

CASE STUDY

# Transforming Patient Access and Engagement Through the Power of AI

Actium's partnership with a large regional health system resulted in proactive, personalized engagement for >500k patients

KEY OUTCOMES



## Supercharging patient CRM

Using Actium Health's CENTARI™ platform to generate the insights needed for a personalized, frictionless consumer experience across all channels.



## Closing care gaps

Calibrating CENTARI to prioritize care gap closures, bringing the health system's most vulnerable patients back into compliance.

# Uncovering Next Best Actions for Every Patient

With outreach efforts limited to predictable, one-size-fits-all formulas, new bookings had stagnated at a large, regional health system. Actium Health's CENTARI™ platform was chosen to provide the intelligence needed to unlock the value hidden in over 500K patient records.

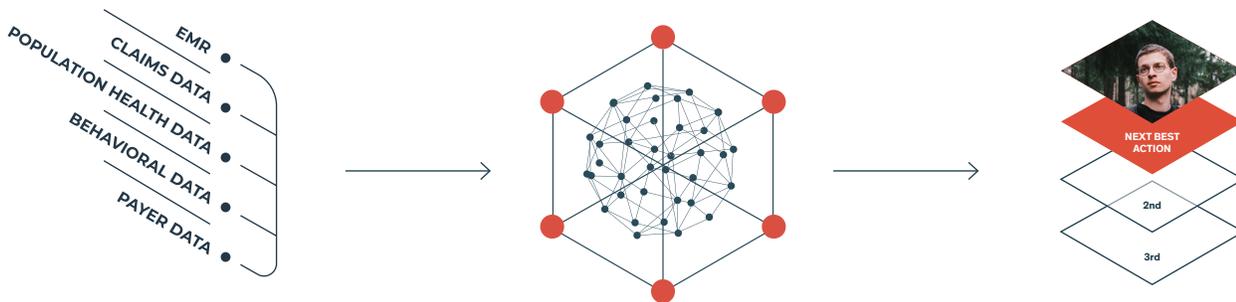
After connecting the organization's siloed customer data sets, CENTARI's sophisticated AI was able to accurately predict

individual patient needs, preferences, and risks. These insights were used to prioritize 'next best actions' (those actions best aligned with patient needs and health system objectives) for each patient.

Within a month of implementation, the health system was connecting with patients like never before.

## HOW NEXT BEST ACTIONS WORK

- 1 **CENTARI begins by training** on your health system's siloed patient data sets.
- 2 **CENTARI decodes hidden correlations** to identify and predict patient needs, preferences and risks.
- 3 **Next best actions for every patient** are prioritized according to your goals, initiating proactive, one-to-one digital dialogues.



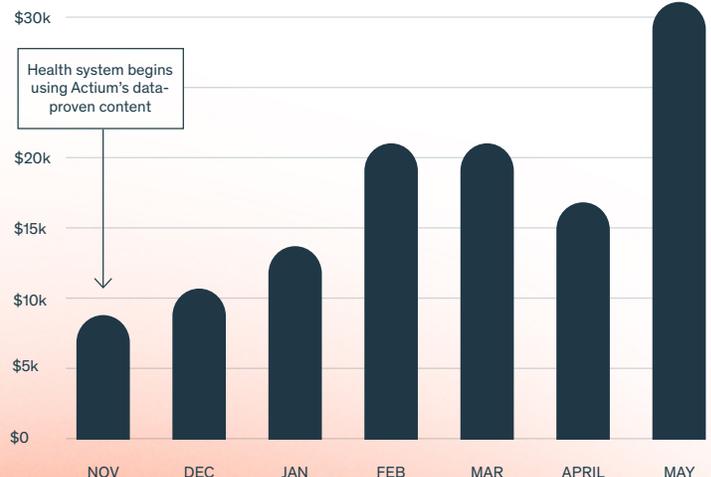
# Attributing Influence to Outcomes

With its end-to-end data reporting, Actium removed the guesswork around attributing influence to measurable ROI at the individual-patient level.

Over the course of the 2018-2019 fiscal year the health system generated significant revenue lift, with bookings, wellness visits, and annual profits all rising dramatically.

↑ 15% Total Patient Bookings
 ↑ 380% Annual Wellness Visits
 + \$1M Incremental Value

Appointment Revenue Generated From Personalized Content



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## Advancing Triple-Aim Strategies

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In recent years the health system had generated so much data that it was a struggle to identify and track at-risk and non-compliant patients.

By adding Actium's CENTARI platform to their pre-existing adherence outreach program, previously overlooked patients were immediately identified and paired with a next best action.

In concert with outreach by the call center team, CENTARI also armed providers with a breakdown of Predictive Value Positive Results (PVPs). This coordinated approach led to an immediate uptick in patient conversions.

 **62%**

Increased conversion in bringing at-risk patients back into compliance

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## Primary Care is Only the Beginning

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After its successful test run in primary care, the health system is scaling up CENTARI across their network, extending the benefits of CRM intelligence to all specialty care groups and ancillary hospital services lines.



**Where Others See Patient Data,  
Actium Health Sees Human Potential**

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Learn how quickly you can transform your health system at [actiumhealth.com](https://actiumhealth.com)  
or email [sales@actiumhealth.com](mailto:sales@actiumhealth.com) to request a demo.