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The Cambay Intelligent Healthcare Solution

What if you could help prevent future life-changing diagnoses?

Our solution enables healthcare organizations to easily reconnect with past patients and identify new ones through best-in-class tools to offer pre-emptive end-to-end care. The intelligent platform helps pinpoint potential patients through disease propensities, social media engagement, user behavior, and more.

The volume of patient data is growing exponentially every day. Within that data lies the power to provide better, preventative lifesaving healthcare. But because all that data is largely fragmented, complex, siloed, and regulated; it's challenging and costly to fully take advantage of. Clearly, there is a need for a more intelligent solution to gather and leverage patient data today. Enter the Cambay Intelligent Healthcare Marketing Solution.

Our solution leverages Microsoft Cloud for Healthcare and propensity modeling to help healthcare organizations deliver personalized patient-centric services. The solution helps target its clients through disease propensities, social media engagement, user behavior, and more.

Features

⊘ **Patient targeting and segmentation:** Our solution leverages machine learning to identify potential patients that meet various clinical and behavioral criteria.

⊘ **Comprehensive Perspective of your clients:** Our solution seamlessly integrates with your in-house Health Management Systems and the historical records to provide a well-rounded assessment of your patients.

⊘ **Marketing:** Our solution leverages advanced analytics for micro-targeting, and the creation of drip campaigns and customer journeys to create awareness amongst potential patients.

⊘ **Analytics:** Our solution processes volumes of data in real-time to provide clarity enhancing clinical, regulatory, and financial results.

⊘ **Integration:** Our solutions offer a cohesive integration with other third-party applications.

⊘ **Compliance:** Our solution is HIPAA and FHIR compliant.

Benefits

Improves customer experience and engagement through personalization and predictive analytics.

Develops integrated systems creating a view of both existing and potential patients.

Contributes to earlier detection and better outcomes among your patients, physicians, and staff.

Provides trend identification and risk analysis.

Experience the capabilities and power of the Cambay Intelligent Healthcare Marketing Solution by scheduling a demo.