



WHITEPAPER

Adobe Experience Cloud for Healthcare Solutions Overview

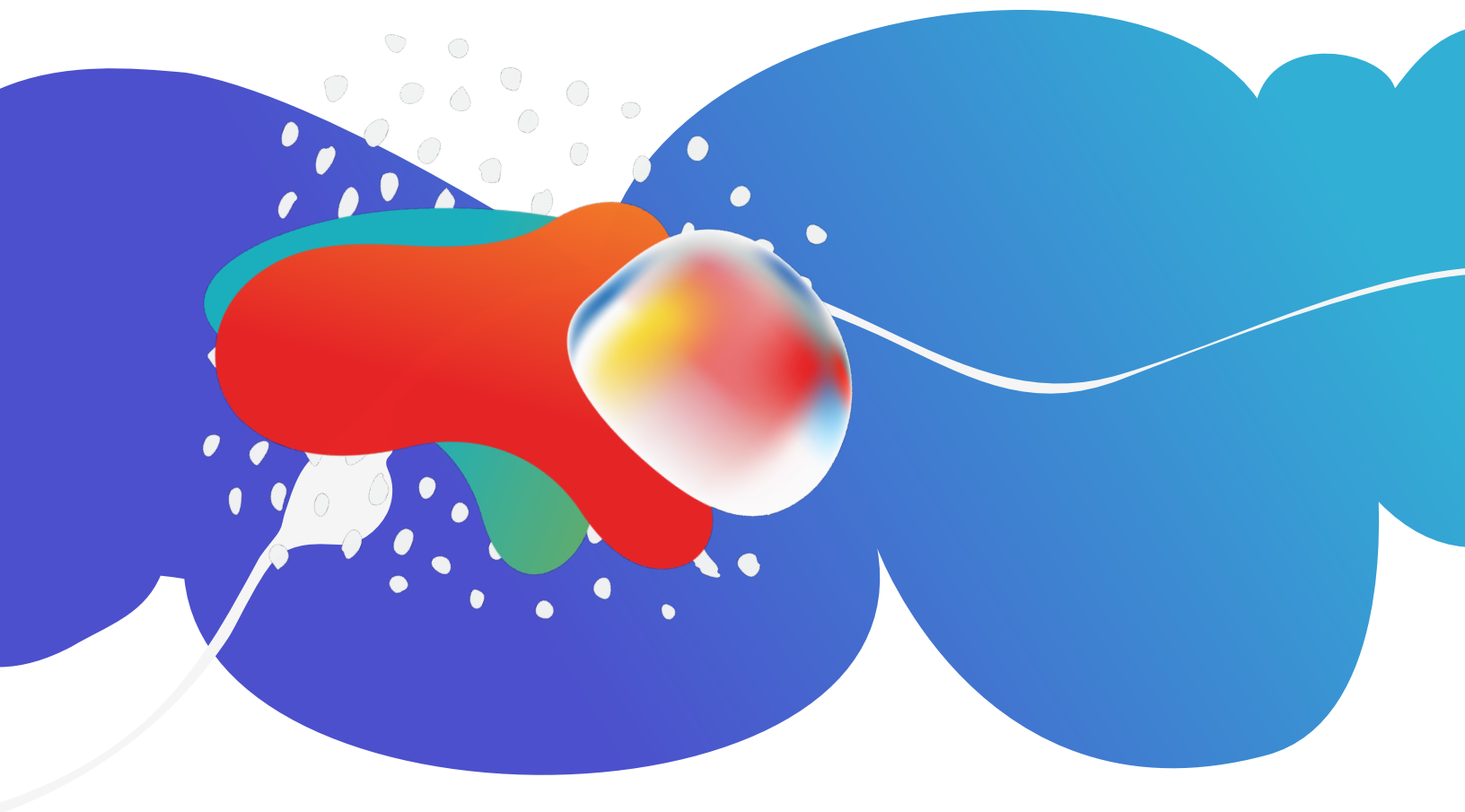
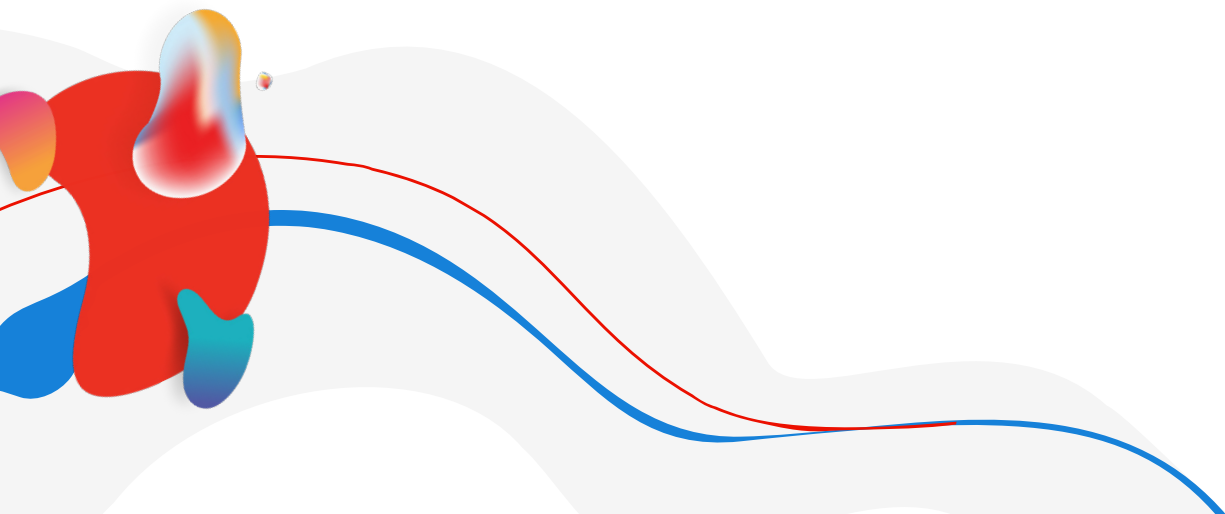


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Executive Summary

As with most business sectors, the healthcare industry has embraced personalization to improve patient and plan member experiences. While other industries can base personalization on easy-to-collect factors such as user behavior, past purchase history, and affinity club membership status, healthcare personalization often involves electronically protected health information (ePHI) as well as non-ePHI data to provide a truly tailored customer experience.

This paper describes Adobe's approach to enabling healthcare providers to create personalized, digital experiences using Adobe® Experience Cloud for Healthcare solutions.

Changing Healthcare Expectations

Today's consumers expect their healthcare journey to leverage the same degree of personalization they experience in other industries, such as retail and hospitality. To do this, healthcare providers, payors, and plans may engage consumers with highly personalized digital experiences that empower them to actively manage their health and wellness. However, due to the confidential nature of healthcare data (whether ePHI or non-ePHI health data), businesses should ensure their tailored digital experiences meet regulatory requirements as well as consumers' expectations—in every channel of engagement.

Empowering Healthcare Businesses

Adobe is committed to empowering healthcare providers of all kinds to deliver a seamless, personalized experience for consumers that spans digital and in-person channels — as well as multiple providers — through the secure collection, storage, and activation of health and consumer data.

Unified View of the Customer

Powered by our central data platform — Adobe Experience Platform — Adobe Experience Cloud for Healthcare solutions enable providers to safely and securely use both ePHI data (for HIPAA-Ready Services) and non-ePHI data to weave a comprehensive understanding of the customer, patient, or consumer.

Dynamic Content and Velocity

Adobe Experience Cloud for Healthcare solutions help providers leverage behavior and preference data to quickly create relevant, personalized content for patients and consumers and deploy this content at critical points in the customer journey.

Omnichannel Orchestration

With Adobe Experience Cloud for Healthcare solutions, healthcare companies can combine interactions from multiple channels and sources to seamlessly enrich consumer experiences with real-time data insights delivered via their preferred channels.

Process Digitization and Automation

Adobe Experience Cloud for Healthcare solutions help healthcare providers reduce cost of care and consumer burden by standardizing on enterprise-wide solutions that encourage digital-first workflows.

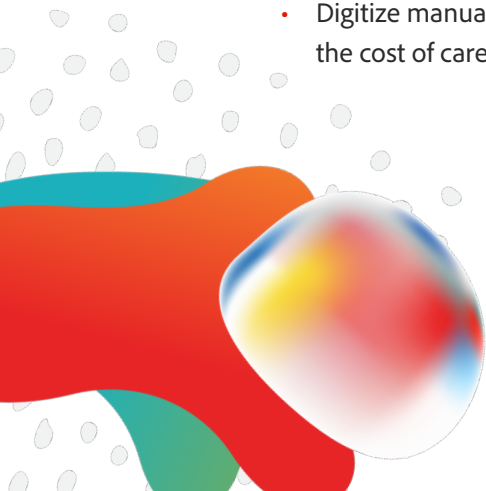
Improving Outcomes with Adobe Experience Cloud for Healthcare Solutions

Adobe Experience Cloud for Healthcare solutions improve outcomes throughout the healthcare sector by helping businesses activate healthcare data, create new service offerings, and personalize patient, member, and provider experiences.

The Adobe Advantage for Healthcare Providers

To streamline onboarding, support patient care navigation, and drive patient loyalty, healthcare providers can use Adobe Experience Cloud for Healthcare solutions to:

- Combine data from different channels into a centralized data platform to create a unified view for each patient. With this enriched view, providers can segment patients to create personalized campaigns across the patient journey, employing more effective marketing and optimizing campaign spend
- Leverage behavioral data to showcase relevant, personalized site and campaign content to increase acquisitions and assist patients in finding the right care when they need it
- Help patients better navigate their care journey via their preferred channels
- Digitize manual processes and standardize on enterprise-wide solutions to help reduce the cost of care and consumer burden



The Adobe Advantage For Healthcare Payors

To acquire new members and streamline their enrollment, support member care navigation, drive ongoing engagement, and reduce cost of care, healthcare payors can use Adobe Experience Cloud for Healthcare solutions to:

- Create 360° member profiles using health and behavioral information and make them referenceable across the organization for personalization
- Efficiently deploy relevant content at critical points, such as open enrollment
- Enrich member experiences with guided care recommendations and triggered next-best actions (e.g., wellness program enrollment)
- Better anticipate and satisfy member needs with real-time data insights

The Adobe Advantage For Pharmaceutical and Life Sciences Companies

To increase trial participation and retention, improve treatment adherence and patient outcomes, and strengthen their relationships with healthcare providers, pharmaceutical and life sciences companies can use Adobe Experience Cloud for Healthcare solutions to:

- More easily identify potential patients for relevant trials, leading to increased trial participation and retention
- Once a trial has begun, companies can send participants reminders and information specific to their treatment, improving treatment adherence and participant outcomes
- Enable distinguishable and personalized experiences for both healthcare providers and patient interactions
- Standardize operational measurement and reduce time to insight

Current Adobe Healthcare Solutions

The most up-to-date list of Adobe HIPAA-Ready Services can be found on the [Adobe Trust Center](#).

