



## GROW REVENUE AND ENGAGE HEALTHCARE CONSUMERS

### The Solution

Cobalt Talon offers solutions that enable healthcare companies to accomplish their critical business objectives. Our proven data enrichment process allows us to quickly deliver predictive insights and actionable segmentation methods designed specifically for the healthcare market. The advantage of such an agile analytics approach is significant given the rate of change and uncertainty that exists in the industry. To remain competitive and grow, companies must leverage data to become consumer-focused and more accountable in a new value-based healthcare system.

### The Business Opportunities

Dozens of high-potential opportunities exist today within every healthcare organization. The following are areas that Cobalt Talon solutions can help tackle:

- **Grow Revenue** through targeted customer acquisition campaigns
- **Create Customer Loyalty** by customizing service models to an individual's preferences
- **Lower Healthcare Costs** by predicting healthcare risks and taking preemptive measures

***"Cobalt Talon solutions arm healthcare organizations with the business intelligence necessary to inform them on where to focus resources and on how to engage customers, patients and prospects in order to achieve the best results."***

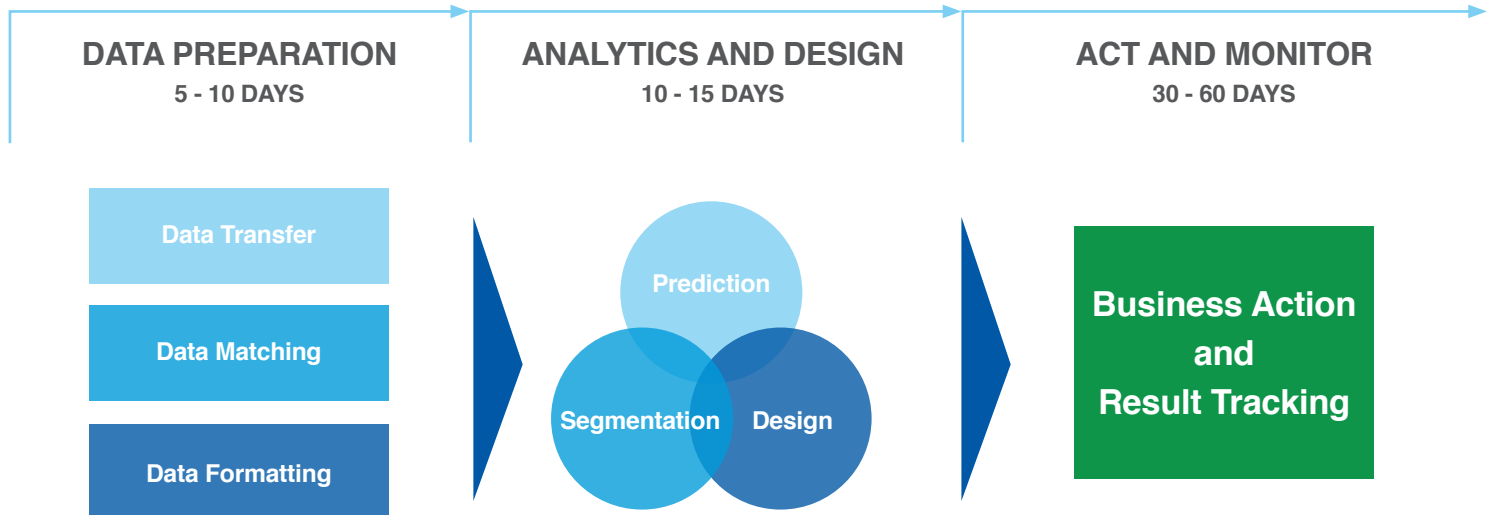
### Features:

- Accurate results produced by an advanced prediction engine and big data assets
- Healthcare consumer segmentation model that enables engagement initiatives
- Simple client data requirements with no hardware or software to install
- Output that's easy to understand and apply to virtually any business opportunity
- Guaranteed improvement in business outcomes

### Advantages:

- Supports revenue growth, customer loyalty and cost containment objectives
- Better decision making through advanced analytic processes
- Allows companies to focus and allocate resources where it matters most
- Business insights at a fraction of the traditional time and expense
- Minimal customer effort (<10 data elements required to start)

## Cobalt Talon Predictive Insights at Work: A Three Step Process



## Sample Use Case: Revenue Growth Initiative

