



How Cured drove 20% higher conversion rates



Personalized outreach that drives appointments, closes care gaps, and boosts retention

Challenge

Cured is a healthcare experience platform that helps providers and payers connect with patients.

They recognized that healthcare organizations invest heavily in patient outreach, but lack the complete, accurate identity and lifestyle context to deliver messages that resonate to the right patients.

Without a comprehensive patient view, personalization is limited, engagement remains low, and care gaps persist.

Solution

Cured integrated Experian's Offline Graph and Marketing Attributes into its healthcare experience platform to create a unified, 360° patient view for health organizations:

- Household and lifestyle insights
- Mosaic® segmentation for deeper audience understanding
- Socioeconomic/income data
- Cultural and ethnic data
- TrueTouchSM (channel optimization) data

Results

This collaboration enabled organizations to turn consumer insights into higher conversion rates, better outcomes, and stronger patient relationships.

17% more care gaps closed

6% improvement in patient retention

20% increase in conversion rates

1.8x increase in appointment scheduling