



Shaping Healthcare Possibilities

Success Story

Enhancing patient experience and revenue through consumer analytics

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The Challenge

Client is one of the largest not-for-profit healthcare provider organization in USA.

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

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



The Solution

CitiusTech team collaborated with the client's team:

- Mapped their patient data with their third-party market vendor's dataset collected at household level
- Analyzed the dataset of 70 clusters and created into simpler grouping of 6 consumer segments to create insights as per the strategic objectives
- Mapped existing consumer research insights to patient segments to augment with research
- Analyzed financial, clinical, demographic, digital data by to generate insights on Likelihood to return and Lifetime value of patents

The Outcome

- Build analytical dashboard to provide insights on **customer acquisition and customer retention**
- Performed analysis driven segmentation of patient worth, development of metric for **“likelihood to return”** and **“lifetime value of a patient”**
- Enabled a targeted marketing campaigning to reduce patient attrition rates by 18%
- Increase in the net patient revenue by 15%



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Thank You

CitiusTech - Shaping Healthcare Possibilities.

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