

Case Study: Enhancing Business Development with Marketing Analytics

About the Client

Small Healthcare Provider

Challenges

A small healthcare provider was experiencing churn within their prenatal and pediatric departments. They wanted to decrease churn and find areas where patients were not using all services offered and not returning. A big challenge of this project was with data integrity. Inaccuracies in the datasets of gender, ages, missing information, and the difficulties of mixing data sets between disparate EMR systems.

Improving Clinical Marketing Efforts

We used our proprietary tools and methodology to fix the integrity of the data, converting it into a format usable for our analytics modules. We then ran our machine learning models to find trends and patterns within the data. This provided a meaningful segmentation analysis, in populations of prenatal and pediatric patients. Each segment consisted of similar patient behavior and characteristics, which allowed for the development of intelligent marketing campaigns. Ultimately this tool provided actionable insights that resulted in decreased churn and an increase in new and existing patients.

Impacting Healthcare with TeraCrunch Solutions

We have over 100 solutions deployed, dozens of publications, books, and even patent filings to demonstrate our longstanding commitment in data science and healthcare. **With our analytics, businesses and healthcare providers can expect to increase its revenue between ten and twenty-five percent!** Our *Socratez*™ framework of tools is designed to provide information in a tabular output, that is both human and machine readable. Utilizing machine learning and A.I. tools and methodology, *Socratez* accelerates business development and brings the transparency and control required to see sizable results.

Key Benefits

 Increases revenue by 10%-30%



Identifies target patient base for marketing outreach



Improves data integrity

TeraCrunch Value Proposition

Our approach is fast, flexible and collaborative. We work as an extension of your team. No long-term contracts, disruption to your IT infrastructure, or need to invest in expensive talent and software!

1. IDENTIFY

You provide us with your business problems and sample data

2. ASSESS

We provide a free proposal, based off a data quality and viability check

3. SOLVE

We complete a full-scale cloud-based solution in 6-8 weeks