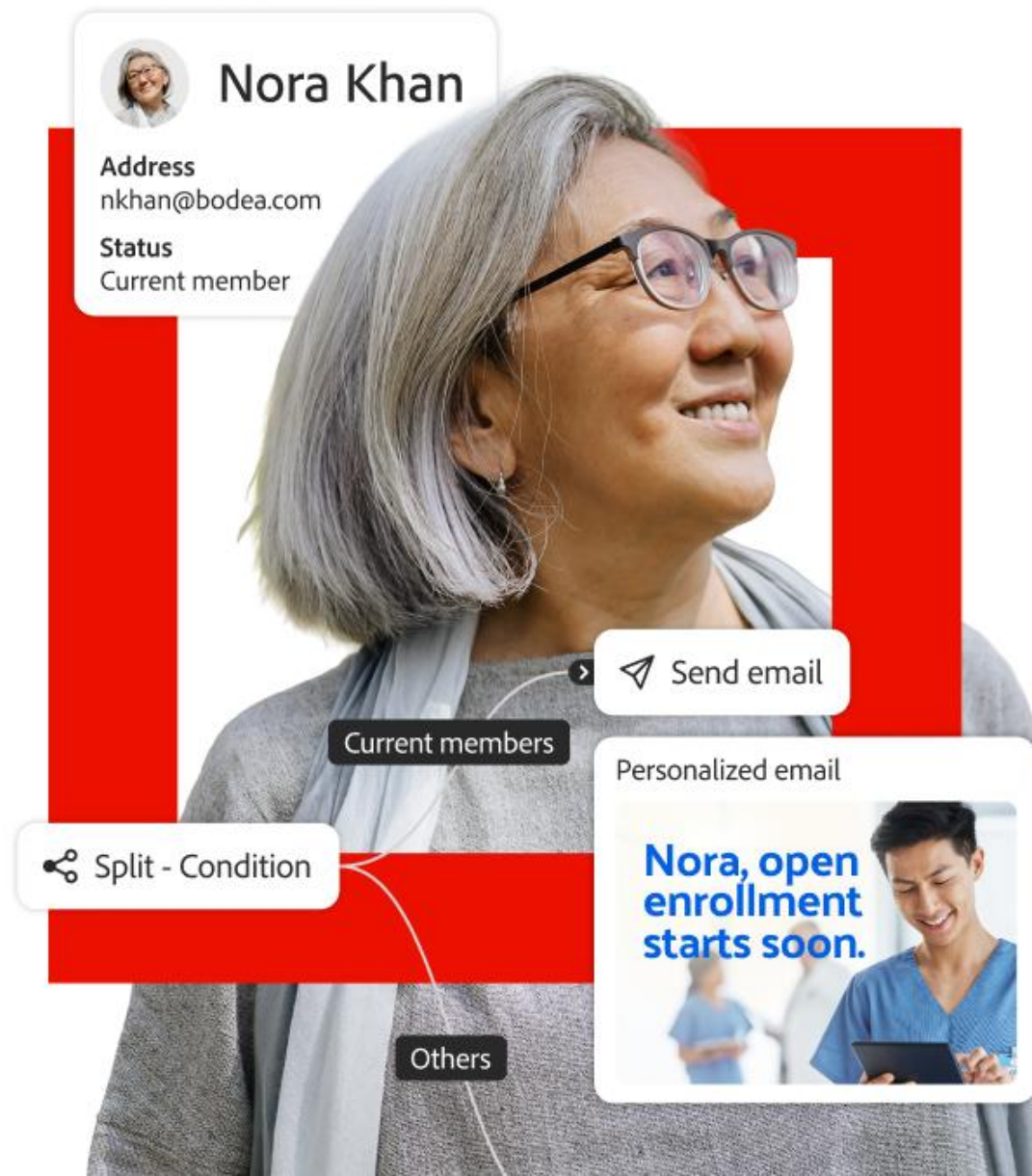
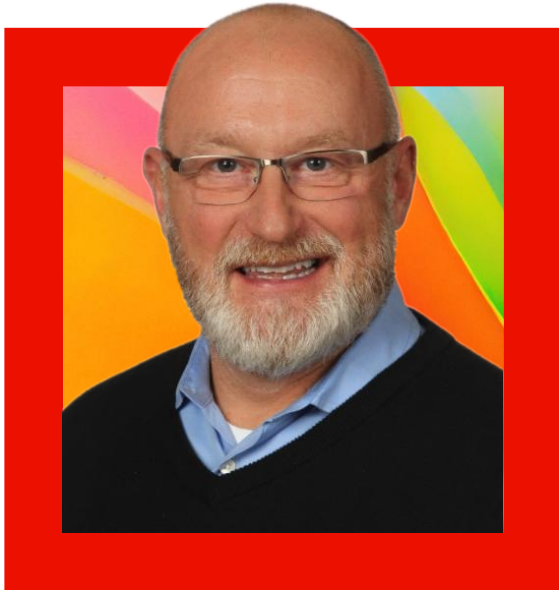


Powering Personalized Open Enrollment Journeys for Healthcare Payors at Scale

Adobe



Today's speakers



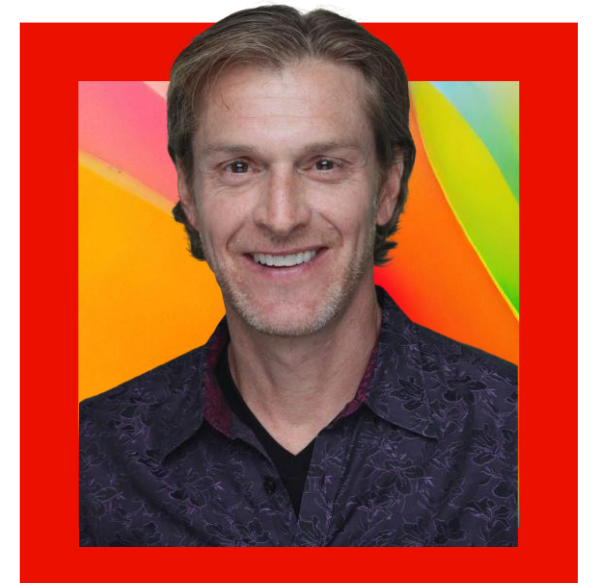
Tom Swanson

Head of Health & Life Sciences
Strategy and Marketing
Adobe



Ted Roman

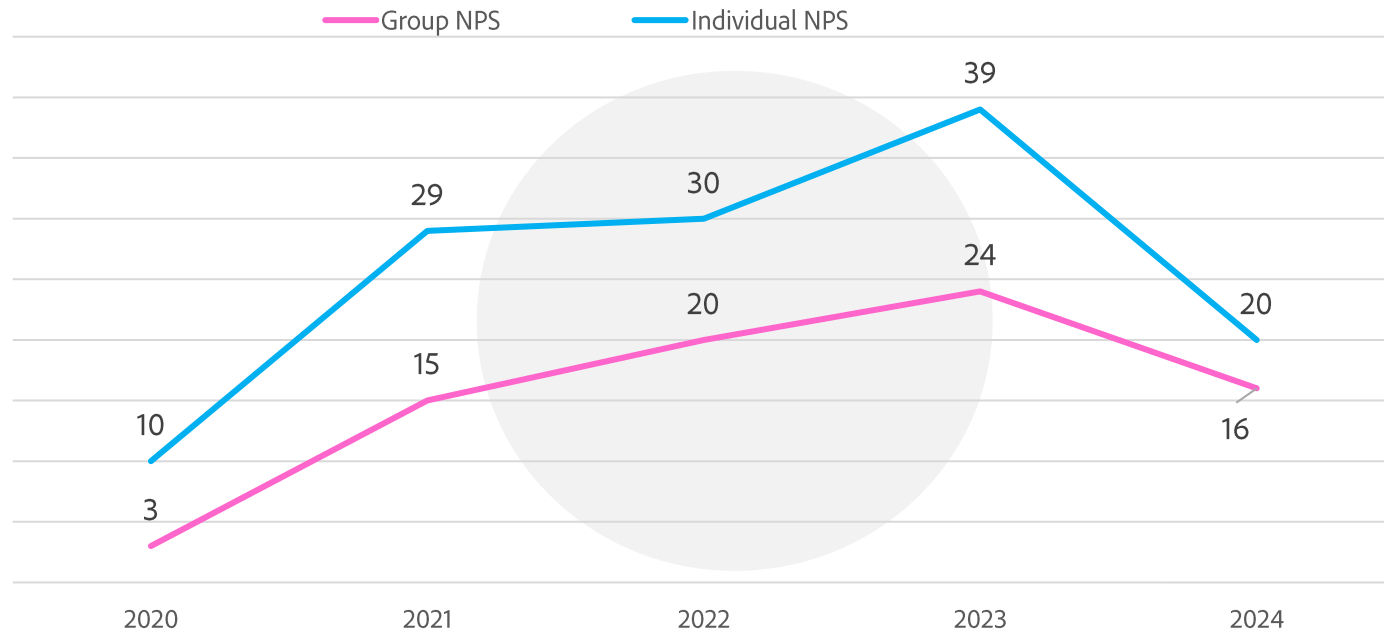
Principal, Digital Strategy Group
Adobe



Steve Weinswig

Design & Digital Products Lead
Accenture Song

Healthcare Satisfaction Hits a Hiccup: What changed in 2024?



3 hypotheses as cause for decline:

- Fragmented process
- Increasing complexity
- Aligning expectations

NPS Changes: Net Promoter Score rose significantly from 2020 to 2023 but dropped in 2024.

Perception matters, and customer satisfaction has stalled

Operating in one of the **least respected** industries...



Technology (Apple, Samsung, Amazon)
Retail (Costco, Patagonia, Trader Joe's)
Automotive (Toyota, Tesla)



Cable and Internet (Comcast)
Communications (phone service)
Health Insurers

Among the **least trusted** of entities in the health care ecosystem ...

HEALTH INSURANCE EXECUTIVES

VS

CONSUMERS

90%

of executives think their customers 'highly trust' them

80%

of consumers trust their 'direct care' health care providers - such as doctors and nurses

56%

of consumers trust government agencies

24%

of consumers trust health insurance companies and pharmaceutical companies, among the least trusted entities

Leveraging Agentic & Generative AI



Overwhelmed Caregiver



She/Her, 45, Married,
Mother of 3 &
Elderly Caregiver

Chronically Burdened



He/Him, 38, Engaged, Tech-
savvy, Type-2 Diabetic

Healthy Experimenter



She/Her, 28, Single,
Digital Marketer &
Avid Runner

Cautious Traditionalist



He/Him, 38, Married,
Father & Lawyer

Pain Points

High Out-of-
Pocket Costs

Lack of
Comprehensive
Coverage & Clarity
on Plan

Lack of
Accessibility,
Responsiveness &
Support

GenAI/AI Medicare lead + enrollment growth

CHALLENGE

How to capitalize on the post-Covid shift to Digital to capture more Seniors during open enrollment.

WHAT WE DID

- UX + analytics assessment
- Rapid, agile optimization sprints
- Data-driven experiences
- Measurable ROI, growth, & learnings
- Increased speed to insights
- Democratized data
- Delivered ongoing value

Let's personalize your plan options.

Please enter your full name.

First Name

Last Name

Next →

← Previous

Non-Referral Prospect Experience Map

1. Prospect enters the website and browses plan options.

2. Prospect selects a plan and clicks "Next" to see details.

3. Prospect reviews plan details and clicks "Enroll" to complete enrollment.

4. Prospect receives confirmation email and enrolls in the plan.


1. Prospect enters the website and browses plan options.

2. Prospect selects a plan and clicks "Next" to see details.

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Get to know our digital educators.



LULULEMON PACIFIC CENTRE, 7 MONTHS

Jiwon


My morning routine starts when I check my sleep tracker, then I make a blueberry yogurt bowl with cranberries, almonds, flax seeds and chia seeds — and a cup of coffee.



DEC WEST, 2.5 YEARS

Aidan

Right now I love our City Sweat Hoodie. I'm staying active with outdoor workouts, where I can get creative with hills and tree trunks.



LULULEMON DES MOINES, 3 YEARS

Christina

I'm currently obsessed with the Wunder Train Tight. I practice hot yoga and love a good cardio class, so I'm lucky my local studios have provided tons of virtual class content.

RESULTS

+85%

leads on digital from optimization roadmap

+36%

digital enrollment increase for high value customers

+multi-million

annual value of incremental enrollments

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Aligning Expectations

Building Trust Through First Impressions and Service Excellence



The First Impression: Setting the tone

- Onboarding matters
- Transparency at the start



The Power of Great Service

- Empathy and respect
- Proactive problem solving



Continuous Onboarding: Building loyalty over time

- Beyond the initial stage
- Ease of use
- Transparency and consistency

Key takeaways

**Trust, Empathy
and Respect are
more critical than
ever.**



Use of PHI for personalization requires transparency, a clear value proposition, and data governance to maintain compliance



AI is foundational when it comes to real-time personalization of experiences



Know your customers, understand your customers, and craft a journey just for them



Q&A

Related resources

2025 AI and Digital Trends — Healthcare

The cover of the 2025 AI and Digital Trends Healthcare report features a smiling woman holding a smartphone displaying a healthcare app. The app shows a 'Schedule your check-up appointment' button, a 'Better health starts here.' message, and a '4.48k' rating. Below the woman, there's a smartwatch showing a heart rate of 256 and a hand holding a pill bottle with a 'Fill prescription' button. The bottom of the cover includes the Adobe Experience Cloud and Econsultancy logos.

Adobe Solutions for Healthcare and Life Sciences

The landing page for Adobe Solutions for Healthcare and Life Sciences features a header with the text 'Explore the features and capabilities of Adobe solutions for healthcare and life sciences.' and a sub-header 'Adobe unifies your data, content, and omnichannel orchestration so you can deliver real-time experiences that are personalized — all from a foundation of trust.' Below this, there are four main sections: 'Personalize health experiences', 'Optimize HIPAA-ready journeys', 'Scale content operations safely', and 'Deliver proactive wellness management'. The 'Personalize health experiences' section includes a sub-header 'Safely use customer data to deliver more personalized health experiences.' and a list of bullet points: 'Enhance engagement, acquisition, and conversion strategies with a data-driven approach. Adobe provides a compliant data foundation that powers real-time, unified views of prospective customer data that improve targeting and inform content delivery.', 'Develop real-time profiles to make insight-driven improvements to experiences and to segment patients, members, and customers.', 'Use new visitor engagement behavior data to inform and guide the delivery of personalized content.', and 'Create targeted, personalized outreach for providers and patients to increase conversions.' Below this, there's a section titled 'Healthcare and life science organizations rely on Adobe for personalized and seamless omnichannel experiences.' with three statistics: '431% ROI from Adobe.', '11% Growth from increasing audience, conversions, and order value.', and '50% Reduction in content review cycle times.' The bottom of the page features the CVSHealth logo and a quote: 'Having the right data at marketers' fingertips unlocks creative and innovative ways to get the right content in front of the right people.' by Ben Meek, Executive Director, Enterprise Marketing Technology.

Research Report from Accenture

The cover of the research report 'The power of trust: Unlocking patient loyalty in healthcare' features a dark background with a purple and blue gradient. The title is in large white text. Below the title, it says '3-MINUTE READ' and 'APRIL 30, 2024'. The 'In brief' section includes three bullet points: 'Access, ease of doing business, digital engagement and trust is important to drive loyalty according to our survey of nearly 18,000 people in the US who use providers and payer services.', 'A seamless and satisfying healthcare experience is more important to people than price.', and 'Download the infographics below to learn more about how trust drives patient retention in healthcare.'

Adobe