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# Harnessing Consumer Data to Treat Patients Like Humans and Not Devices



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## Challenge

One of the largest healthcare providers in the U.S., Providence St. Joseph Health is a \$22 billion dollar integrated health and social services system.

PSJH was challenged when trying to leverage online and offline data to deliver personalized and consistent experiences across digital touchpoints and channels



"With Tealium, Providence St. Joseph Health is trying to simplify the healthcare experience and provide more consistent and personalized interactions with our consumers."

**Madelyn Mills, Director, Analytics & CRM**

## Solution

- Use Tealium AudienceStream to link anonymous and known patient data across technologies and channels to provide personalized and consistent experiences across touchpoints.
- PSJH's call center is taking in 100k calls per month on a wide variety of requests. They want to optimize for efficiency and productivity, but also provide a more consistent and personalized experience for callers.
- Build fluid and dynamic personalization strategies for customers without exposing PII data.



## Results

- By using Tealium to collect and combine website, CRM and call center data, PSJH can stitch together profiles across systems—deduping analytics for measurement and powering real-time personalization strategies
- Created screen pops for call center staff, in real-time, with relevant customer info and campaign parameters for all incoming calls
- By integrating Tealium, CRM and ERM data together, PSJH was able to accomplish this goal and share the data anonymously with 3rd party vendors without exposing PII data



**Real-time customer info for call center staff**



**Stitch together call center and CRM data**

# Harnessing Consumer Data to Treat Patients Like Humans and Not Devices



## The Challenge

Providence St. Joseph Health wanted to build a secure, organization-wide foundation of patient, caregiver and healthcare provider data connecting all of their properties and data repositories. To make this a reality, they needed to collect and analyze data across their family of brands in a secure manner to better understand their consumers and their digital engagement experience. They were challenged with having to manually wrangle disparate customer data in many sources leading to inconsistent views of customers and poor customer experiences. PSJH also had concerns about privacy and consent and whether they were handling this data correctly. They wanted to use the clean, consented customer data to optimize call center operations and create better caller experiences.

## The Solution

By implementing Tealium's AudienceStream, they were able to stitch together anonymous and known patient data across technologies and channels, providing an improved personalized and consistent experience across touchpoints. With Tealium's data collection tools they were confident their data was in compliance with privacy and consent laws. By integrating Tealium, CRM and ERM data together, PSJH was able to share the data anonymously with 3rd party vendors without exposing PII data.

In PSJH's call center, they used this clean, consented customer data to build a real-time view of each caller with screen pops for call center staff containing relevant customer info and campaign parameters for all incoming calls. This both increased efficiency and productivity, but also provided a more consistent and personalized experience for callers.

## AWS Services:

CloudFront CDN, Kinesis, EC2, S3, and some Route 53, EC2, DynamoDB, Kafka, Load Balancers, ElastiCache Redis, and CloudWatch