# Deliver a healthier future through personalized member communications and experiences

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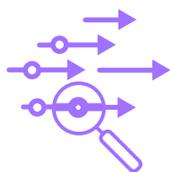
Develop insight into members for data-driven decisions.
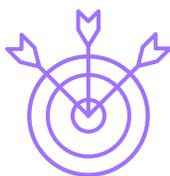
Improve health outcomes through targeted campaigns.

Personalize digital experiences in real time.

The Issue

Health insurers play a vital role in the health of individuals and communities – from ensuring access to affordable primary care and specialists to providing care management programs for members with chronic conditions. But it takes effective communication from health plans to achieve better experiences and health outcomes for their members.

"One-click" and easy, guided transactions from retailers and other service providers have raised consumer expectations. Your health plan members now expect interactive, personalized online experiences that provide real-time health advice and recommendations.

In a competitive market filled with new entrants, the pressure is on health plans to improve member satisfaction, increase member acquisition and build brand loyalty. McKinsey estimates that, on average, health insurance payors would save roughly 10% to 15% of their administrative costs by investing in digital capabilities that strengthen connectivity with members, achieve greater efficiency and automation, better decision-making and advanced innovation.

The Challenge

Integrating available data for analytics from all available data sources (combining clinical and marketing data, consumer purchase history, social behavior, etc.). By applying analytics to integrated member-centric data, health insurers can make better decisions along the member journey. That means they can pay for and deliver care at the right time in the right place, which leads to improved outcomes, lower costs and a better experience.

Developing member insight for data-driven decisions. The depth of prescription drug, treatment history, call center, and sales and marketing data can be overwhelming. It's difficult to develop next-best-action recommendations and communicate complex messages in simple language to foster clear, productive dialogue and behavior change. Health insurers need advanced analytics for deeper understanding of members and member identification on demand.

Personalizing messages and experiences to create meaningful, trusted adviser relationships. Finding a doctor or selecting a health plan is often a confusing process that can affect health outcomes, lower net promoter scores and increase churn. With targeted campaigns and real-time personalization, individuals get healthier and health insurers get more return on marketing investment.

Our Approach

Real-time insights into members' digital behavior allow personalization in the moments that matter, such as finding a physician or selecting the right plan.

Build a dynamic and comprehensive member profile. Capture behavioral data from online and offline sources across digital properties and call center interactions to better understand member needs and preferences.

Optimize planning and execution for member-centric marketing. Boost return on marketing investment and improve internal coordination and collaboration with an integrated infrastructure for planning, content execution and data governance.

Member journey optimization. Build a continuous, optimized member journey across touch points (including remote and telehealth environments) by integrating member data and analytics to deliver contextually relevant health advice.

Real-time digital content placement. Take control of the moments that matter – such as choosing a physician or scheduling an urgent appointment – by personalizing website and mobile experiences based on member behaviors and history.

Personalize communications at scale. Easily define target segments, assign messages, and use analytics and AI to identify fully personalized recommendations and interactions.

The SAS® Difference

SAS Analytics helps health insurance organizations expand their current capabilities to deliver personalization at scale and member insight for data-driven decisions, critical capabilities for better health outcomes, lower costs and better experiences.

SAS is uniquely situated to help personalize member communication and experiences based on our:

- Expertise advising and implementing proven analytic solutions for leading private and public health insurers in multiple countries.
- Experience implementing marketing analytics solutions in retail, hospitality, banking and other customer-focused industries.
- Ability to integrate diverse data from multiple sources while ensuring compliance with privacy regulations.
- Trusted predictive modeling solutions known for boosting the efficiency of data science and marketing teams.

As health care organizations focus on better outcomes, improved experiences for members and lower costs, having a trusted data analytics partner brings peace of mind and confidence to your decisions. We're ready to put our experience to work for you.

WHY SAS FOR MEMBER ENGAGEMENT?

Reimagine the member experience to build trust.

Create an ongoing member "state of health" profile.

Accelerate digital maturity and transformation.

Increase equity and care compliance.

Boost business metrics like market share, loyalty and satisfaction.

Learn more about SAS health care analytics at sas.com/healthcare

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