Success Story

Enhancing patient experience and loyalty with consumer-centric analytics

The Challenge

Client is a large not-for-profit healthcare system in Texas, offering a wide range of medical services, research, and education.

Client wanted to apply a consumer-centric lens to enable them to understand their patients better and help them:

- Design their destination (product / patient experience) to align with consumer needs
- Align their positioning with what matters most for the consumer

Consumer Centric Analytics	Democratization of Analytics

The Solution

CitiusTech team collaborated with the client's team:

- Mapped their patient data from Epic Clarity, Digital Assets, Claims etc. to various customer journey steps
- Analyzed survey data create representative sample of patient with good vs bad experience
- Generated 1000+ business features for to build ML-based patient experience and loyalty models
- Extracted value creators and destroyers from these models and presented the information in intuitive manner for executives and other business stakeholders
- Provided an interface to interactively work with models to test what-if scenarios (prescriptive analytics)
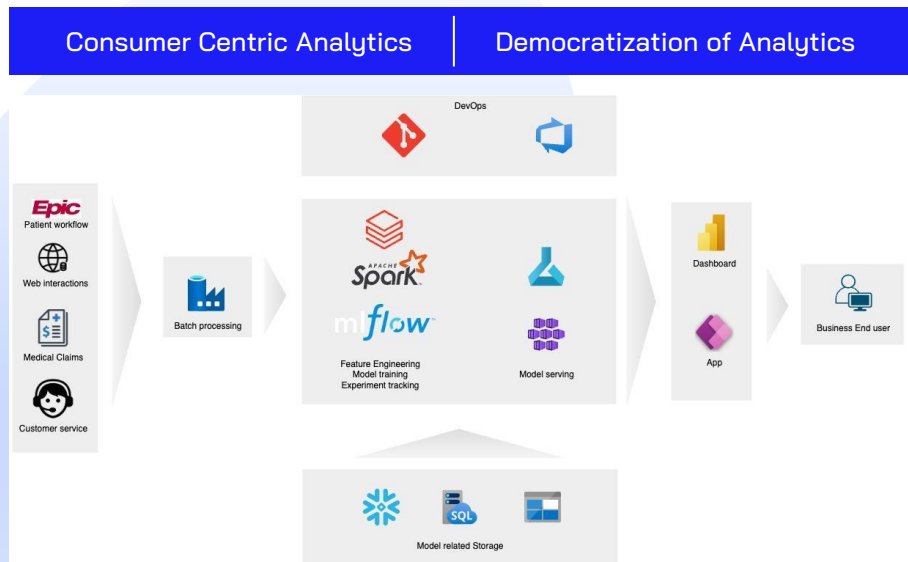
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Shaping Healthcare Possibilities

Thank You

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With over 8,500 healthcare technology professionals worldwide, CitiusTech powers healthcare digital innovation, business transformation, and industry-wide convergence through next-generation technologies, solutions, and products