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

About LexisNexis® Risk Solutions
At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group plc, a global provider of information and analytics for professional and business customers across industries. For more information, please visit www.risk.lexisnexis.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, compliance and exposure to fraud, waste and abuse.

Profile Booster provided by LexisNexis is not provided by “consumer reporting agencies” as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) (“FCRA”) and does not constitute a “consumer report” as that term is defined in the FCRA. Profile Booster may not be used in whole or in part as a factor in determining eligibility for credit, insurance, or employment or for any other eligibility purpose that would qualify it as a consumer report under the FCRA. Due to the nature and origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Copyright © 2018 LexisNexis. All rights reserved. NNK11504-01-0118-EN-US