTIVES

- Accelerate onboarding of new clients, even just before peak open admission season.
- Quickly integrate new channels to reach consumers with relevant information where and when they want to be reached.
- Simplify the delivery of complex multichannel marketing programs to recruit customers and improve member engagement.
- Improve campaign management efficiency through automation.

GUIDEWELL RESULTS

- Savings associated with RedPoint's platform, related tools, and supporting professional services expected to average 30 percent per year.
- Onboarding cost savings 50-60 percent lower than previous platform (while reducing time to onboard).
- Incremental marketing operations costs (team growth) reduced by 25 percent per tenant.
- Direct cost savings through greater flexibility in choosing email service providers.
- Easier delivery of complex campaigns to build engagement, improve health outcomes, and potentially increase reimbursements.

GuideWell Connect's 700+ professionals deliver a full range of marketing agency, production, and creative services on behalf of a growing nationwide portfolio of payers, providers, pharmacies, and other healthcare organizations. This year, it will make approximately one million consumer contacts, and send nearly seven million emails. GuideWell Connect also operates North America's #1 Large Sales Contact Center (as awarded by Benchmark Portal in both 2014 and 2015).

Among GuideWell Connect's many clients is Florida Blue, Florida's largest health plan insurer serving over 4.3 million members through traditional health insurance, PPO and HMO services, retail centers, and primary care clinics.

The Challenges

GuideWell Connect's existing marketing platform couldn't easily support the growth and increased complexity associated with meeting its goals. Its architecture was expensive and inflexible, and it couldn't be scaled across different geographies, business models, and marketing campaign types.

Crucially, according to Mike Taschuk, Director of Marketing Client Operations, "Our technology platform wasn't built to be multi-tenant. It required a full platform implementation for each tenant, and the licensing model put nearly the entire platform cost onto each individual client we onboarded."

Flexible, convenient multitenancy was also crucial because GuideWell Connect must sometimes onboard new clients just before their peak enrollment season, and quickly ramp up to deliver large numbers of campaigns in weeks. "We need to onboard new customers quickly, and manage the process ourselves, so ease of management was essential. And we didn't want a hosted solution where a lot of crucial information would be beyond our control."

GuideWell Connect's clients have widely diverse needs and budgets, and it must support them at all key touchpoints throughout their own customers' lifecycles, from acquisition to engagement to renewal. The effectiveness of GuideWell Connect's communications powerfully impacts its clients' success – and not only in the typical ways common to all businesses.

For instance, healthcare organizations in the Medicare system are paid based on Star ratings, which establish powerful financial incentives for companies to excel in member experience, customer service, client wellness, and managing chronic conditions. More effective and personalized communications is one of the most powerful tools GuideWell Connect and its clients have for increasing these reimbursements.

GuideWell Connect is currently assuming responsibility for all consumer communications on behalf of its client, Florida Blue. This includes 400-500 million additional messages per year: communications to prospects throughout the sales cycle; to 4.3 million current members, and to former members. In addition to this enterprise-scale relationship, GuideWell Connect is serving a growing number of the 35 other "Blues" (independently operated Blue Cross and Blue Shield member companies) outside Florida; as well as large and small healthcare companies not connected to the BCBS system. Exceptional platform scalability is, therefore, critical to GuideWell's ability to support its clients effectively.

To meet its complex needs, GuideWell Connect's decision-makers extensively researched platforms from SAS, Experian, Act-on, Teradata, Adobe, and RedPoint, evaluating each alternate against a detailed scoring spreadsheet of technical and business function requirements. "RedPoint's out-of-the box capabilities achieved a very high score: 89 percent out of 100 percent," said Taschuk.

"The key for us is deploying next-generation capabilities utilizing the best tools and talent in support of our health plan and provider clients across the country. RedPoint gives us the ability to economically deliver our integrated, data-driven marketing services at scale, along with the client customization and consumer personalization that are must-haves for success and profitability today."

Craig Thomas, President, GuideWell Connect

Beyond multitenancy and scalability, RedPoint also scored high due to its built-in support for SMS; its unsurpassed flexibility in integrating new and emerging channels of all kinds; its powerful, easy-to-use automated campaign triggers; its comprehensive customization capabilities for both campaigns and client relationships; and its overall value. Building on the strengths of its technology, says Taschuk, "RedPoint demonstrated exceptional flexibility and a strong 'partner' ethic throughout our entire sales, contracting, and proof-of-concept processes."

The Solution

Based on its detailed comparisons and experiences with RedPoint's team, GuideWell Connect adopted RedPoint's platform as its enterprise hub for all messaging, campaign management, and campaign orchestration across the entire customer lifecycle: acquisition, onboarding, member engagement, and retention / renewal.

As a result, RedPoint is now central to delivering GuideWell Connect's end-to-end sales, marketing, and member engagement solutions for driving success and profitability in the consumer-driven health care economy. Today, GuideWell Connect is building RedPoint-enabled solutions around cost of sale, risk adjustment, care and disease management, quality, utilization optimization, and other key economic drivers.

Implementation of the RedPoint platform proved smooth and rapid. "Two things pleased us most of all," says Taschuk: "the quality and dedication of RedPoint's support team, and the architectural simplicity of the platform and its integration with our marketing databases."

From the outset, GuideWell Connect has relied on RedPoint to manage current channels including email, direct mail, and outbound calling through GuideWell's large call centers. "Drawing on their business knowledge and experience, our campaign specialists found it very straightforward to set up campaigns in RedPoint. The very first day we implemented RedPoint, within a couple of hours, we were already building targeted email campaigns. One thing we quickly discovered: just how robust RedPoint's email testing features are. You type in an email address, click test, and within 30 seconds you can see the results."

Just as straightforward is RedPoint's ability to integrate with hundreds of execution channels, databases and applications. The RedPoint platform's open architecture gives GuideWell Connect the option to use lower-cost email service providers to meet diverse requirements for serving prospects and members, and engaging patients.

As email communications to members are subject to HIPAA's rules for protecting member privacy, they must often be sent via a specialized email service provider that supports end-to-end encryption, and is willing to sign a Business Associate Agreement (BAA) accepting liability for HIPAA data security breaches. Emails sent through these providers can cost up to 20 times as much as conventional emails. Using RedPoint, however, it's easy for GuideWell Connect to build campaigns which use lower cost providers for messages that aren't subject to HIPAA rules. For the first time, it's easy to choose ESPs based on business needs, leverage each ESP's strengths, and even use multiple ESPs within the same campaign.

Implementing RedPoint's platform will also help GuideWell Connect drive more value from its award-winning call centers. First, the company will use direct mail, email, and potentially SMS as channels to drive more inbound sales calls. Second, RedPoint will serve as a central hub for generating chase lists for outbound member engagement calls, and for generating centralized member engagement data. Using RedPoint's multichannel tools, GuideWell Connect will also support outbound calls with preceding and follow-up communications through other channels, significantly improving campaign performance.

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According to Taschuk, “RedPoint enables us to create complex communications through different channels, timed and triggered to enhance each other. For example, with campaigns intended to get members over 65 to make initial or recurring annual appointments, or to encourage members with chronic conditions to participate in proactive treatment programs, our primary channel may be an outbound call. Typically, these outbound calls have a higher success rate if they are preceded by a properly-timed email or direct mail piece. We need to forward these outbound calls to our CRM system for queuing with agents, carefully timed to delivery of these earlier messages. We then need to trigger follow-up emails or direct mail for second or third touches if our initial call doesn’t reach the member. For those who do set up appointments through our call center, we’ll want to trigger appointment reminders. We did some of this manually with our previous platform, but it was difficult. Now that we’ve implemented RedPoint, we can begin to automate most of these tasks.”

RedPoint will also support GuideWell Connect as it rapidly moves beyond traditional channels such as email, direct mail, and telemarketing – reaching consumers wherever they want to be reached. “We plan to get into texting very quickly, primarily for member engagement. This can range from appointment reminders to two-way conversations with engagement call center agents. We also intend to move rapidly into social media, both as a channel and as a lead source. We see great potential for mobile and social in our work with providers and clinics. RedPoint’s exceptional extensibility through a robust set of connectors makes all this possible.”

GuideWell already offers pioneering web-based tools to customers for managing their own health and healthcare finances. RedPoint will interact with and support these and any client’s comparable tools through member engagement campaigns with calls-to-action encouraging their use, and different messaging pathways for those who do and don’t respond.

For many of these scenarios, strict HIPAA rules come into play; GuideWell Connect can’t send purely marketing content to contact addresses provided only for purposes of communication about a member’s individual health needs or policy benefits. RedPoint’s platform will never obviate the need for GuideWell Connect to take great care in its marketing. But its flexible campaign rules and testing capabilities make it easier to build complex automated campaigns that stay in strict compliance – and also to optimize communications with prospects who haven’t yet established a relationship triggering HIPAA. RedPoint will also help streamline and automate the manual reviews and data checking that need to occur to enforce compliance and ensure the same levels of quality that GuideWell Connect now delivers through extensive manual reviews.

As GuideWell Connect increasingly recruits new clients, RedPoint’s sophisticated multitenancy enables GuideWell to provide the right level of security for each internal and external client, and for each individual campaign within a client relationship. RedPoint also improves internal acceptance testing for new clients – validating that each tenant’s data is correct after it’s been migrated and loaded, and that campaigns will work as expected. Finally, RedPoint supports GuideWell Connect in proposing and rapidly experimenting with new strategies for multichannel consumer engagement on its partners’ behalf, based on information generated by its advanced analytical models.

Going forward, Taschuk says, “I expect RedPoint Global, as a partner, to help us lead and catch the wave of new technologies supporting end-to-end, one-on-one consumer and member engagement throughout the life of our relationship with each of our clients.”

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Mike Taschuk, Director, Marketing Client Operations, GuideWell Connect

The Results

GuideWell Connect is seeing substantial direct and indirect savings attributable to its RedPoint deployment. Savings associated with the RedPoint platform, related tools, and supporting professional services are expected to average 30 percent per year over five years. Demonstrating the value of RedPoint's multitenancy, incremental platform costs are estimated at 74 percent less per new tenant; and per-tenant onboarding costs are estimated to drop by 50-60 percent. Even incremental marketing operations costs are expected to be 25 percent less per tenant.

Meanwhile, GuideWell Connect can point to several additional benefits. For example, it is already:

- Accelerating onboarding so it can ramp up campaigns more quickly, especially when open enrollment seasons are coming.
- Improving efficiency and flexibility by utilizing otherwise underutilized staff and technical capacity to promote its retail centers.
- Improving member engagement on behalf of external clients, and across the GuideWell enterprise.

As GuideWell Connect grows to serve more of GuideWell's member companies, it can integrate most or all of GuideWell's consumer messaging under a single RedPoint orchestration layer.

So, for example, Florida Blue's growing number of retail health insurance sales and clinical locations have run their own email campaigns to encourage participation in local wellness or screening events. Using RedPoint, GuideWell Connect can not only handle these campaigns more efficiently; it can integrate sophisticated geolocation data to direct every prospect to their most convenient location, while reflecting complex automated rules about each recipient's plan features and GuideWell's own preferences.

Integrating customer communications through a single orchestration layer provides far greater visibility and control over messaging to each individual, helping any complex enterprise improve satisfaction by avoiding over- or under-communication. It will help the GuideWell enterprise increase profitability by engaging with individual customers based on sophisticated value/cost models, and by consolidating creative and messaging across companies and business functions. Comparable benefits can accrue to any client that chooses GuideWell Connect to integrate its communications via the RedPoint platform.

Here's one more example of the integration benefits that RedPoint makes possible. Florida Blue uses an advanced Revenue Program Management (RPM) system to gather and manage quality and risk related information about members. RPM improves the timeliness and accuracy of members' health care condition information, leading to more accurate coding and more well-coordinated care. Its RPM organization might be developing a potential member communication, while a separate team focused on improving Florida Blue's Medicare Star rating might be planning an overlapping communication.

With the visibility RedPoint can provide, it becomes practical to combine these communications, or to prioritize the message with greater urgency or business value – all while strictly following HIPAA rules about who can and can't receive marketing messages in a given context.

From prospect marketing to member engagement, both the current and planned benefits of GuideWell Connect's RedPoint deployment share a key commonality. They not only drive

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profits and strengthen customer relationships: *they also promote the transition to healthcare consumerism, empowering individuals to make healthier decisions, and making the health-care system more responsive to their unique personal needs.*

"RedPoint helps us bring the full power of our consumer data and predictive analytics to bear for every health care marketing client," says Mark Stryker, GuideWell Connect's Chief Business Development Officer. "Our goal is to increase our clients' effectiveness and profitability, while opening up opportunities for better health outcomes for the consumers we all serve. For us, RedPoint is an integral part of that success." ■

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About RedPoint Global Inc.

RedPoint Global provides market-leading data management and customer engagement technology that empowers organizations to optimize customer value and deliver their brand promise with high contextual relevance across all touchpoints. The RedPoint Customer Engagement Hub™, underpinned by the RedPoint Customer Data Platform™, delivers a unified view of each customer, in-line analytics to determine next-best actions, and intelligent orchestration to personalize engagement across the enterprise. Leading companies of all sizes trust RedPoint Global to power their customer engagement strategy and drive profitable revenue growth.

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