

ConsumerViewSM

Grow your patient base and fuel your analytical models with data and insights from Experian Health

Healthcare transformation is centered around people. They decide which doctors to visit, which hospitals to use and which insurance plans to select. They seek personalized healthcare experiences that meet their unique needs.

Do you understand the needs of your patients and community members? Does your organization know its community well enough to make strategic decisions that strengthen your competitive edge and deliver customer satisfaction?

Leveraging originally sourced Experian® data and consumer insights through ConsumerView, healthcare organizations can build strategies to improve patient and member acquisition, retention and experience.

ConsumerView for Marketing

- Acquire patients new to the area or prime your market for new offerings and facilities.
- Personalize communications and content to resonate with the lifestyles and interests of your patients and market.
- Improve customer experience through targeted outreach and preferred engagement channels.

ConsumerView for Marketing is a specialty list of consumer data approved for digital and traditional marketing outreach and adheres to consumer data privacy regulations.

ConsumerView for Analytics

- Support decisioning around improvement plans, like those focused on driving down no-show rates and driving up medication adherence.
- Know where your teams should operationalize support of the social determinants of health for those in need.

ConsumerView for Analytics is a specialty list of consumer data proven to fuel your data models' performance with its comprehensive, unique and predictive consumer attributes.



**300 MILLION
CONSUMERS**



**126 MILLION
LIVING UNITS**

Target customers and prospects more effectively. Strengthen decision-making through analytical support.



To learn more about Experian Health, visit experian.com/health.