



Get Every Patient on the Right Care Path



As a leader of a health system or provider organization, you know how important it is to personalize engagements with patients in accordance with each patient's individual healthcare journey. To segment based on health condition, close care gaps, provide the right guidance at precisely the right time or manage a treatment plan, it is important to not only recognize that every patient has different needs at different times, but to have the marketing technology to power a personalized experience.

The challenge for providers to meet the expectation for consistent personalized experiences across all engagement channels is that patients communicate across multiple digital and physical channels, making it difficult to compile a consistent, real-time view of a patient in the context of an individual healthcare journey.

62%
of consumers expect online communications to match the in-person experiences they receive in terms of relevance, consistency and outcomes.¹

Redpoint empowers healthcare providers to:

Truly Understand Your Patient

Seamlessly bring clinical and consumer data together from disparate sources to create a unified patient profile that supports patient outreach beyond the EHR. Develop communications based on a single patient view to provide relevant health information and appointment reminders, personalized wellness tips or targeted outreach for specific conditions.

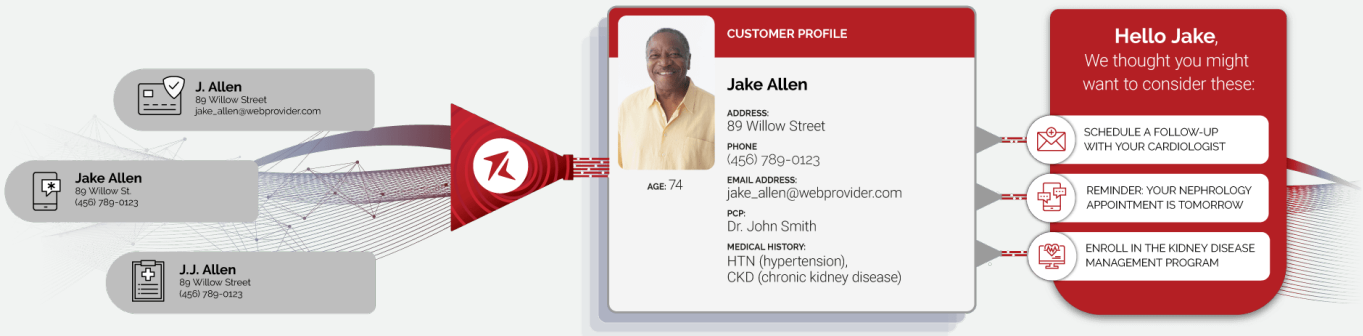
Improve the Health of Patients and Communities

Easily and autonomously segment patient cohorts for targeted value-based programs or specialty procedures that improve health outcomes, patient satisfaction and revenue growth. Use insights to create proactive health campaigns that align with patients' lifestyle and preferences.

Execute Frictionless Patient Journeys

Effortlessly orchestrate and optimize personalized omnichannel campaigns. Engage patients with a relevant interaction at every stage of their journey to enable better care management and optimize costs.

Redpoint: A Different Kind of CDP



Unified Patient Profile

Seamlessly integrate all patient and user data to build an accurate real-time 360°-profile based on superior matching, precise data quality, smart merging and consistent profile unification.

Self-Serve Segmentation

Easily tap into all available clinical and consumer data with a transparent, user-friendly, GenAI-powered interface. Create, visualize and test audiences without writing a single line of code for insights that can support any business or patient experience objective.

Engagement Orchestration

Use a single interface to feed all campaigns with accurate and actionable data. Personalize communication at scale and orchestrate frictionless omnichannel journeys that increase patient engagement, driving revenue and better health outcomes.

Real-Time Interactions










Tune in to patient signals harnessing real-time event-driven interactions. Promptly help patients navigate through the care journey by creating meaningful experiences at every touchpoint and drive superior results.

Ultimate Data and Tech Stack Flexibility

The most complete, composable and HIPAA compliant CDP—fits in any tech stack or cloud environment and supports any AI approach with zero-copy data. Future proof with easy and scalable configuration so you can rapidly respond to business changes or grow your use cases.

For more on how the Redpoint CDP helps healthcare organizations deliver on patient expectations for a personalized, omnichannel customer experience, visit the [Redpoint for Providers page](#) or follow [Redpoint for Healthcare on LinkedIn](#). To see how the Redpoint CDP can solve your company's unique business challenges and improve outcomes, [schedule a demo consultation](#).

Key Use Cases

-  New Patient Acquisition
-  Appointment Optimization
-  Prevention & Wellness
-  Chronic Care Management
-  Care Transition
-  Care Gap Closure
-  Patient Portal/ App Adoption
-  Patient Retention
-  NPS and Satisfaction Surveys

¹ Dynata & Redpoint, Healthcare Consumer Perspectives on Digital Engagement and AI, 2023



To learn more, visit www.redpointglobal.com

US Headquarters: Wellesley, MA | Tel: +1 781 725 0250
EMEA Headquarters: London, UK | Tel: +44 (0)20 3948 8170

© 2024 Redpoint Global Inc. All rights reserved. Redpoint, the Redpoint logo, and all Redpoint product names are trademarks of Redpoint Global Inc. All other trademarks are the property of their respective owners.