The platform delivering better health outcomes

Campaign Builder delivers dynamic programs that trigger the right actions at the right time to members, providers, and internal staff. We drive superior engagement through programmatic nudges, dynamic, data-driven interventions, cohort-specific clinical journeys, and more.

Campaign Builder delivers returns across key areas of opportunity

Drive Growth & Utilization

Omnichannel messaging prompts active engagement to drive more members to complete visits with providers — leading to higher utilization and healthier members.

+15% PCP utilization

Capture Risk & Close Gaps in Care

Unite data points across internal and external sources to identify, address, and close gaps in care — improving health outcomes for members.

+40% Diabetic eye screenings

Improve Stars & Retention

High-value engagement strengthens relationships with members by driving positive perception, influencing Stars, CAHPS, and member retention.

+27% Rx refills

Reduce Admin Costs

Automate complex workflows for internal staff, thus conserving resources, maximizing effectiveness, and accelerating care delivery.

−89% Manual effort reduction through automation

How Campaign Builder delivers best-in-class clinical and business outcomes

Interoperable

Campaign Builder supercharges existing technology by integrating with third-party EHRs, CRMs, and even home-grown technology. Think of it as an orchestration layer working behind the scenes. It seamlessly connects dots — between internal and external processes — to automate time-consuming workflows and reduce costs.

Tech-enabled personalization

Campaign Builder uses data from across sources to personalize and tailor communications for member, making each interaction relevant and timely. By harnessing next best action logic, campaigns only engage members with a single, high priority action at any one time. Plus, our robust experimentation and testing logic continues to learn about every single member, optimizing campaigns to drive the most valuable outcomes for your business.

Led by industry veterans

Our team provides continuous and customized support to help you achieve business goals. Along with a library of proven campaigns, we're here for campaign consulting, data and integration configuration, plus analytics and reporting. This lets us work with you to further optimize results for upcoming campaigns.

+O

SEE CAMPAIGN BUILDER IN ACTION

To request a demo and learn more email **plusoscar@hioscar.com**

About us

Campaign Builder is designed to help healthcare organizations drive improved efficiency, growth, and superior engagement with members and patients. We envision a world where healthcare is more human and less expensive, thanks to the power of automation. It's a world where intuitive technology automates operations. And engages people in their care journeys. This means healthcare organizations can achieve the thing that matters most: better outcomes.