CASE STUDY

How a leading CIN leveraged Innovaccer's Patient CRM solution to drive patient acquisition and redefine its market engagement strategy

Executive summary

A leading clinically integrated network providing care since 1998—consisting of more than 3,600 healthcare providers, more than 200,000 patients, and 36 hospitals—sought to gain new customers, close care gaps, and revive its declining service line revenue across multiple practices. The health network lost 14% of its revenue in one quarter due to growing competition in the region and needed to take action quickly.
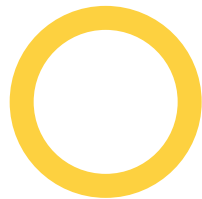
5%
growth through patient acquisition

23%
improvement in customer ratings

33%
boost in patient appointments

innovaccer

Challenges

- Without a centralized repository of health data that accounted for SDoH, behavioral health, clinical outcomes, and more, the health network struggled to segment an ideal audience for outreach and marketing campaigns.

- The network was unable to tie campaign impact to downstream ROI and struggled to optimize the content, channel, frequency and timing of outreach efforts.

- Lacking a consolidated, data-driven platform and advanced analytics, the network struggled to track its service line performance.

innovaccer

The network needed an intelligent patient engagement solution to improve the patient experience and outcomes.
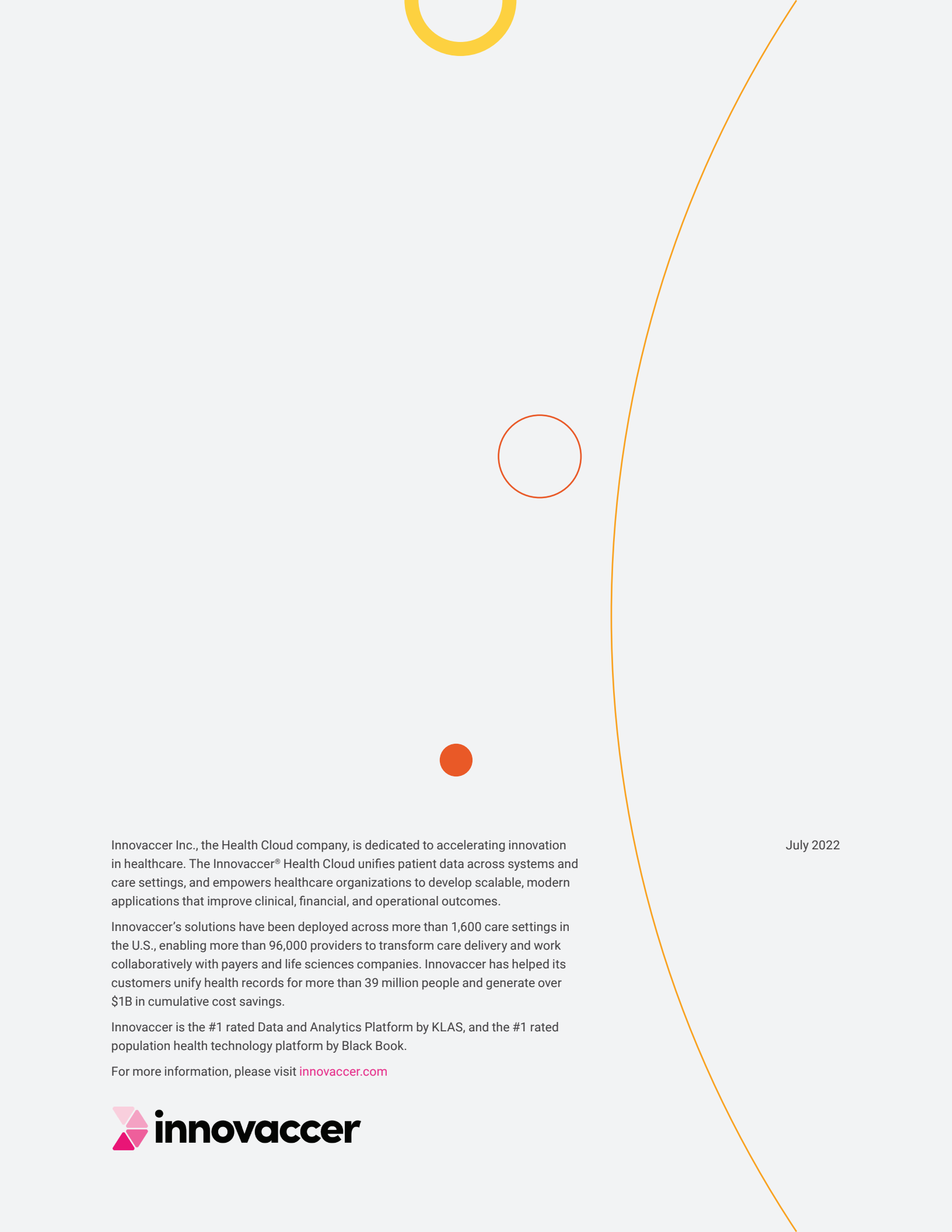
The solution

Innovaccer partnered with the health network to redefine its marketing engagement strategy and address the technology gaps. With the Patient CRM engagement module on the Innovaccer Health Cloud, they were able to deploy strategies tailored for each patient segment and replace its mass marketing strategy with intelligent precision marketing throughout patient healthcare journeys by:

Enabling End-to-end Healthcare Data Integration on top of existing digital marketing solutions, adding a non-intrusive layer of intelligence for precision marketing campaigns.

Allowing a 360-degree View of Patient Profiles with our persona-modeling algorithms that aggregate millions of data points from various sources and deliver actionable insights for maximum engagement.

Facilitating Omnichannel Outreach to Accelerate Patient Acquisition: email, text, voice-call, letters based on patient preferences.

Tracking Campaign ROI and Service Line Performance: With over 800 measures to track the network's performance, downstream ROI, and health outcomes in near real-time, they were able to make data-driven decisions on spending for marketing.

innovaccer

Innovaccer Inc., the Health Cloud company, is dedicated to accelerating innovation in healthcare. The Innovaccer® Health Cloud unifies patient data across systems and care settings, and empowers healthcare organizations to develop scalable, modern applications that improve clinical, financial, and operational outcomes.

Innovaccer's solutions have been deployed across more than 1,600 care settings in the U.S., enabling more than 96,000 providers to transform care delivery and work collaboratively with payers and life sciences companies. Innovaccer has helped its customers unify health records for more than 39 million people and generate over $1B in cumulative cost savings.

Innovaccer is the #1 rated Data and Analytics Platform by KLAS, and the #1 rated population health technology platform by Black Book.

For more information, please visit innovaccer.com

innovaccer