

Marketing Intelligence. Delivered Precisely.

AudienceMatchAI for Healthcare Payers

Flyer



Healthcare payers operate in an increasingly consumer-driven market, yet fragmented data, generic outreach, and delayed insights continue to limit meaningful member engagement.

Our AudienceMatchAI solution is an intelligent member engagement platform that helps payers unify data, anticipate risk, and deliver personalized, compliant outreach at scale and in real time.

Built on Hexaware AgentVerse, an advanced AI platform, our AudienceMatchAI solution operationalizes agentic AI safely, reliably, and at scale to improve healthcare member experience, retention, and program effectiveness.

AudienceMatchAI for Healthcare Payers

Unified Member Intelligence. Personalized Engagement. Delivered at Scale.

The Marketing & Engagement Challenge

While healthcare is being reshaped by consumer expectations, payer engagement models remain fragmented. Marketing and care coordination teams struggle with:

- Disconnected member data across systems and programs
- Generic, untargeted outreach that fails to drive action
- Late identification of risk and churn
- Rising service and care coordination costs with limited visibility into impact

The Result

Poor member experience, missed care opportunities, and avoidable churn.

The Reality

Members don't leave because care isn't available. They leave because healthcare customer engagement isn't relevant or timely.

The Solution

AudienceMatchAI is an AI-powered member intelligence platform that enables payers to activate unified data into personalized, compliant engagement across the member lifecycle. With AudienceMatchAI, payers can:

- Build a single, trusted 360° member profile
- Monitor continuous risk and churn signals in real time
- Deliver cohort-based, hyper-personalized outreach across channels
- Incorporate SDoH insights to support care and community programs
- Align marketing, engagement, and care coordination on one platform

All through one unified system connecting data, intelligence, and action.

Why Our AudienceMatchAI Solution Is Different

- Not a generic CDP
- No disconnected member data analytics
- Not just a campaign tool

AudienceMatchAI becomes the operating system for payer member intelligence, enabling real-time, compliant, and coordinated engagement across teams.

Business Impact

- 20–25% higher member engagement
- Reduced churn and higher satisfaction
- Improved provider collaboration and care outcomes
- Lower operational friction through unified intelligence

Deliver Personalized Engagement at Scale.

AudienceMatchAI helps healthcare payers transform fragmented member data into real-time engagement intelligence securely, compliantly, and at scale.



Ready for a demo?

Contact us at marketing@hexaware.com.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate. With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.