

THE BIGGER PICTURE REVEALING THE FACE OF THE HEALTHCARE CONSUMER



DID YOU KNOW?



69% of total US **healthcare costs** are heavily influenced by **consumer behavior**.

(Source: McKinsey)

HOW MUCH DO WE REALLY KNOW ABOUT OUR CONSUMERS?



LESS THAN WE MAY REALIZE.

95% of the available data about consumers lies outside the healthcare system.

(Source: IDC, US Bureau of Labor Statistics, McKinsey Global Institute)

THE RESULT?

Less favorable results for both the consumer and the healthcare organization.

FILLING IN THE CRITICAL BLANKS

Vital **consumer data** coupled with traditional **healthcare data** can vastly improve our ability to gain a **complete picture** of our consumers.

YOUR HEALTHCARE ORGANIZATION'S DATA



PREDILYTICS CONSUMER DATA



A COMPLETE VIEW OF CONSUMERS DRIVES NEW OPPORTUNITIES

Mapping the data at an individual level opens up a world of possibilities and yields powerful results.

WITH A BIGGER PICTURE YOU CAN:

1 BOOST YOUR PREDICTIVE POWER

Zero in on who is most open to care management support



Increase predictive power by **20%***

*Predilytics validated results.

Find who among your customers are most likely to disenroll and why...so you can do something about it

Increase predictive power by **40%***



Identify who is most likely to enroll in your plan

Increase predictive power by **55%***



2 PERSONALIZE THE HEALTHCARE CONSUMER'S JOURNEY

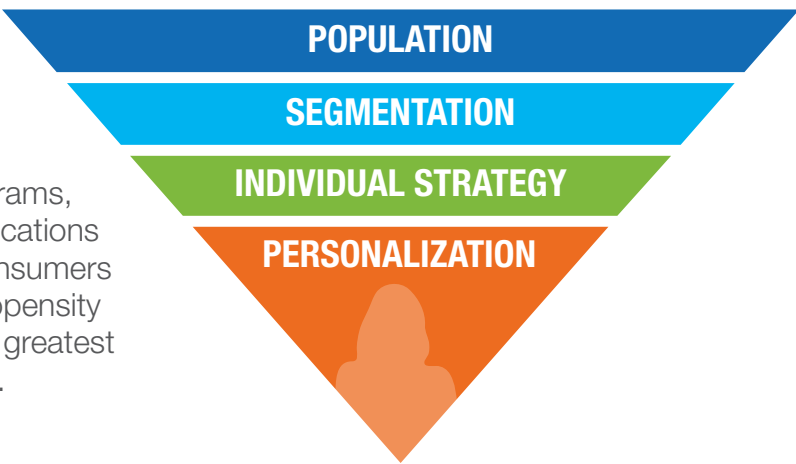
Armed with the data and predictive power about consumers you can:



Accurately define and target micro segments of the population.



Drive the right programs, products, communications and outreach to consumers with the highest propensity to respond and the greatest likelihood of impact.



ARMED WITH THE RIGHT DATA, HEALTHCARE ORGANIZATIONS CAN REALIZE UNPARALLELED OUTCOMES:

100% improvement
in customer acquisition

25%+ reduction
in voluntary disenrollment

Increase STAR
and other quality ratings

15%+ cost reduction
per acquired life

↑ **Loyalty** ★ ↑ **Quality** 👤 ↑ **Satisfaction** ✓ ↓ **Costs** 💰

Get The Complete Picture With Predilytics

The data universe is exploding. How can you harness the data you need and put it to work? At Predilytics, we are singularly focused on uncovering the hidden power of consumer data and insights to drive true business value for healthcare organizations. Our proprietary Consumer Index is already driving more successful programs for leading healthcare organizations by providing predictive and prescriptive insights.

Contact us to explore how our solutions can make a difference for your organization. **How can we help you?**



www.predilytics.com | info@predilytics.com
+1.781.202.9160