

TARGETED COMMUNICATIONS



BENEFITS

- Increase employee engagement
- Boost the likelihood for behavioral change
- Reduce healthcare costs
- Educate employees with highly relevant information
- Ensure effective communications with a quantifiable ROI
- Drive awareness of health management and close gaps in care

FEATURES

- Data-driven communications
- Comprehensive, proven segmentation engine
- Nearly 100 segmentation groups based on robust demographic profiles
- Unique health attitude and behavioral profiles
- Unparalleled insight from the largest consumer healthcare survey in the nation
- Flexible messaging options, including email and text alerts
- A range of delivery options from full-service communications to customized tools for your staff

Increase Employee Engagement and Reduce Costs With Targeted Communications

As controlling healthcare costs becomes an even greater challenge, employers are looking for innovative ways to ensure employees are adhering to preventive care measures and increase the odds for true behavioral change.

Research has shown again and again that one-size-fits-all messaging does not deliver — especially in a world where consumers have come to expect messaging that is personalized to their specific situation and unique needs. A recent Harris Interactive study found that 96 percent of consumers value personalized healthcare reminders (compared to only 10 percent finding generic messages valuable).

Targeted Communications, a Truven Health AnalyticsSM solution, is designed to help you proactively target employees with data-driven information that is timely and relevant to them — based on factors such as age, gender, ethnicity, and family structure.

From enrollment decision-making to post-enrollment health management, Targeted Communications cuts through information clutter and helps employees take charge of their own healthcare — a result that has gone from a “nice-to-have” to a “must-have” in today’s challenging environment.



Percentage of customer who value personalized messages



Percentage of customer who value generic messages

Supporting Your Business Objectives Year-Round

- Move employees to the right health plan during open enrollment
- Increase flexible spending account participation and contribution amounts
- Continually boost awareness of wellness programs
- Drive ongoing adoption of health education tools

How Our Solution Works

Targeting Your Message

With Targeted Communications, Truven Health collects demographic data to segment the population. In some cases eligibility data, claims data, and plan selection data will be used. We then use our proprietary Segmentation Engine to assign individuals to one of 96 segmentation groups based on their data. The population groups are further refined into top communications segments, and opportunities for education and communications are identified and prioritized.

Tailoring Your Message

The Truven Health PULSE survey, one of the most comprehensive and longest-running healthcare surveys in the nation, is used to compile a unique Health Attitude/Behavioral Profile for each of your top communication segments. The survey takes your initial data to a higher level with consumer information such as:

- Feelings about doctors, hospitals, and healthcare
- Attitudes about health responsibility and decision-making (personal/family-related)

- Perspectives about the impact and cost of healthcare
- Behavior regarding personal health and wellness

The insights gained from the long-running PULSE survey data provide precise guidelines for each profile. Those guidelines drive the development of tailored messaging and images for individualized communications.

Assembling Your Message

Once your segments and profiles have been developed, Truven Health can provide your Human Resources or Communications staff with everything they need to craft and deploy the tailored messages. Or, we can handle all aspects of the communications for you, from development through campaign deployment using a variety of media (text alerts, email, and print).

Target the Right Person, With the Right Message, in the Right Way		
Step 1: Targeting Your Message	Step 2: Tailoring Your Message	Step 3: Assembling Your Message
<ul style="list-style-type: none"> ▪ Aggregate eligibility data ▪ Run data through the Segmentation Engine ▪ Identify communication opportunities ▪ Prioritize and schedule campaigns 	<ul style="list-style-type: none"> ▪ Determine top segment profiles ▪ Build health attitude insights ▪ Select tailored language and images 	<ul style="list-style-type: none"> ▪ Communicate a clear call to action ▪ Finalize tailored or personalized content ▪ Determine the right format (print, electronic, etc.) ▪ Measure performance

Proof That Targeting Gets Results

Targeted communications have proven to be highly effective and highly valued by healthcare consumers. One large Truven Health client found that, despite providing 100-percent coverage for preventive care, its employees had lower-than-average adherence to preventive measures such as cancer screenings and flu shots. In just 150 days after implementing Truven Health Targeted Communications, overall adherence on these measures improved by 12 percentage points. One at-risk employee segment increased its adherence to flu shots by 90 percent. Across the board, the company saw an increase of 14 percent in one year in all evidence-based adherence guidelines. After three years, the company benefited from a \$450,000 financial gain. This kind of impact can translate into a powerful return on investment, with other clients showing a return of 2.5-3 to 1 in just one year.

The Truven Health Difference

Unlike other types of employee communications, healthcare communications demand expert knowledge, including strict compliance with HIPAA regulations and industry data-security rules. At Truven Health, we have more than 30 years of experience handling healthcare claims data — data that cannot be compromised in any way. If you have an Advantage Suite solution, we already know your data, your population, and your programs. Once your communication has been sent, we are perfectly positioned to measure the impact through the changes in your claims data. We're invested in your outcomes.

Targeted Communications 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
- Targeted Communications

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

The Pathway to Targeted Communications

READY!

SEGMENT #64

Gender: Male
Age: 54 YO
Ethnicity: African American
Marital Status: Married
Presence of Children: Yes



SET!

Tone	Focus	Barriers
<p>Respect/Formal</p> <ul style="list-style-type: none"> “You’re a busy person, so we’ll make this quick.” “We thought you’d like to know...” 	<p>Focus on Others</p> <ul style="list-style-type: none"> “You do so much for your loved ones...” “You’d do anything for them...” 	<p>Serious Health Topics</p> <ul style="list-style-type: none"> Distrust of Doctors Cost-Prioritizing Others Before Self

COMMUNICATE!

- Direct mail
- Text alerts
- Email



FOR MORE INFORMATION

Send an email to consumer@truvenhealth.com, call **1.866.263.1958**, or visit 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.