CASE STUDY

Health Plan Empowers Marketers to Orchestrate Personalized Member Journeys

The Redpoint CDP

Why

A Fortune 20 healthcare payer and a pharmacy benefits company abandoned a homegrown customer data platform (CDP) effort due to time and resource demands, knowing it would detract from keeping pace with its members.

They pivoted to finding a CDP that can solve several challenges, among which:

- Heavy reliance on IT to pull segments for campaigns and to build email templates, in each case taking weeks

- Static segments that failed to account for customers dynamically qualifying for a new or different campaign at the time of execution

- A limited ability to orchestrate a member journey, such as updating content based on real-time behaviors

- A lack of enterprise rules for audiences, exacerbated by a large, siloed MarTech stack assembled through acquisition over time

What

The healthcare payer and PBM organization selected the Redpoint CDP for its superior data management, segmentation and journey orchestration capabilities based on a 90-day POC. The pilot solidified results in streamlining audience segmentation, campaign management and engagement.

The Redpoint CDP provided:

- One platform to centralize all data in a unified, real-time member profile

- A single point of control to manage point solutions, including CMS and inbound and outbound channels

- Razor-sharp member targeting powered by no-code dynamic segmentation

- Closed feedback loop for personalization based on individual campaign response

- Flexibility in deployment and no-compromise compliance

Wow

Within three months, the payer achieved significant boost in risk self-assessment, collecting insights to power real-time decisions and interactions and promote the most relevant third-party care or wellness program.

The Redpoint CDP drives results through:

- **Cutting campaign time** from creation to execution by 50%+

- **Centralized and simplified campaign orchestration**, with speed-to-value in building audiences and campaigns

- **Real-time unified member profile**, managed by user roles and permissions, keeping necessary data separate

- **Automated data aggregation** from all sources and data types, including PHI/PII, medical claims, prescription, payment, SDoH, engagement, etc.

- **A business-user friendly UI** empowering marketing independence from IT

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