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:

- 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