

HYPER- PERSONALIZATION IN HEALTHCARE WITH SITECORE

Hyper-personalization goes beyond traditional methods by using real-time data, predictive analytics, and contextual insights to deliver highly individualized experiences. Whether you are a healthcare provider (HCP), payer organization, or life sciences organization, the ability to tailor treatments, communications, and services to meet the unique needs of each patient or customer is essential. Hyper-personalization significantly improves patient outcomes, customer satisfaction, and engagement.

With advanced technologies:

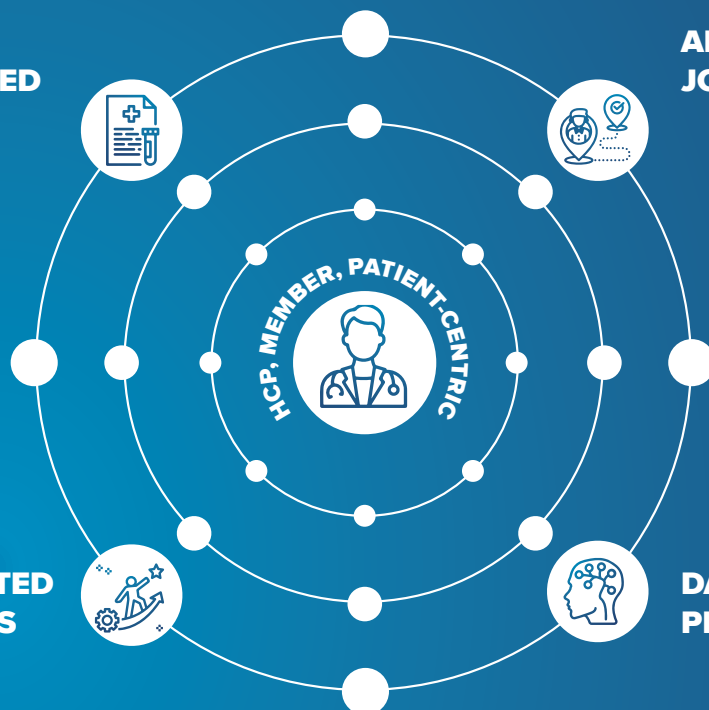
- Providers can offer more personalized care plans
- Payers can engage members with tailored wellness programs
- Pharma and medtech can offer personalized information to HCPs or tailored medication support to patients

**HIGHLY
PERSONALIZED**

**ADAPTIVE
JOURNEY**

**ORCHESTRATED
EXPERIENCES**

**DATA-DRIVEN
PROCESS**



In this solution brief:



Learn what hyper-personalization is and why it's crucial for improving member and patient care and satisfaction.



See how hyper-personalization improves customer engagement, reduces costs, accelerates decision-making, improves health outcomes, and drives revenue growth.



Get practical solutions for addressing data privacy, technical integration, and regulatory considerations.



Discover how to use Sitecore's powerful features to personalize user experiences, treatment plans, therapy support, and device training.



Learn SoftServe's strategies for data integration, advanced analytics, and continuous improvement to achieve effective hyper-personalization.



HYPER-PERSONALIZATION FOR PAYERS

Hyper-personalization is the ability to use real-time data and advanced analytics to tailor health plan offerings, communications, and care management strategies to the unique needs and preferences of each member. Interactions are highly relevant and effective, enhancing member satisfaction, engagement, and health outcomes.

CHALLENGES

- **Data privacy and security:** Ensuring compliance with HIPAA and other regulations while managing sensitive member data.
- **Data integration:** Combining data from various sources like claims and health records.
- **Scalability:** Implementing personalized experiences for a large member base without compromising quality.
- **Ethical considerations:** Balancing personalization with ethical concerns around data use and member consent.

KEY ELEMENTS

- **Claims data integration:** Uses real-time claims data to understand needs and predict healthcare use.
- **Risk stratification:** Employs predictive analytics to find high-risk members and tailor interventions.
- **Member engagement:** Considers member demographics, health status, and preferences to deliver personalized wellness programs and preventive care.
- **Customized communication:** Sends targeted messages that address concerns and promote engagement with health plan resources.



HYPER-PERSONALIZATION FOR PROVIDERS

Hyper-personalization for providers uses real-time clinical data and advanced analytics to tailor treatments, patient communications, and care plans in a more coordinated patient-centered approach to meet the unique needs and preferences of each patient. The interactions are highly relevant and effective, improving patient outcomes, medication and care plan adherence, and overall satisfaction.

CHALLENGES

- **Clinical workflow integration:** Incorporating personalized data into existing clinical workflows without disrupting care delivery.
- **Interoperability:** Ensuring seamless data exchange between healthcare systems and platforms.
- **Resource allocation:** Balancing personalized care with available resources.
- **Ethical considerations:** Confirming patient consent and ethical use of personalized data in all communication and treatment plans.

KEY ELEMENTS

- **Clinical data:** Uses real-time clinical data to inform treatment plans and care pathways.
- **Patient risk assessment:** Uses predictive analytics to identify patients at risk of adverse outcomes and intervene proactively.
- **Contextual care delivery:** Considers the patient's medical history, social determinants of health, and current health status to provide holistic care.
- **Patient-centric communication:** Customizes communication to align with patient preferences.

HYPER-PERSONALIZATION FOR PHARMA



Hyper-personalization in pharma uses real-time data and advanced analytics to tailor clinical trials, customize engagement with HCPs, and deliver patient support programs to meet the unique needs of each patient. Interactions are highly relevant and effective, improving patient recruitment and retention in clinical trials and increasing HCPs' interest in and adoption of new products and therapies.

CHALLENGES

- **Regulatory compliance:** Navigating complex regulatory requirements for personalized engagement and communications.
- **Data quality:** Ensuring the accuracy and reliability of data to guide customer interactions.
- **Integration:** Incorporating personalized data into HCP and patient engagement workflows.
- **Ethical considerations:** Addressing ethical concerns around using personalized patient data to guide communication approaches.

KEY ELEMENTS

- **Real-time interactions:** Delivers personalized content and experiences in real time, ensuring that HCPs and patients receive the most relevant information at the right moment.
- **Clinical trial optimization:** With insight into HCP and patient interactions, pharma companies can improve trial participant recruitment and engagement.
- **HCP and patient segmentation:** By analyzing HCP and patient interactions, pharma companies gain valuable insights into market trends, preferences, and challenges.
- **Educational outreach:** Provides personalized educational materials to HCPs to improve engagement with new products and therapies, and support to patients to improve medication adherence.



HYPER-PERSONALIZATION FOR MEDTECH

Hyper-personalization in medtech uses real-time data and advanced analytics to tailor customer interactions and support services to the unique needs and preferences of each user. Interactions are highly relevant and effective, improving customer satisfaction, strengthening HCP relationships, and driving product adoption.

CHALLENGES

- **Device integration:** Making sure that personalized data from medical devices can be integrated with other customer data to provide a more comprehensive patient experience.
- **Data quality:** If the data used for personalization is inaccurate or incomplete, it can lead to irrelevant or even harmful recommendations.
- **Data security:** Ensuring compliance with industry regulations, such as HIPAA and GDPR, by having a secure and compliant platform for storing and managing patient data.
- **Regulatory hurdles:** Confirming that data is collected, stored, and used ethically and securely is essential for building trust with customers.

KEY ELEMENTS

- **Device data integration:** Sitecore can be integrated with medical devices and other systems to provide a more comprehensive patient experience and enable real-time data analysis.
- **Predictive analytics:** Uses predictive analytics to anticipate a patient's adherence to using the device or any other patient-related challenges.
- **User context awareness:** Creates personalized portals for providers, and offers easy access to patient information, educational resources, and product updates.
- **Personalized user support:** Offers tailored support and communication to users.



SITECORE'S ROLE

Sitecore's products enable hyper-personalization across the healthcare ecosystem, empowering providers, payers, pharma, and medtech organizations to deliver tailored, meaningful experiences to patients, members, HCPs, brokers, and other customers. Features and capabilities include:

1. Sitecore CDP (Customer Data Platform)

Organizations can centralize and manage patient, member, or customer data from different touchpoints. Provides a unified view of each person, such as a patient's medical history, a member's healthcare plan preferences, or a medtech customer's product interactions.

2. Predictive analytics and AI-Driven insights

Using AI and machine learning (ML), Sitecore generates actionable insights from data, and organizations can predict behaviors and needs in advance.

3. Sitecore Personalize

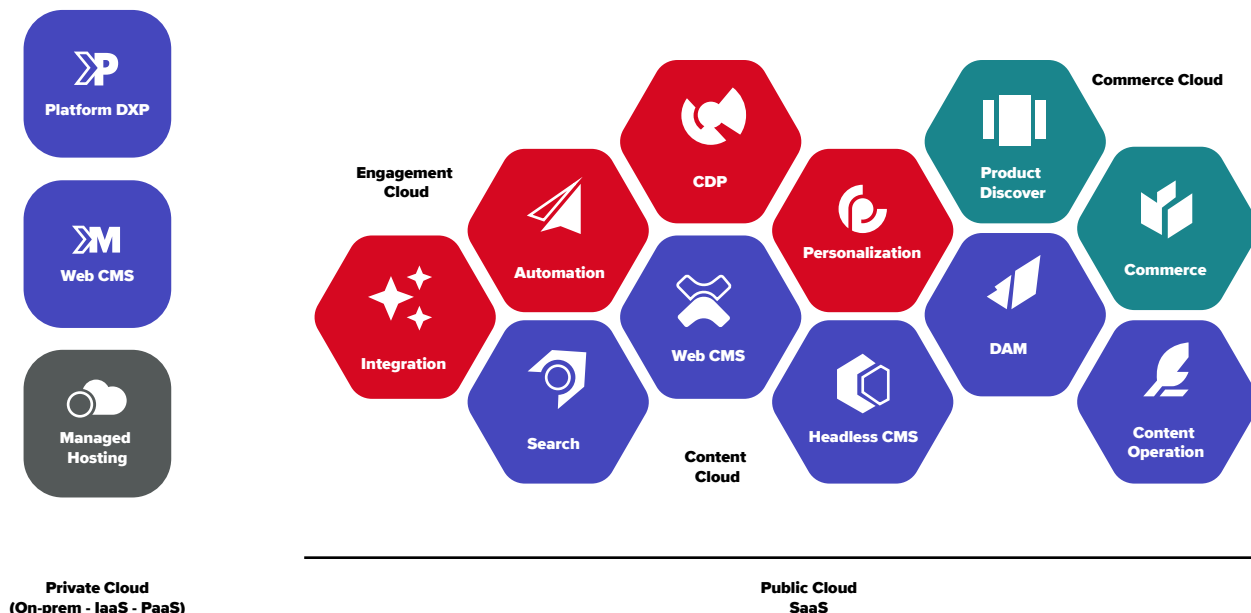
Tailors every interaction based on individual profiles, for example, delivering customized care journeys for HCPs or recommending product-specific content for medtech customers.

4. Sitecore XM Cloud

Organizations can create, manage, and scale personalized content across multiple channels, including websites, mobile apps, and social media.

5. Sitecore Send

Automates personalized communication campaigns through email, SMS, and other channels. Organizations can engage with their audience at the right time, with the right message.



SOFTSERVE'S APPROACH

SoftServe's approach has been refined through years of experience working across multiple segments — providers, payers, pharma, and medtech. Using the full power of Sitecore, we help healthcare and life sciences organizations integrate data, deploy advanced analytics, and create personalized communication strategies to enhance engagement, streamline operations, and improve patient or customer outcomes.

1. Conversion rate optimization (CRO) analysis

We start with an in-depth CRO analysis workshop, where we uncover the points where user engagement drops and provide quantitative measures of the potential impact on the business. We forecast the effectiveness of personalization strategies, offering insights into potential improvements in conversion rates, anticipated outcomes, and projected ROI.

2. Customer data strategy and integration

A well-defined data acquisition strategy ensures that the right data is captured and used to inform personalized experiences. Once this foundation is in place, Sitecore's powerful Customer Data Platform (CDP) supports sophisticated data acquisition and management strategies. Organizations can create micro-segmented audience groups, bringing them closer to personalization at the segment-of-one level.

3. Channel effectiveness and persona targeting

We start by analyzing existing channels to learn how effectively each one engages your patients, members, or customers. Through in-depth data analysis and persona targeting, we identify which channels work best for each segment. We then map out personalized, cross-channel journeys.

4. Advanced analytics and personalized journey

We create micro-segmented audiences that allow for more precise targeting — almost at a segment-of-one level. We anticipate the needs of their patients, members, or customers. Our AI-driven approach identifies audience segments and recommends the best next action for each person, based on their previous interactions. Furthermore, we map out omnichannel journeys that ensure a personalized experience across platforms.

5. Choose the right Sitecore product stack

We help choose between a composable architecture and a monolithic solution, ensuring the best fit:

- **Composable architecture** offers unparalleled flexibility, allowing organizations to select only the specific components of the Sitecore stack they need. This modular approach enables faster implementation and scalability, so organizations can adapt quickly as needs evolve. It also ensures that each piece of the technology stack works seamlessly with existing systems, providing a tailor-made solution that supports rapid growth and innovation.
- **Monolithic solution** offers an all-in-one platform where personalization, content management, and analytics are fully integrated.

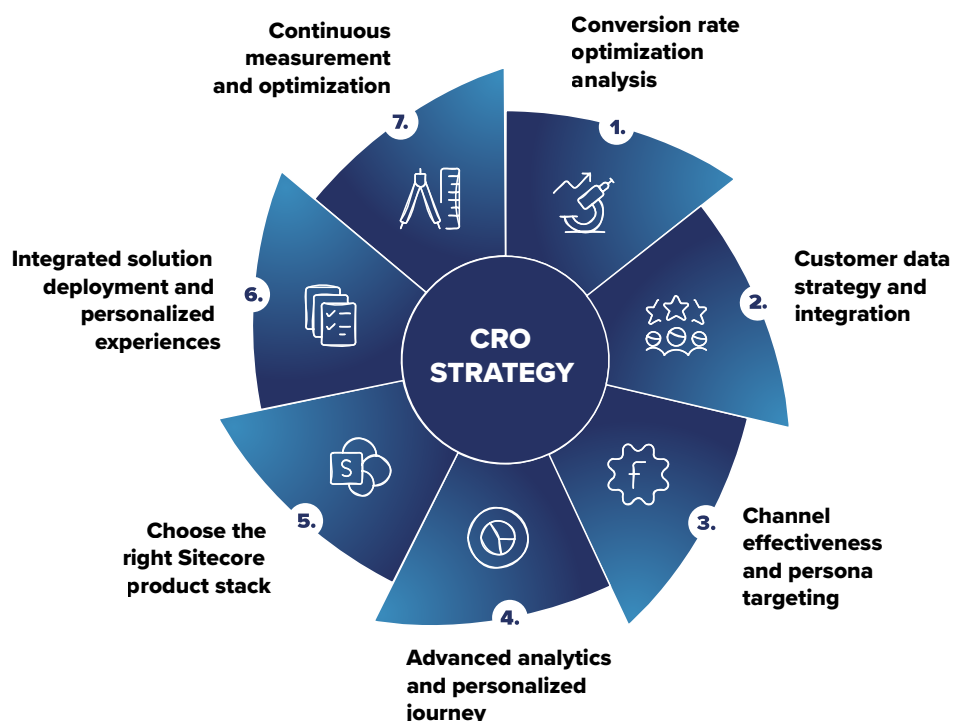
SoftServe evaluates the benefits of each approach, guiding you toward the solution that will deliver the best outcomes. We also ensure that every technology solution is HIPAA-compliant and adheres to other regulations such as GDPR.

6. Integrated solution deployment and personalized experiences

Once the ideal Sitecore product stack is chosen, we work to ensure a smooth implementation. Our team integrates Sitecore technology into existing systems and workflows, ensuring everything operates harmoniously. Each component supports hyper-personalization efforts and ensures strict adherence to HIPAA and GDPR regulations.

7. Continuous measurement and optimization

With Sitecore's robust analytics and testing tools, we track performance, gather insights, and continuously improve efforts across all touchpoints. Optimization ensures that each personalized experience resonates with your audience and drives outcomes. We integrate advanced A/B testing and multivariate testing capabilities into the process. We also continuously monitor conversion rates, engagement levels, and user satisfaction. Using these insights, we refine your strategy over time.



SOFTSERVE'S APPROACH

With our deep expertise in healthcare and life sciences and our partnership with Sitecore, we'll support you in your hyper-personalization journey. Here's how we stand out:

- SoftServe puts people first and enhances consumer experiences and outcomes
- Deep understanding of this sector, backed by HIPAA and ISO domain-specific certifications
- Our pool of certified experts has a thorough grasp of the partner ecosystem
- Certified technologist to extend and accelerate existing team effort, using best practices and smart AI/ML approaches
- With skills and capabilities across data, AI, and the cloud, we deliver the most appropriate digital health solution
- 83.1 net promoter score (NPS) for healthcare and life sciences projects
- 90% customer retention (many for more than 20 years)
- 1,500+ certified healthcare consultants and technologists
- Served more than 70+ clients across payer, provider, health tech, and life sciences

Start personalizing your experiences today! Learn about the four elements needed for hyper-personalization and the potential they can unlock in your healthcare or life science organization.

HEALTHCARE EBOOK

LIFE SCIENCES EBOOK

SoftServe is a premier IT consulting and digital services provider. We expand the horizon of new technologies to solve today's complex business challenges and achieve meaningful outcomes for our clients. Our boundless curiosity drives us to explore and reimagine the art of the possible. Clients confidently rely on SoftServe to architect and execute mature and innovative capabilities, such as digital engineering, data and analytics, cloud, and AI/ML.

Our global reputation is gained from more than 30 years of experience delivering superior digital solutions at exceptional speed by top-tier engineering talent to enterprise industries, including high tech, financial services, healthcare, life sciences, retail, energy, and manufacturing. Visit our [website](#), [blog](#), [LinkedIn](#), [Facebook](#), and [X \(Twitter\)](#) pages for more information.

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