

PAYERS: POWERING THE MEMBER EXPERIENCE

WHY A DATA STRATEGY MATTERS

Healthcare payer organizations see data access and usage as a critical link to improving the member experience. Still, are they taking full advantage of consumer information to create a strong data strategy?

Here's what's on the minds of surveyed leaders, according to recent HIMSS research^{*}:

4 member experience priorities for 2020



54%

develop wellness/preventative health programs



51%

effectively measure customer experience improvements and return on investments (ROI)



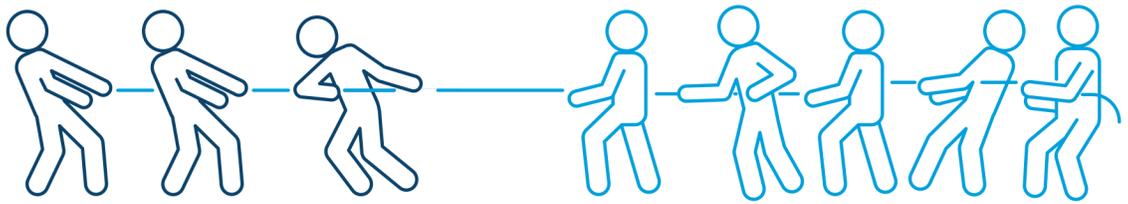
34%

identify and expand relationships with partners who can accelerate customer experience initiatives



29%

personalize member experiences



37%

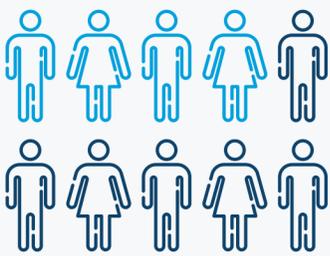
of organizations can access and currently use third-party consumer information and lifestyle data to help advance their member experience priorities

While nearly

1/2

Want Access

4 in 10 have a sustainable data strategy for advancing their member experience goals



Of the percentage who have a data strategy...

7 in 10

report it's an extremely or very effective tool in advancing their top member experience priorities

But many organizations face challenges with their efforts to drive better member experience outcomes



55%

indicate **data quality**, **encryption**, **standardization**, and **archiving** — all crucial to a strong data strategy — are challenges



2 out of 3

view security concerns, compliance, and HIPAA regulations as barriers to using third-party and consumer lifestyle data



41%

are challenged with identifying or integrating new data sources (e.g. connected TV)



49%

report identifying opportunities to connect directly with members as a challenge



38%

say measuring ROI is a challenge

LEARN HOW POWERFUL DATA, ANALYTICS, TRANSFORMATION STRATEGIES, AND OMNICHANNEL SOLUTIONS CAN HELP CREATE MEMBER EXPERIENCES THAT REALLY MATTER.

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About Acxiom

Acxiom Healthcare Solutions enable member-driven experiences by leveraging over 50 years of expertise in ethical data use for powering better healthcare outcomes and positive member engagement. Our broad solution portfolio provides a variety of offerings and services focused on solving critical healthcare challenges. Our healthcare industry expertise combined with our leadership in member analytics, identity, data and risk enable Acxiom to deliver a positive impact to power overall better healthcare outcomes. For more information, visit www.Acxiom.com.