

Case Study

Large healthcare provider

OBJECTIVE: A large healthcare provider wanted help promoting annual wellness visits to patients across their large network of practices

FINDINGS: Distinct wellness visit patterns were identified after extensive EDA:

- **Higher Visit Practices**, **Medium Visit Practices** and **Lower Visit Practices**
- Patient level models were constructed from Experian and patient/practice data for each practice segment
 - **Models** – Identify key factors associated with making an annual wellness visit
- Additional model was built identifying likelihood of becoming an inactive patient

RESULTS: Provider was able to strategically target future campaigns based on modeled results, focusing on:

- **Retention** – Utilize inactive model results to identify patients likely to lapse
- **Informational** – Utilize *TrueTouch* for preferred messaging to frequent wellness visitors
- **Promotional** – Encourage continued annual wellness visits to top model deciles

Network Practice Segments



Higher Visit Practices



Medium Visit Practices



Lower Visit Practices

Top Mosaic Groups



Autumn Years
10% Patients



Booming with Confidence
20% Patients



Golden Year Guardians
20% Patients

Top Truetouch Segment



Buy American
54% of Patients