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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 patients, caregivers and healthcare providers digital engagement experience.



“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

Solution

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



Results

Using Tealium, Cambia was able to:

- Stitch together patient data across digital properties
- Build a organization-wide data foundation across all their properties
- Prevent PHI data from flowing to third-party vendors
- Ensure their patient 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

Securely Using Data to Transform the Customer Experience



The 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. They were challenged with having to manually wrangle disparate data in many sources leading to inconsistent views of patients, caregivers and healthcare providers leading to poor a healthcare experience. Data sources included websites, native apps, CRM and others. Cambia also had concerns about privacy and consent and whether they were handling this data correctly. They wanted to use the best customer data to enhance marketing and communications across channels and customer touchpoints.

The Solution

By implementing Tealium's Private Cloud solution, they were able to stitch together online and offline data patient data across digital properties in real time and ensure their patient data was secure and protected in a HIPAA-compliant environment. They also employed Tealium's data collection tools also ensure compliance, privacy and consent laws and prevent PHI data from flowing to unapproved third-party vendors. This clean, consented patient data was then used in Tealium's customer data platform to build a real-time view of everyone who interacted with Cambia to be shared with marketing and analytics teams. The patient data is then shared in real time via turnkey integrations to every tool that benefits from this data. Every patient touchpoint can now use these insights in real-time relying on data that was not previously available, resulting in a more personalized improved patient experience and reduced marketing costs by avoiding manual and batch data processing.

AWS Services:

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