

AudienceMatchAI for Healthcare Providers

Marketing Intelligence. Delivered Precisely.

Flyer



Healthcare organizations have more data than ever, but turning that data into relevant, timely, and compliant patient engagement remains a challenge. Generic campaigns, fragmented systems, and regulatory complexity prevent marketers from reaching the right patients with the right message at the right moment.

Our AudienceMatchAI solution changes that.

Built on Hexaware AgentVerse, an advanced agentic AI platform, our AudienceMatchAI solution operationalizes agentic AI—safely, reliably, and at scale—to help healthcare providers drive meaningful engagement, improve retention, and maximize marketing ROI.

AudienceMatchAI for Healthcare Providers

From Fragmented Data to Personalized Engagement—at Scale

The Marketing Challenge

Healthcare providers face growing pressure to engage patients more effectively, yet marketing and outreach teams struggle with:

- Fragmented patient data across clinical, CRM, and digital systems
- One-size-fits-all campaigns that fail to resonate with diverse populations

- Limited visibility into patient engagement and churn risk
- Regulatory and compliance constraints slowing personalized outreach
- Rising costs with unclear marketing impact or ROI

The result

Low engagement, missed outreach opportunities, declining adherence, and reduced patient retention.

The Reality

Patients don't disengage because care isn't available. They disengage because outreach isn't relevant, timely, or personalized.

The Solution

AudienceMatchAI is an AI-powered patient segmentation and targeting platform that enables healthcare marketers to design, activate, and optimize personalized patient engagement while remaining compliant by design.

With our AudienceMatchAI solution, providers can:

- Segment and target patients intelligently using unified, real-time data

- Optimize healthcare campaigns and programs to deliver personalized, compliant outreach
- Predict disengagement and churn using AI-driven propensity models
- Identify high-risk cohorts for proactive engagement and follow-ups
- Measure engagement impact and ROI with continuous insights

All delivered through a single, unified marketing intelligence and member engagement platform.

Why AudienceMatchAI Is Different

- Real-time, AI-driven insights from unified patient data
- Compliant and coordinated marketing aligned with care delivery
- Meaningful, personalized engagement—not one-size-fits-all outreach
- Built for scale across populations, programs, and campaigns

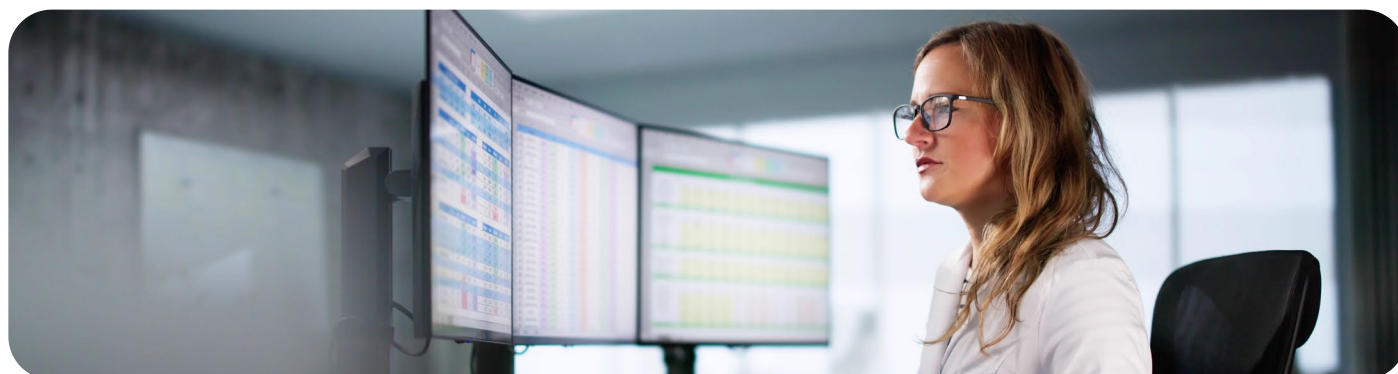
Business Impact

 Up to 30% increase in patient engagement through precision targeting	 Reduced patient attrition with proactive, data-driven outreach	 Improved adherence and outcomes driven by relevant engagement	 Higher marketing ROI through smarter segmentation and activation
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Activate Smarter AI-Powered Patient Engagement

Our AudienceMatchAI solution enables healthcare providers to move from reactive outreach to intelligent, proactive patient engagement at scale and with confidence.

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.

Learn more about Hexaware at <https://www.hexaware.com>.

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