

Consumer Loyalty

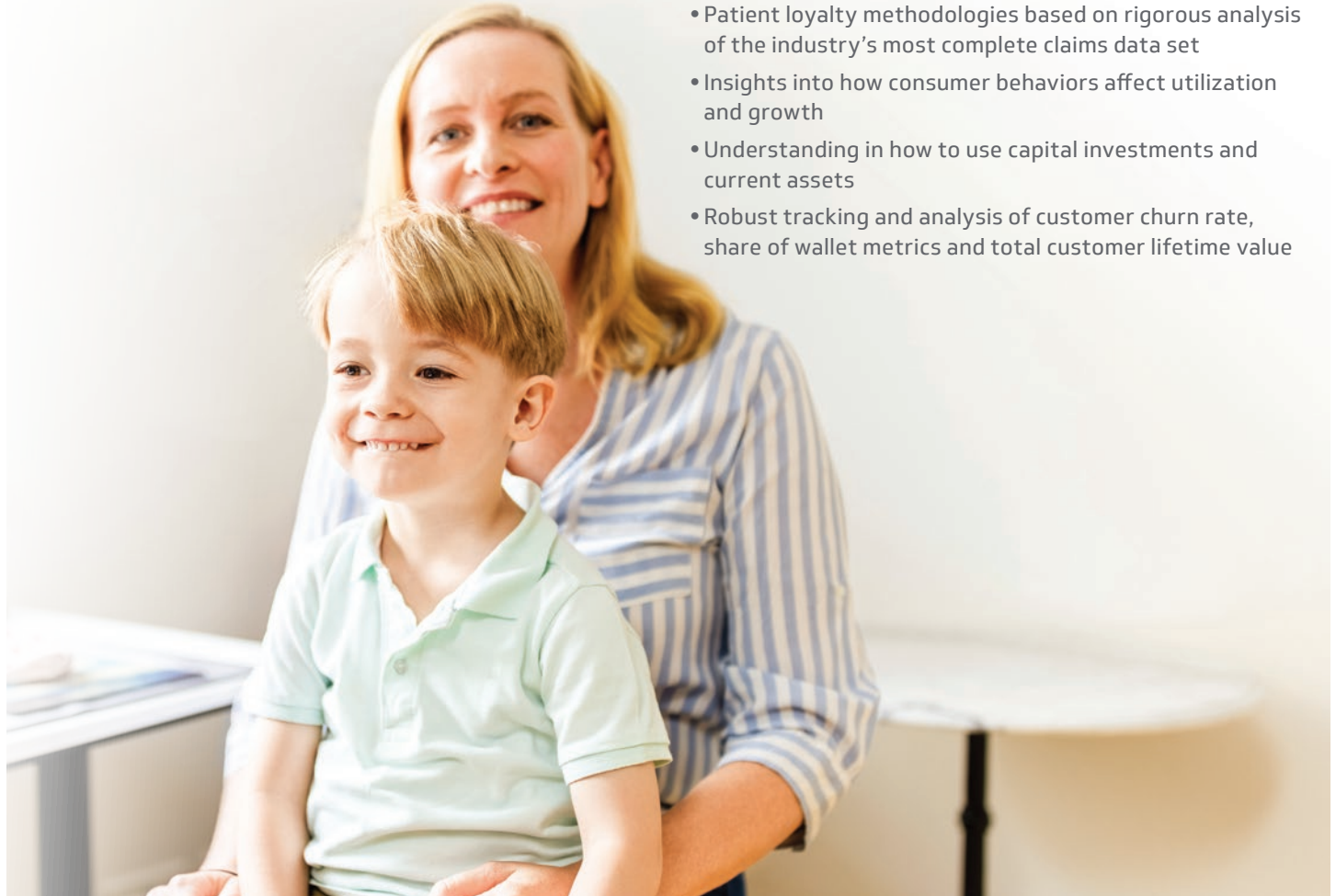
A health system's most important competitive advantage

Diagnosing the problem

The healthcare industry is changing at a rapid pace. With such massive shifts at play, we're seeing new challenges every day:

- Revenue and margin decline leading to minimal or no growth in a system
- Struggles to grow or retain patient population
- Increases in leakage and patient churn
- Increased competition and disrupter activity

These challenges permeate all types of systems nationwide, and they are struggling to see their way to sustainable growth.



Measuring what matters

The path to change needs to look different now. Combating these challenges means we need to understand and focus on new kinds of metrics that target patient acquisition, retention and loyalty.

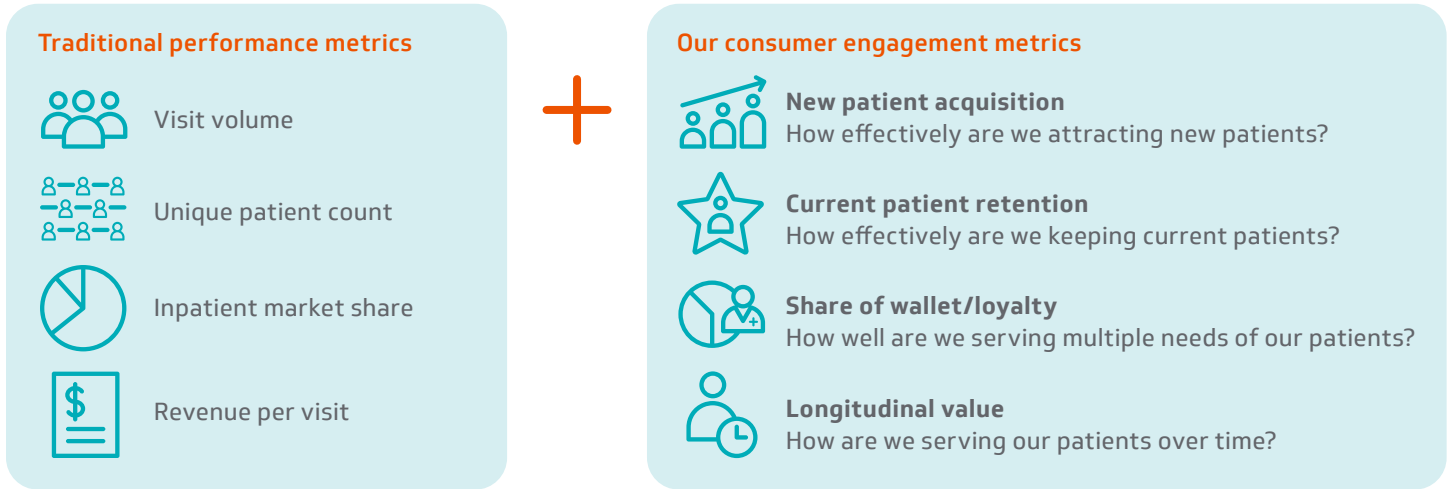
Vizient and Sg2 provide a new kind of loyalty measurement dashboard, using our exclusive closed longitudinal claims data and infused with unparalleled consumer-centric analytics expertise, to help systems understand their patients—and their behaviors—on a more holistic level, leading to enhanced retention, loyalty and growth.

We can provide:

- Patient loyalty methodologies based on rigorous analysis of the industry's most complete claims data set
- Insights into how consumer behaviors affect utilization and growth
- Understanding in how to use capital investments and current assets
- Robust tracking and analysis of customer churn rate, share of wallet metrics and total customer lifetime value

Engagement metrics

Traditional performance and consumer engagement metrics are required for a successful consumer loyalty program.

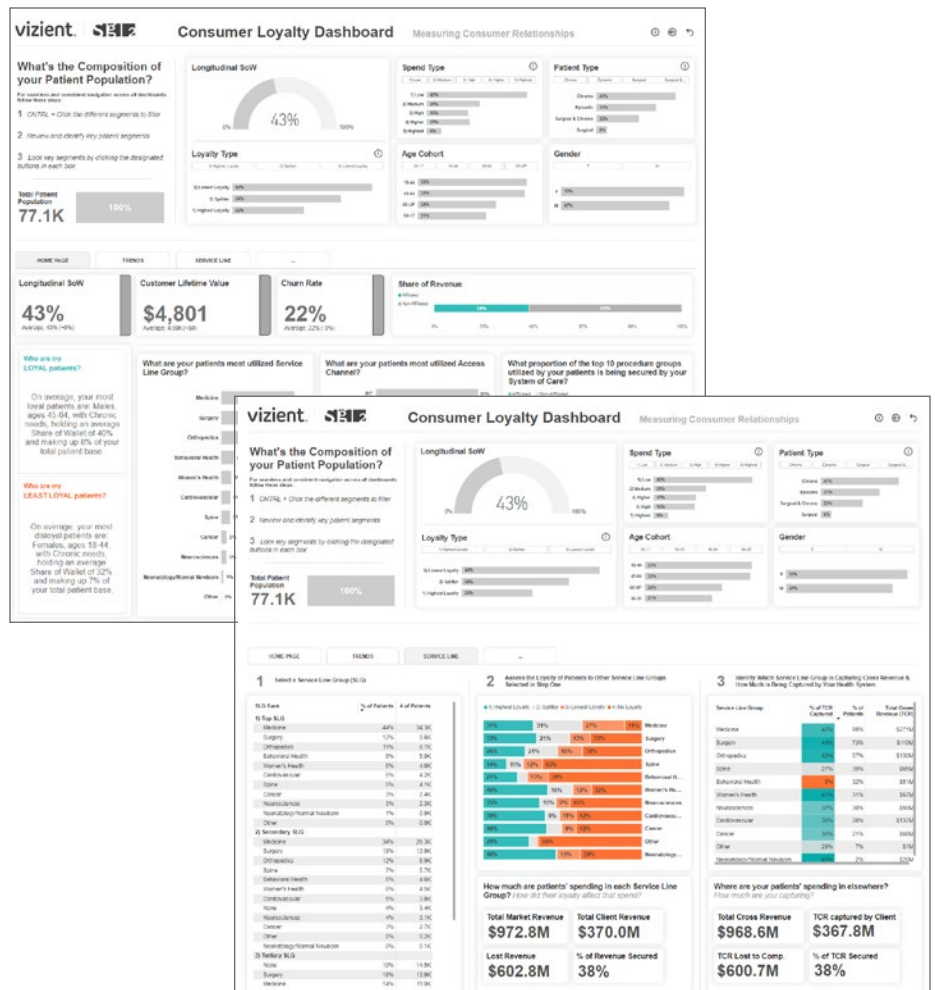


The value of Consumer Loyalty Dashboards

Increasing patient loyalty unlocks massive volume and revenue growth opportunities for health systems. Through the insights provided by the Consumer Loyalty Dashboard, one can:

- Share and track patient loyalty performance and introduce new growth KPIs
- Identify and prioritize growth opportunities across the enterprise, service lines and ambulatory access channels by serving a larger portion of healthcare consumers' needs
- Implement consumer-centric insights to build a stronger system of care that's designed around the patient's comprehensive needs
- Integrate these metrics with your patient journey analytics to better understand the state of patient relationships

Everyone can access claims data, but few can take action from it to increase patient loyalty. Vizient and Sg2 provide your health system with the data and analytics to move forward and grow.



KPI = key performance indicator

► To learn more about Consumer Loyalty, contact Jon Barlow at jon.barlow@vizientinc.com.