



# Pega Next-Best-Action Marketing for Healthcare

Optimize Your Customer Strategies across Marketing, Sales and Service

## AT A GLANCE

**KEY CHALLENGE:** Healthcare organizations face a radically altered business landscape. Customers are demanding personalized service. Profit margins are being squeezed by complex regulation. Payers must deliver differentiated and efficient offers and service in order to successfully acquire, engage, and retain customers, including members, patients and providers.

**THE SOLUTION:** Pega Next-Best-Action Marketing can revolutionize your marketing, sales and service strategies, turning every interaction into an opportunity to grow value for your customer and your company.

Going far beyond streamlined campaign management, Next-Best-Action Marketing leverages sophisticated analytics and real-time decisioning to dynamically recommend the most relevant offer or action that effectively balances customer needs with business objectives.

Across every inbound and outbound channel, healthcare payers can deliver intelligent and coordinated interactions that inspire new levels of customer loyalty and retention, increase operational efficiency and drive unprecedented marketing returns.

## Maximize the Value of Every Interaction for Your Customer and Your Business

Pega eliminates the gap in execution between what customers expect and what your business can deliver with Pega Next-Best-Action Marketing. This unique solution combines a robust environment for designing and delivering multi-channel campaigns and offers with powerful predictive and adaptive analytics, real-time decisioning and visually presented best-practice marketing strategies and templates.

Using these Pega Next-Best-Action Marketing capabilities, you can quickly design campaigns for specific customer segments and channels and then dynamically determine the most relevant offer, individualized treatment, best time and best channel to interact with each customer. With Pega's exclusive "self-learning" analytics, each cross-channel engagement strategy can be continuously analyzed and adapted in real time to learn from changing customer behavior and deliver exactly the right offer in the right channel at the right moment.

- **Increase customer satisfaction, loyalty and profitability.** Deliver personalized experiences with Pega dynamically recommending the Next-Best-Action, calculating the relevance of each offer to the specific customer needs and preferences and ensuring offers align with business objectives.
- **Coordinate customer interactions across every channel.** Provide coordinated and relevant experiences over and across every inbound and outbound communication channel—including social media and mobile devices—with unified channel management.
- **Optimize operations.** Manage the complete customer lifecycle—from offer design to fulfillment—with Pega's award-winning business process management capabilities streamlining every step in the process.
- **Gain unparalleled business agility.** Design, change, measure and control multi-channel customer strategies with business-focused tools that eliminate the need for any IT involvement or traditional programming.



## THE PEGA DIFFERENCE

### Maximize Customer Lifetime Value

- Predictive and adaptive analytics combined with real-time decisioning take into account such factors as customer needs, lifetime value, business objectives and context of the interaction to ensure propositions are relevant, timely and profitable.
- Intelligent guidance dynamically recommends retention strategies, cross-sell and up-sell offers based on such factors as important lifetime events or customer responses during a service interaction.
- Dynamic case management orchestrates all of the processes, systems and people needed to drive offers through to fulfillment.
- Quick, easy integration lets you embed real-time processes, offers and recommendations within your current service desktop to leverage service interactions as sales opportunities.
- Rapid integration with existing analytics engines to maximize the value of current investments in predictive modeling.

### Personalize Across Every Channel

- Pega Next-Best-Action supports, mobile, phone, email, direct mail, location-based and social media, helping to avoid campaign collisions and automatically adapting the offer to the channel.

- Pega's unified platform provides real-time feedback across all channels for consistent retention, cross-selling and up-selling processes that deepen the relationship instead of just delivering transactions.
- Offers can be stored so that if a customer can't decide on a proposition, it can be presented again at a later time and over a different channel.

### Continuously Improve Marketing Operations

- Flexible, business-focused tools automate delivery of multi-phase campaigns across products, channels, devices, languages and geographies.
- A visual dashboard makes it easy to monitor and adjust campaigns across all channels, segments and products in real time.
- Test scenarios simulate results so that you can fully understand the impact of strategy changes and optimize campaigns before they are executed.
- Pre-built best-practice strategies, including top priority proposition, offer bundling, Next-Best-Action, "What If" analysis, product hierarchies and intelligent Q&A, are easily configured to your needs using familiar office tools.
- Pega delivers the ultimate in deployment flexibility as you can build and deploy Pega solutions via Pega Cloud or on-premise and move transparently between these environments.

#### 1 Optimize Marketing with Next-Best-Action Strategies



#### 2 Personalize in Real-Time, Across Channels



#### 3 Continuously Monitor, Control, and Adapt



Pega Next-Best-Action Marketing dynamically personalizes offers for each customer, regardless of the channel, and enables real-time adaptation of marketing, sales and service strategies to account for new information and changes in customer behavior.