Oracle Unity: Complete, Actionable Patient Intelligence for Healthcare

What if you could...

Transform your enterprise healthcare community data into actionable, trusted profiles that all your teams can leverage to drive better patient experiences and growth across marketing, sales, service, analytics, and more.

Oracle Unity Customer Data Platform (CDP) bridges the gap between *having* patient data and *acting* on it.

Connecting patient signals and interactions from online, offline, and 3rd party data across front and back office operations — *in real time* — gives providers a single trusted record to build intelligent, relevant experiences that put patients at the heart of their practice.

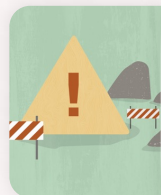## With the Unity CDP, providers can...

Unify patient profiles and leverage AI to improve experience

Patients don't experience us in silos. Unity's Patient 360° Profile Unification & Intelligence gives providers a complete view of patient health — assisted by AI —to deliver educational materials, monitor progress, and improve outcomes.
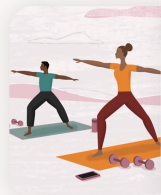
Personalize outreach to patients and community members

Empowered patients expect you to know them. Unity stores anonymous activity and instantly appends it to records when identities are revealed, enabling providers to personalize campaigns and proactively engage every individual.

Reduce the cost to acquire & retain patients

52% of patient transactions are now digital. Harness the power of digital channels and eliminate wasted spend with powerful AI models that can predict patient preferences — delivering the right content to the right patient at the right time.
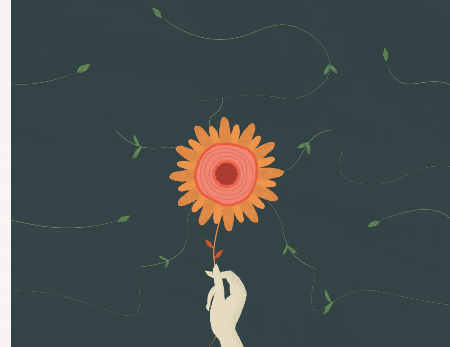
Empower patients with intuitive self-service

42% of patients use digital tools to measure and track their own health goals. Provide powerful self-service for patients to view their healthcare information, request and manage appointments, and have questions answered quickly.

ORACLE
Unity

Unity for Healthcare aims to address rising per capita costs, improve patient experiences, increase clinician satisfaction, and keep pace with the changing view of health — allowing healthcare payers and providers to quickly pivot, adapt, and provide a better patient experience — at a scale where all can benefit.

Our platform has achieved HIPAA attestation to meet the security and privacy needs of healthcare organizations.

Launch <6 months
Accelerate time to value

Contact Oracle Digital Experience Agency to discover how we can transform your data to craft highly-personalized patient relationships that last →

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