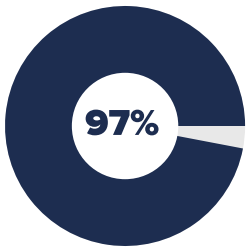# FROM DATA SILOS TO ACTIONABLE INSIGHTS
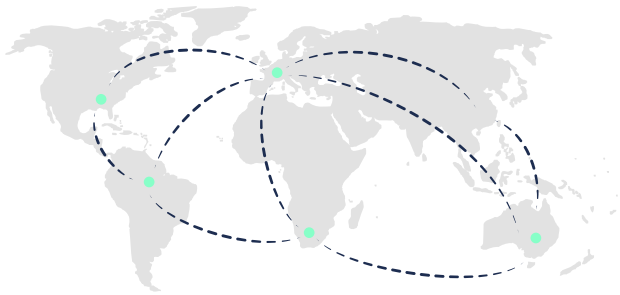
How healthcare providers can activate their data to personalize engagement, enhance the patient experience, and improve outcomes

WASTED

97%

U.S. hospitals generate **50+ petabytes** of data yearly. 97% goes unused.

UNDERUTILIZED

Healthcare holds **30% of the world's data.** Yet, it's barely used.

GAPS

57%

93% of healthcare leaders say quality data across workflows is essential. Only 57% use it to make decisions.

Data activation helps provider leaders answer

- Where is John on his care journey?
- What are John's needs, risks, and behaviors beyond his clinical records?
- What is John's go-to way to communicate?
- What's getting in the way of John staying engaged?

THE PATIENT360 DATA ACTIVATION FRAMEWORK

Transforming raw clinical and digital data into a personalized patient experience isn't easy. However, with the right strategy and proper data preparation, it's entirely achievable.

1 Set Clear KPIs
Define valuable use cases and set clear engagement goals that match your organization's objectives

2 Perform Data Audit
Verify you have data from EHRs, engagement channels, and others to get insights for selected use cases

3 Create a Marketing Patient Profile
Break down data silos by integrating data from the systems identified in your data audit

4 Segment Patients
Granularly segment patients by behaviors, preferences, and health conditions to create more personalized interactions

5 Personalize to a Segment of One
Use smart assets and predictive AI to create hyper-personalized outreach and care plans

6 Engage and Activate Patients
Orchestrate personalized omnichannel interactions based on the individual care journey

7 Refine and Scale
Keep track of engagement efforts, refine strategies, and apply what works across the business

PATIENT360

Improve patient outcomes

Streamline operations

Comply with regulations

Achieve ROI for your data infrastructure

SOFTSERVE AND REDPOINT GLOBAL HELP HEALTHCARE PROVIDERS:

Identify silos, improve inefficiencies, and make data readily available

Deliver personalized engagement, aligned with patient journeys

Offer the tools and expertise to create engagement strategies

Start with the simple, seven-step approach to activate your data. This approach is built on years of experience working with leading healthcare organizations like yours.

GET THE EBOOK

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