

softserve

PERSONALIZE PATIENT CARE FOR BETTER HEALTH OUTCOMES

Learn how SoftServe and Sitecore help healthcare organizations personalize care to improve patient experiences, engagement, and outcomes.

SOFTSERVE'S APPROACH



01 CRO Analysis

Conversion Rate Optimization analysis identifies critical drop-off points in the user journey and develops targeted strategies to optimize engagement and drive higher conversion rates.



02 Customer Data Strategy

Identify and collect key customer attributes to drive personalization, ensuring deeper insights into behavior and optimizing segment performance.



05 Choose the Right Sitecore Product Stack

Choose between composable or monolithic Sitecore stacks, ensuring scalability, flexibility, and HIPAA compliance to manage and secure patient data.



04 Personalization

Create detailed personas and map their journeys across channels for personalized experiences at every touchpoint.



03 Channel Effectiveness

Analyze how different channels perform to optimize engagement, ensuring outreach strategies align with the most effective platforms.



06 Solutioning and Content Creation

Implement the selected Sitecore technology stack and create persona-specific content to improve engagement and user experiences.



07 Measurement and Optimization

Use data analytics to track and refine personalization, improving patient engagement and outcomes across channels.

5 KEYS TO SUCCESS

01

Set Clear Personalization Goals

Define your business objectives and desired outcomes, aligning personalization efforts to drive measurable improvements in engagement and satisfaction.

02

Ensure High-quality Data

Leverage accurate, comprehensive data to create a strong foundation for personalization, enabling precise targeting and deeper customer insights.

03

Create Seamless, Engaging Experiences

Deliver consistent, personalized interactions across all touchpoints, ensuring an engaging and intuitive customer journey that meets user needs.

04

Leverage AI

Use advanced AI and machine learning to enable real-time personalization and microsegmentation, delivering tailored experiences to specific customer groups.

05

Continuously Optimize with Data-driven Insights

Regularly test and measure personalization strategies, using data-driven insights to refine your approach and drive better business outcomes over time.

START PERSONALIZING YOUR EXPERIENCES TODAY!

[LEARN MORE](#)

Learn how hyper-personalization works for payers, providers, pharma, and medtech.

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