

Optimize marketing and outreach dollars effectively, increase marketing ROI and improve patient response by targeting the strongest prospects



In today's competitive healthcare landscape, attracting, engaging and retaining prospective patients and customers demands precise targeting and messaging based on intelligence-driven marketing strategies. At the same time, maximizing returns on marketing spend to optimize value-based care initiatives and MLR ratios is critical to success.






LexisNexis® Profile Booster delivers the power of predictive analytics and data attributes to help you refine your segmentation and targeting efforts, enhance response models and improve prospect engagement by helping you build impactful messages relevant to your audiences.

A critical discipline within healthcare is maximizing the efficacy and efficiency of communication to existing and prospective customers and optimizing marketing ROI.

Profile Booster combines access to the most robust sources of next-generation alternative data with proven linking analytics to create a more extensive view of prospective patients and customers that augments existing marketing data sources.

These intuitive attributes deliver a more in-depth profile of the customers you are trying to acquire and, more importantly, retain.

With limited budgets dictating the dollars that can be spent on activity like marketing, it has never been more important to:

-  Improve targeting accuracy
-  Accelerate response rates
-  Reduce the costs of customer acquisition
-  Increase customer retention
-  Optimize marketing spend

Profile Booster leverages the power of LexisNexis identity data coverage, depth and quality, including access to over 65 billion public and proprietary records and more than 10,000 data sources that go beyond the bureaus and traditional sources. Coupled with LexisNexis LexID® linking technology, Profile Booster builds marketing attributes that deliver increased perspective into the demographics of the prospect, their household, and their relatives and associates.

## Profile Booster attribute categories include:

- Life Events
- Name/Address Verification
- Residential Insights
- Occupational Records
- Education Characteristics
- Assets
- Court Records
- Recreational Interests
- Other Demographic Details

These insights strengthen visibility into a prospect's current lifestyle to help your organization create personalized, relevant messages that better resonate and support higher conversion rates and retention.

## Is your current marketing strategy...

- Appropriate for the individual's family situation?
- Able to pinpoint individuals insured within a family that are soon to be candidates for individual coverage?
- Properly segmented?

For more information, call 866.396.7703 or visit [risk.lexisnexis.com/healthcare](http://risk.lexisnexis.com/healthcare)



Health Care

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LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

Our healthcare solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality and compliance and minimize exposure to fraud, waste and abuse.

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