

Healthcare

Digital Transformation for the Healthcare Industry

Navigating the healthcare industry's digital landscape becomes more complex every day, presenting unique challenges and opportunities for IT and marketing teams. Extracting key insights from marketing channels and technology platforms with an integrated analytics approach optimizes revenue streams, enhances user experiences, and streamlines workflows.

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Healthcare Sector Solutions

Payers

As health insurance marketing continues to evolve from a product-focused approach to a member focus, implementing strategic analytics creates holistic views of members and personalized experiences. Actionable customer service insights derived from analytics includes deeper knowledge about what members want, the challenges they face, and their lifetime value.

While analytics provides huge target marketing benefits, health insurance leaders are using analytics solutions to refine call-routing and scripting with great success. This enhances member interaction, reduces hold times, and more efficiently routes calls. Personalization also leads to connecting individuals with the best coverage using chat technology and other on-demand services.

Providers

Patients want to take care into their own hands by researching and selecting healthcare providers online. Leveraging strategic analytics makes it easier for patients to find your facilities, learn about providers and schedule appointments on their terms. Deep insights help providers make more informed marketing decisions that improve the user experience. Marketing tactics backed by actionable insights enable more effective connections with patients where they want to be reached. Even more impactful, is the ability to target the right patients for the right treatments.

This same mindset translates to improved provider fundraising efforts. Applying business analytics is a proven way to enhance donor experiences and increase donations that support good work for those in need.

Producers

Technology evolves quickly for pharmaceutical and biotechnology companies, medical device manufacturers, equipment suppliers, and healthcare information technology firms. A healthcare producer's analytics strategy must evolve even faster.

Strategic solutions can provide valuable insights about what online users are looking for, and approaches for extending their visit—reducing friction and churn in the process. An effective initiative will keep users coming back for new advances in healthcare technology—leading to increased conversions for producers, and better experiences for customers.

Let's Talk Healthcare Analytics

First name Last name Email*

How can we make a positive difference with data together?

Submit

CASE STUDIES: ANALYTICS SOLUTIONS FOR HEALTHCARE

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eHealth®

eHealth | MarTech Platform Integration
eHealth needed a coordinated online/offline experience for their customers, and to analyze the customer online journey. They engaged Evolytics to design and implement the integration of call information into other customer analytics.

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KANTAR

Kantar Health | Data Visualization
Kantar Health engaged Evolytics to optimize performance of Epi Database—an online epidemiology platform used by top global pharmaceutical companies. Kantar needed support analyzing market potential of new drugs, prioritizing drug discovery, and mapping out key marketing decisions.

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NIH—National Cancer Institute | Analytics Strategy

The National Cancer Institute (NCI) turned to Evolytics for help with auditing their analytics processes, tools, and capabilities with the goal of creating a measurement framework that would enable NCI to operationalize analytics into the planning and decision-making process.

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Solutions for the Healthcare Industry

Customer Data Platforms (CDP)

Data is only valuable in business if it improves revenue. Increasingly, marketing and IT professionals in the healthcare industry are gravitating toward Customer Data Platforms (CDP) to collect and leverage reliable data to make key decisions, while curating personalized digital experiences for customers. The right CDP strategies provide first-party data solutions across mar-tech stacks to provide real-time insights, enhanced privacy, and improved targeting for individualized customer messages and more relatable marketing content. Whether you're looking for a results-focused CDP partner, or already have a CDP that's underperforming, Evolytics will build, optimize, and monetize the right CDP solution for you.

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Data Science

The healthcare journey now starts online. People usually research ailments, providers, medications, and devices—looking for the best options before making contact with a healthcare organization for next steps. Companies using Data Science to optimize healthcare consumers' online journey see increased conversions, revenue and user engagement. Evolytics can unlock patterns and reveal trends that optimize how you connect with patients and customers online, while potentially also finding other performance enhancing solutions you might not even know existed. Our clients are experiencing business-changing results by implementing data science strategies including predictive analytics, machine learning models, and advanced experimentation.

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Data Visualization

We know Healthcare business leaders, marketing and IT teams are flooded with complex operational information from across highly complex organizations. When this data is locked in silos, buried in tables, and lacking context, it's challenging to quickly track critical KPIs. However, in many healthcare organizations, leaders are experiencing the efficiency and value of implementing the right data visualization solutions—such as dashboards—that track KPI performance in real time, easy-to-follow graphic views. With our Data Viz expertise, we can customize solutions that provide real time access to performance insights to guide responsive business adjustments and identify new marketing opportunities.

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The art of what's possible

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Data is only valuable in business if it improves revenue. A Customer Data Platform (CDP) empowers companies to unify customer...

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