

## PERSONALIZED MESSAGING

### BENEFITS

- Message topics on preventive care, gaps-in-care, and cost-savings
- Behavioral insights based on proprietary data models
- Customized branding on all communications
- Comprehensive reporting and analytics

### FEATURES

- Targets and tailors messages based on demographic profiles
- Enhances credibility for your brand, while reinforcing your company's benefits
- Assists in effectively rolling out a thoughtful and comprehensive program
- Provides a clear measure of your program's performance and return on investment

## Personalized Messaging Helps Employees Become Actively Involved in Managing Their Healthcare

One of the keys to controlling healthcare costs and improving outcomes is delivering communications that encourage consumers to become actively involved in managing their healthcare.

Personalized Messaging, one of the Consumer Advantage solutions from Truven Health Analytics<sup>SM</sup>, is designed to help healthcare payers proactively engage consumers with tailored, targeted, and timely information.

### What is Personalized Messaging?

Personalized Messaging provides a data-driven alert and reminder service that sends tailored messages — electronically and in print — to consumers about their healthcare.

The highly engaging messages — which are customized according to the gender, age, ethnicity, family status, and medical history of recipients — are

based on behavioral insights derived from a proprietary Truven Health knowledgebase of health attitudes and behaviors.

The resulting messages are designed to help individuals stay healthy by adhering to recommended preventive services, avoiding drug interactions, and seeking clinical advice about identified gaps in care.

The Personalized Messaging solution carefully tracks consumer response rates over time. Our advanced analytic methods are used to study both responders and non-responders in order to find patterns of activation. The objective of this analysis is to refine segmentation models, messaging content, and campaign elements to improve message effectiveness and response rates. The end result is a dynamic “learning system” that continually improves performance with every new campaign.

Personalized Messaging is one of the Consumer Advantage solutions from Truven Health.

**CONSUMER ADVANTAGE INCLUDES:**

- Informed Enrollment
- Personal Health Insights
- Personalized Messaging
- Treatment Cost Calculator
- Health Education Library

Consumer Advantage solutions help people evolve from passive participants to active healthcare consumers.

**How Does Personalized Messaging Work?**

**Acquiring the Data**

Comprehensive data analysis from Truven Health helps employers and health plans pinpoint specific consumer-activation opportunities through a baseline analysis and robust rules engine.

- For each covered individual, a customized consumer profile is created based on claims, eligibility, and plan selection data.
- Profiles are enhanced with consumer insights from our data models.

**Targeting, Tailoring, and Assembling the Message**

Custom messages are designed to be highly tailored, alerting consumers to health opportunities and encouraging them to act.

- Evidence-based rules are applied to identify personalized opportunities for health improvement.

- Targeted messaging campaigns are built on a personalized schedule that delivers the right message to the right person at the right time.
- Messages are assembled based on preferred delivery channels (web, print, email, or mobile text messages).

**Measuring the Results**

The solution uses professional analytic consultants to evaluate message effectiveness, determine adherence rates, and provide clear return on investment.

- Campaign results are monitored, measuring consumer participation and determining message effectiveness.
- Participation and non-participation response is analyzed, and communications are modified to increase adherence.

**A Sample Communication from the Personalized Messaging Solution**

- **Personal Information**  
Personal health information is accessible but visually discreet
- **Tailored Content**  
Engages user's attention with demographically appropriate imagery and writing style
- **Branding**  
Builds awareness, recognition, and trust
- **Education**  
Includes catchy headlines, explains what the message is about, and motivates
- ▲ **Privacy/Security**  
Available for those who have concerns, but not prominent

**FOR MORE INFORMATION**

Send an email to [consumer@truvenhealth.com](mailto:consumer@truvenhealth.com), call **1.866.263.1958**, or visit [truvenhealth.com](http://truvenhealth.com)



**ABOUT TRUVEN HEALTH ANALYTICS**

Truven Health Analytics delivers unbiased information, analytic tools, benchmarks, and services to the healthcare industry. Hospitals, government agencies, employers, health plans, clinicians, pharmaceutical, and medical device companies have relied on us for more than 30 years. We combine our deep clinical, financial, and healthcare management expertise with innovative technology platforms and information assets to make healthcare better by collaborating with our customers to uncover and realize opportunities for improving quality, efficiency, and outcomes. With more than 2,000 employees globally, we have major offices in Ann Arbor, Mich.; Chicago; and Denver. Advantage Suite, Micromedex, ActionOI, MarketScan, and 100 Top Hospitals are registered trademarks or trademarks of Truven Health Analytics.

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