Neudesic Customer Data Platform

Harness the enormous power of data across the healthcare spectrum— all in one platform

You have massive amounts of data available, but how do you harness it all? Now there's a way to move data around from different sources easily, efficiently and securely. You get one, single authoritative 360-degree view into patients and customers. You can quickly combine EMR and non-EMR patient and customer data. The Neudesic Customer Data Platform combines the power of D365 Customer Insights and builds on the HL7 FHIR API and Healthcare data model by Microsoft Cloud for Healthcare to offer you the best view of your patients and customers.

Not just insight but true vision.

Know your customers	Enhance the customer experience	Have a single 360-degree view of customers	All the benefits of Microsoft Cloud for Healthcare

This is *the* data solution for every facet of the healthcare spectrum—providers, payors and pharma. Combine data from EMR and other data sources into a single unified view of your patients and customers. Create tailored communications and interactions based on rules—personal, clinical, demographic—and preferences for channel—phone, email, text, mail—timing, language and a host of other factors. Give your teams the power to communicate more effectively with members and patients—how they want—including self-service profile management, to deliver winning experiences that can significantly boost loyalty and member retention.

Greater Operational Efficiency

- Simplified workflows drive greater insights and ultimately member and patient cost savings
  - Improves the customer and member experience
  - Lowers operational and overhead costs
  - Helps increase compliance with organizational and regulatory policies
  - Helps increase patient and member engagement, loyalty and retention
  - Increases member and patient revenue
  - Drives customer service utilization

Single Source Data Hub

This Neudesic solution creates a single authoritative source of member information, combining data from disparate systems, including EHRs. New entries, into any system, are immediately securely available to authorized staff.
- Proven Microsoft Cloud for Healthcare based solution means healthcare security, reliability, scalability and integration using FHIR
- Neudesic is a premier partner of Microsoft's cloud for Healthcare product
- Simplified deployment—Neudesic Data Platform Accelerators via DPi30 enhances speed to market and best in breed deployments