



Cambay

Project Solutions

Accelerating Digital Transformation



CAMBAY
GENERAL
HOSPITAL

Overview of Cambay Intelligent Healthcare

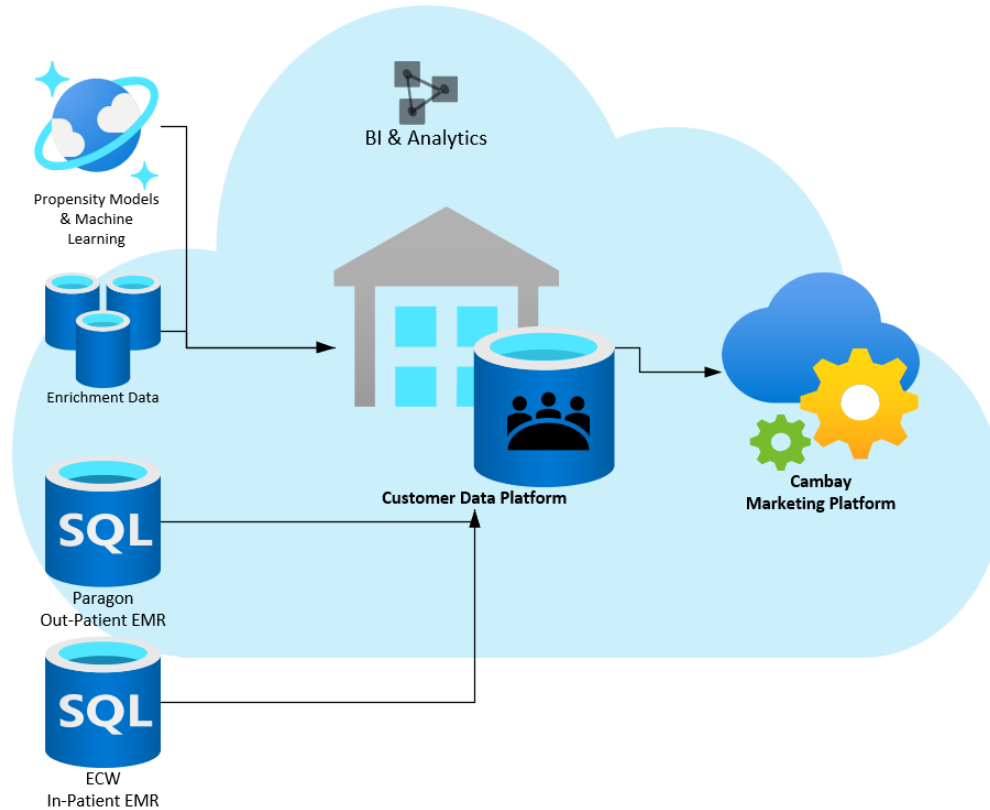


What Is The Business Value?



- All in one solution that requires no code or custom integrations to maintain
- Improved targeting in your marketing efforts using a **Customer Data Platform and Propensity Modelling**.
- Omni-Channel approach to Marketing including real-time triggers.
- Be more precise and hone your message to your intended audiences.
- Rely on systems for Event Management and incorporate customer service where needed.
- Intelligent insight into your marketing decisions and calculated ROI.
- Additional features include Patient 360 and Teams integrations

Cambay Intelligent Marketing for Healthcare



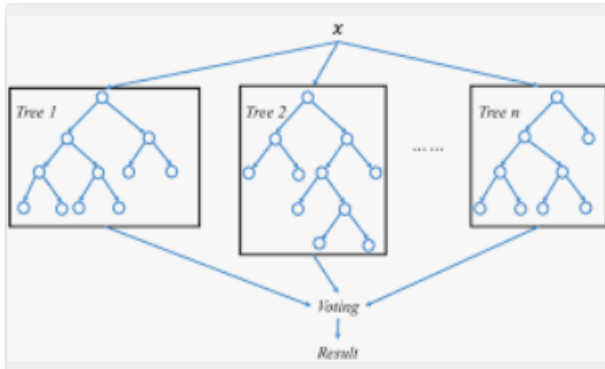
What is a Customer Data Platform?

Solution Capabilities

- Unify many data sources without code
- Gain a deeper understanding of your customers
- AI Machine Learning
- Configurable KPIs & Measures
- BI Connectors for enhanced reporting
- Native integration with all Microsoft products
- Extract customer data via connectors, export or API



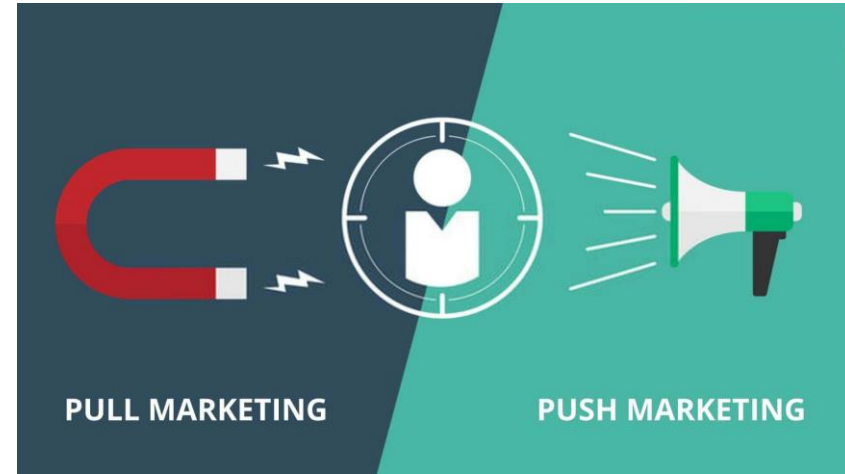
What is Propensity Modelling?



Propensity modeling is a **set of approaches to building predictive models to forecast behavior of a target audience by analyzing their past behaviors**. Propensity models help identify the likelihood of someone performing a certain action.

Push AND Pull Marketing

- Push marketing, or outbound marketing, can lead to quicker sales and is powered by what you push out to your audience via your marketing.
- Pull marketing, or inbound marketing, starts internally and is focused on building and perfecting a marketable brand to new and existing customers.



Demo

BC **BRENDA Cadenas**
ATLANTA, GA, USA
Last activity: 4/30/2022

CustomerId: fbd32715601c7dca078048355292d02
demo_person...: Female
Phone: 377-542-7333
Email: BrendaCadenas@testtest.com
Address: 3200 Lenox Rd Ne, ATLANTA, GA 30324 USA

Additional fields
AddressLine2: APT F305
MiddleInitial: A
AddressLine1: 3200 Lenox Rd Ne
demo_person_age: Age

Activity timeline

- 1 InputVisits
- 1 MarketingEven...
- 1 OutputVisits
- 1 PopuliPropensity

APR 2022 (1) | By date

- Breast Cancer - 4/30/2022
- Inpatient Visit - 3/6/2022
- A Time to Be Thankful - 21 - 10/28/2021

Average Breast Cancer ... Last updated 6 days ago: **0.08**

Mammo Propensity Last updated 6 days ago: **0.84**

Brand Sov for customers like BRENDA Cadenas

Brand	Percentage
Moderna	~10%
Goodrx	~35%
CVS Pharm...	~45%
CVS Carem...	~5%



Hello Georgia!

Cambay Healthcare is offering free Mammogram screenings in Atlanta, Savannah and Macon GA. Available through Oct! Sign-Up Today!

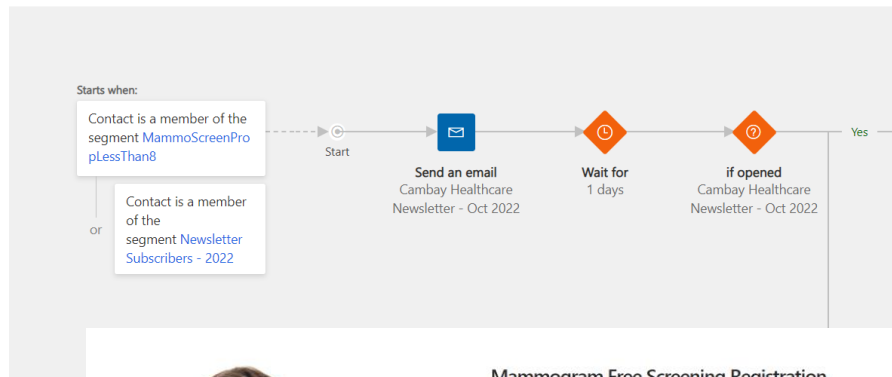
Register Today!
oxbowtechsolutions.com/medical/#appoi...

1:11 PM · Sep 22, 2022 · Dynamics 365 for Marketing

Journey: Cambay Newsletter - Oct 2022 - Saved
Customer journey

Journey: Cambay Newsletter - Oct 2022
Name

Designer General Insights Related



Mammogram Free Screening Registration

Register today for a session! We look forward to seeing you!

First Name * Last Name *

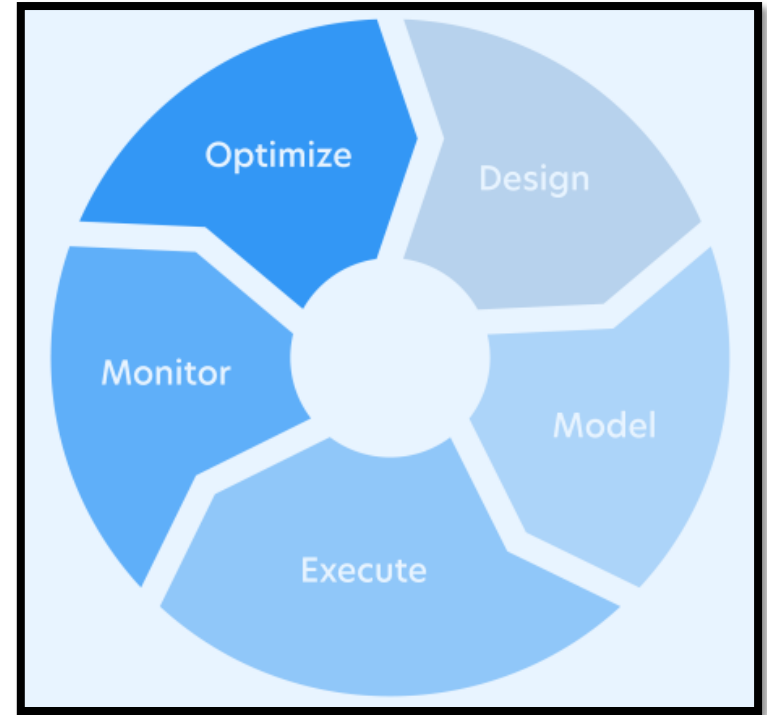
E-mail * Phone

City

Event to Attend* Zip Code

Next Steps

- Incorporate feedback to tailor the solution to your business processes and focus.
- Marketing Team: Focus on replacing & **improving** your current process(es). Incorporate Marketing Automation, Propensity Models, Data Enrichment, Machine Learning in a **single solution**.
- We recommend a full requirements assessment during Phase I. This is how we will understand the full scope of the implementation.
- Meeting with stakeholders to move towards assessment phase.



Thank You



Cambay
Project Solutions

Accelerating Digital Transformation



Contact Us

Cambay Solutions LLC

1838 Snake River Suite D
Katy, TX 77449

