



ONEsuite®. Our Industry-Leading Data-Driven CCM + CX Platform for Healthcare

ONEsuite: A 360° view of every healthcare member to drive engagement and communicate more effectively with your audience

The ONEsuite platform leverages our 50+ year heritage of turning complex health and consumer data into actionable insights to drive better results. Leveraging next-gen technology and machine learning, ONEsuite provides a comprehensive end-to-end customer communication solution to ensure customer satisfaction.



Data Integration, Synthetization + Management

CORE CAPABILITIES

Simplification and Modernization of your Information Architecture

The ONEsuite platform supports the ability to collect, standardize and store healthcare and member data in a standard data model from a variety of sources, including core processing systems, customer relationship management (CRM) systems and external third-party sources. Our data science expertise enables more efficient composition, execution of business rules that determine variable content, personalization and targeted marketing messages, analytics, and business intelligence.

- Advanced Data Security
- “Off the Shelf” and Custom Integrations
- Data Model Management
- Data Cleanup and Consolidation





Data Analytics + Business Intelligence

CORE CAPABILITIES

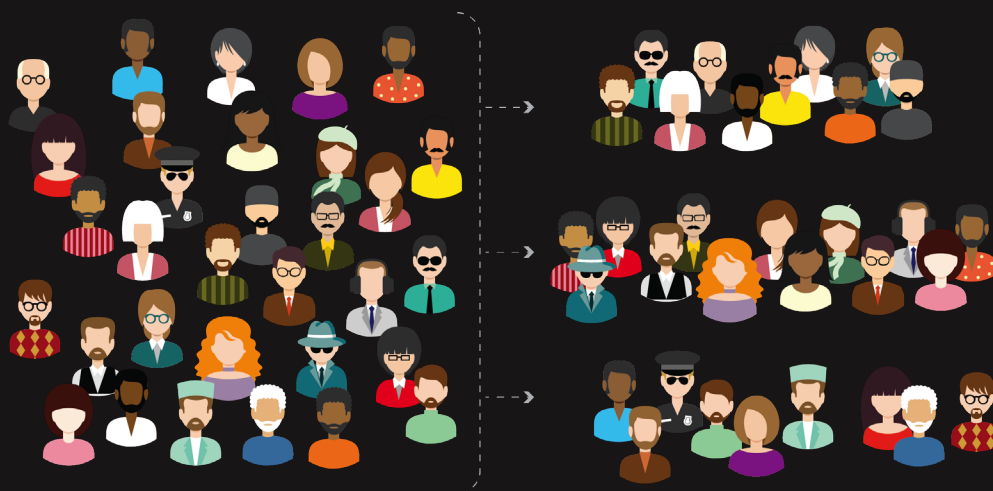
Understand Your Audience

Optimize your organization's client engagement management strategy by gaining valuable insight into who your audience really is. ONEsuite's data analytics engine creates a deeper understanding of your individual audience members by combining your data with social determinants data. The sophistication of the platform's analytics enables the built-in machine learning solution to provide "next-best-action" to engage more effectively.

- Predictive Modeling
- Next Best Action
- AI + Machine Learning
- Social Determinants Data

Live Member Personas

O'Neil's ONEscore rating system allows you to create segmentations of your member audience based on a scoring system with built-in "live" personas that provide deep insight into who your customers are, what they feel, and how they think.



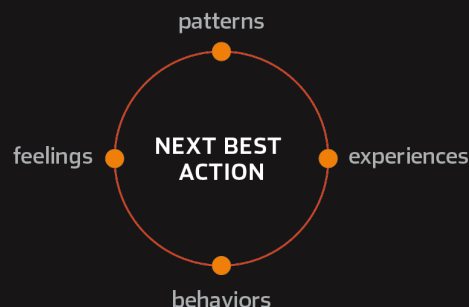
Social Determinant of Health Insight

ONEsuite incorporates SDOH data, artificial intelligence and predictive modeling to help clients improve their Star Ratings, member satisfaction and retention.



"Next Best Action" features for real-time decision making

Optimize your customer communications strategy by gaining valuable insight into who your audience really is. Our data analytics engine provides a deep understanding of individual audience members, with built in machine learning to provide "next-best-action" recommendations.



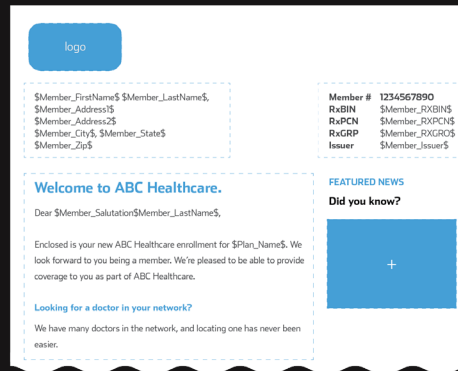


Content Creation + Delivery

CORE CAPABILITIES

Content Creation, Management, and Delivery Tools

Create and manage content that is built with responsive design, allowing for seamless Omni-channel documents, email and SMS communications, as well as HTML 5, PowerPoint, and interactive video. Built-in Omni-channel delivery allows stakeholders to communicate personalized, variable, and complex member communications across all media and channels.



- Self-Service or Managed Services
- Document & Asset Vault
- Template Creation & Management
- Workflow Creation & Approval Routing
- Omni-channel Delivery

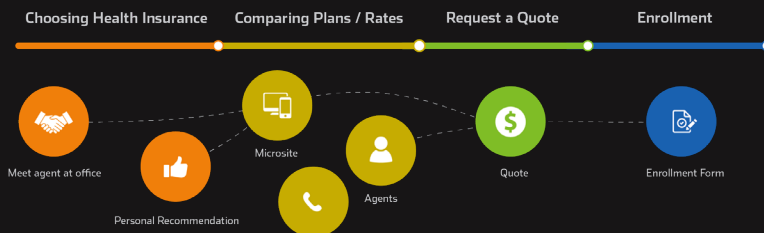


Marketing + Journey Orchestration + Sales

CORE CAPABILITIES

Improve Retention, Expand Relationships, Increase Referrals

ONESuite provides sales & marketing departments the ability to design, create and deliver personalized, omni-channel communications to increase sales, improve customer satisfaction, and retention.



- Campaign Builder
- Campaign Management
- Predictive Modeling + Analytics
- Omni-channel Campaign Orchestration
- Campaign Performance Dashboard
- Machine Learning

Build and Distribute Custom Sales Tools With Ease

Create customer journeys and multi-channel campaigns, and track results. Build customized marketing and educational microsites for your clients, build custom brochures and sales collateral, build and order sales and enrollment kits — all in one complete platform.



Brochure Builder
Customize Collateral



Microsite Builder
Create Custom Websites



Kit Builder
Create and Order Kits



Pre Enrollment Tools
Online Engagement

Digital Transformation + Omni-Channel Solutions

Modernize and strengthen your relationships by communicating the right message, in the right format, through the right channel. ONESuite optimizes the composition process to generate the output according to a customer's predetermined delivery preferences.

- Preference Management
- eDelivery & ePresentment
- Print + Fulfillment
- Email, SMS, Microsites & PowerPoints
- Interactive Video
- Production Dashboard



Real Time Production Status of Every Member Touchpoint

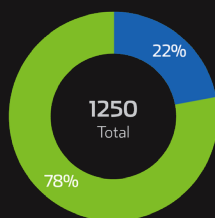
Maintain complete visibility into the document and content production process, with real-time SLA reporting. A dashboard provides the status of each document and data file, and allows clients to edit, approve, and track print and fulfillment production throughout the workflows.

Records Imported	On Hold	Suppressed	Pulled	Awaiting Approval	Approved	In Production	Shipped
1250	4	3	1	1242	0	0	0

Status

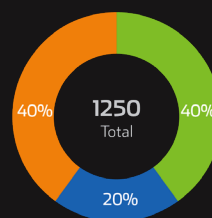
DELIVERY TYPE

Print	980
Digital Only	270
Email	0
Email & Print	0



PRODUCT TYPE

Letters	500
ID Cards	500
Bills	250

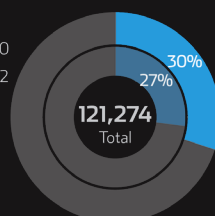


Total Sent	Delivered	97.80%	Conversion Rate	Total Opens	30.00%	Total Clicks	6.00%	Unsubscribe	0.49%
121,274	118,600	1.19%	36,380	7,274	592				

Status

EMAIL OPENS

Total Opens	36,380
Unique Opens	32,742



EMAIL CLICKS

Total Clicks	7,274
Unique Clicks	6,029

