TEALIUM | **CAMBIA** HEALTH SOLUTIONS

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Securely Using Data to Transform the Customer Experience

Challenge

Cambia Health Solutions wanted to build a secure, organization-wide data foundation connecting all of their properties. 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.

Solution

By implementing Tealium's Private Cloud solution, they were able to bring together online and offline data in clean, correlated, real time, and secure manner.

"Tealium came alongside us, offering solutions time and time again. At the end we got to a solution that was going to work. We've implement TiQ across 11 wholly-owned brands."

Bob Harris, Director, Market and Consumer Insights, Cambia Health Solutions

Results

Using Tealium, Cambia was able to:

- Stitch together customer data across digital properties
- Build a corporation-wide data foundation across all their properties
- Prevent PHI data from flowing to third-party vendors
- Ensure their customer data was secure and protected in a HIPAA-compliant environment

✓ **Ensure data was collected and stored in compliance with HIPAA**

✓ **Prevented PII from flowing to 3rd-parties**