



Personalized Care with Celebrus: From Data to Increased ROI

USE CASE: PERSONALIZED EMAIL MARKETING | INDUSTRY: HEALTHCARE



30+
PERSONALIZATION
USE CASES

660%
GROWTH
IN ANALYST
TEAMS

CHALLENGES

One healthcare organization aimed to transform patient experience by understanding and connecting with their patients more effectively throughout their care journey. However, they faced challenges in identifying digital visitors, as most traffic remained anonymous, making it difficult to better understand their patients at a deeper level to deliver personalized messaging and care.

USE CASES


- Digital identity resolution
- Personalized messaging
- Improved patient care
- Salesforce integration

SOLUTION

The healthcare organization, a nonprofit, chose Celebrus to build a scalable and adaptable system that aligned with their growing needs. Celebrus' digital identity resolution capabilities allowed the healthcare organization to connect patients across all channels and devices along various touchpoints, creating a seamless experience throughout their care journey. The platform's seamless integration across various touchpoints allowed the healthcare nonprofit to deliver personalized messaging and care at every stage of the patient journey—all while maintaining compliance with HIPAA regulations.

As the healthcare organization's confidence in the technology grew, their analyst teams expanded and began exploring new use cases for personalization across different lines of business, all supported by Celebrus' powerful capabilities. This included funneling Celebrus data into Salesforce, leveraging it to support broader strategic initiatives and to further enhance their patient engagement efforts.

Initially, the healthcare organization began by implementing a few targeted triggers through Celebrus to capture specific data points before their strategy evolved, and they expanded to include more triggers each year. By choosing Celebrus, the healthcare organization was able to create a more connected and patient-centered experience.



Celebrus' digital identity resolution capabilities allowed this healthcare organization to connect patients across all channels and devices along various touchpoints, creating a seamless experience throughout their care journey.

RESULTS

- **Scalable Strategy:** Progressed from a few initial triggers to a robust system with 30 triggers in three years
- **Increased Analytical Capacity:** Analyst teams grew by 660%, unlocking new personalization opportunities across various departments
- **Enhanced Patient Engagement:** Celebrus data was instrumental in driving new patients to sign up for appointments with Primary Care physicians, and encouraging existing patients to schedule surgeries and track post-surgery care
- **Improved ROI:** The personalized approach significantly increased return on investment by boosting patient appointments and care follow-through
- **Comprehensive Digital Identity Profiling:** Celebrus' digital identity capabilities allowed for patients to be connected across all channels and devices along various touchpoints to create complete digital identity profiles
- **Broader Strategic Impact:** By integrating Celebrus data with Salesforce, additional strategic initiatives sparked across the organization, further driving personalized care and improving overall engagement

By leveraging Celebrus, this healthcare organization was able to achieve a deeper understanding of their patients, which led to more personalized and effective communication and patient care. Celebrus' ability to gather more data, deliver more value, and require minimal initial implementation made it the ideal platform for this healthcare organization's digital transformation. The result is a more connected, responsive, and patient-centered healthcare experience, driving better outcomes for both patients and the healthcare nonprofit.