



Marketing Excellence for Health Industries

Addressing improved health outcomes, care gap closures and reduced care administration costs, through personalized marketing journeys

Addressing your biggest challenges and questions

Do you want to improve or revamp existing marketing strategies within Sales & Retention and Clinical Quality? Do you want to leverage proprietary behavioural, demographic, social determinants and attitudinal data to achieve a holistic view of patients in order to execute personalized engagement at the right moment and on channel of choice? Is your healthcare company fully leveraging the latest data and automation capabilities offered by marketing tools today?

Optimize member and patient engagement

PwC's **Marketing Excellence for Health Industries** integrated solution helps healthcare Payors and Providers streamline the transformation of marketing front office capabilities to deliver improved health outcomes, close care gaps, and reduce costs to deliver care while maximising potential for increased revenue.

Leveraging the power of Salesforce Marketing Cloud Campaign Management and Journey Builder capabilities along with the Health Cloud HIPAA-compliant data model, PwC's **Marketing Excellence** integrated solution offers a menu of pre-configured campaign journeys applied to your selection of health plans or HEDIS measures to optimize member and patient engagement.

The **Marketing Excellence** integrated solution is supported by an analytical capability, utilising proprietary behavioural, demographic, and preference data with Salesforce Health Cloud and Marketing Cloud platforms to inform pre-defined journey templates and target members with personalised, proactive engagement.

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Benefits



Increased Star Ratings and HEDIS scores, driving increased revenues



Increased health plan retention rates, driving increased revenues



Increased marketing ROI



Omni-channel engagement



Enhanced customer segmentation, targeting, & personalisation at scale



Improved member and patient experience



Integrated, 360 degree view of the member, across Salesforce Health and Marketing Clouds

