



cierant

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Cierant's commitment to secure data management is evidenced by our ISO 27001 certification, the only auditable and internationally accredited information security management system (ISMS) that works to ensure the confidentiality, integrity and availability of all organization and customer data entrusted to us while helping to meet HIPAA and other critical healthcare compliance standards.

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First Name Last Name
Job Title
Address 1
Address 2
City, State ZIP



**FIRST NAME ,
COMPANY NAME
MEMBERS ARE UNIQUE.**

WITH CIERANT, YOUR MESSAGES CAN BE TOO.

UNIQUE MESSAGES— FOR YOUR UNIQUE MEMBERS.



FIRST NAME,

as the shift to value-based care accelerates and healthcare costs rise, consumers are demanding less volume and more value from their health plans.

While some insurers choose to blame a lack of technology, resource or data on their inability to deliver—others turn to Cierant. These innovation-led organizations understand that the most effective way to compete in a value-driven market is with high-value communications. What makes a communication high-value?

HIGHLY PERSONALIZED CONTENT.

ENTER CIERANT: PERSONALIZED HEALTHCARE MADE POSSIBLE

Cierant Corporation is a marketing execution company that automates, optimizes and manages the creation to distribution lifecycle of personalized payer communications. We streamline and segment data, simplify and enhance dynamic composition and identify lowest-cost routes of production and distribution to make personalized marketing execution stress-free and simple.

SERVICES

We enable 1:1 engagement across the pre- to post-enrollment lifecycle via the following services:

- Data segmentation & modeling
- Variable data composition
- Digital content management
- eDelivery/mobile content design
- Preference-driven distribution
- Real-time campaign analytics

Whether you're looking to enhance the personalization of your enrollment kits, welcome kits, direct mail campaigns or wellness emails, Cierant has the flexible technology and personalized design experts to make your communications speak to their recipients with all new value.

MAKE EVERY MESSAGE UNIQUE TO YOUR MEMBER

Call 203-731-3555 or submit an inquiry at cierant.com/unique-messages/ to learn more about our personalized healthcare marketing services and receive a free copy of our white paper: **Three Steps to Evolve Your Communications**

