

# Apteco platform: let's make healthcare personal

Powerful intelligence-led public health **data analytics** helping you to use insights to redesign care pathways



## Benefits

- Easy to use, tried and tested tools that enable you to make insight-led decisions
- Mitigate risk by being in control of data across multiple databases
- Secure storage and access to patient preference data
- Spend more time focusing on what you do best and create capacity in your workforce
- Use cutting-edge technology to power your digital strategy
- Measure, analyse and report on communication responses

## Put population health data analytics, clinical data analysis and behavioural insights at the centre of your healthcare service delivery strategy

We know that finding the time and resources to deep-dive into data is a common problem in healthcare. Apteco software gives you fingertip access to data and insights so you can still have the time to provide personalised care on a one-to-one level, and to redesign intelligence-led care pathways that support and educate.

With access to data still proving a major challenge for many organisations, the prospect of navigating software can feel like an added burden for care teams. We're the first part of your journey to truly understanding your patients and population – and having the ability to turn that knowledge into meaningful actions.



## The Apteco solution

Many well-known brands and charities around the world trust Apteco software to give them the actionable intelligence they need to activate relevant, targeted and meaningful communications. So even if you don't have expertise in data science, or the tools for daily data management, we can help you use your data to build communication initiatives and improve the patient experience you deliver.

Our unique analytics solution offers powerful data exploration, analysis and visualisation. Apteco software is specifically built for fast ingestion and analysis of big data sets, perfectly suited for application in the healthcare sector for population health analysis, clinical data analysis and behavioural insights.



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## Benefits

- Create patient and population segments for relevant targeting from even the largest of data sets
- Give care teams fingertip access to data and insights using collaborate tools
- Track engagement and response rates with intuitive dashboards
- Build confidence, health literacy and independence
- Effortlessly analyse population health, clinical data and behavioural insights
- Increase the likelihood of positive outcomes amongst patients and the wider population



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**Our powerful algorithms empower you to deliver people-centric, relevant and targeted digital communications. We help you give each and every individual the personalised experience and support they expect.**

Features and functionality include:

- Create data selections and cross tabulations
- Produce charts, Venn diagrams and word clouds
- Transfer results into Excel, Word and PowerPoint
- Export data in many formats
- Schedule tasks and reports to run automatically
- Upload targeted data directly to your digital communication channels
- Create patient segments directly from visualisations
- Analyse how patients and users move between segments
- Create and save templates

With the Apteco healthcare platform you can:



Speedily analyse population health patterns, perform clinical data analysis and identify behavioural insights.



Rapidly load and analyse large healthcare datasets to identify population health trends and cohorts of people who may benefit from additional support.



Utilise inbuilt functionality to automate administrative and clinical tasks to save valuable time, and allow secure data sharing across organisational boundaries.

## About Apteco

Our story began over 35 years ago, and we remain true to the same core beliefs today: creating and building industry-leading software to speedily convert data into actionable information.

Apteco's history stems from the commercial sector in the UK and has expanded to provide customer data insights and campaign automation solutions to data scientists, marketers and charities all around the world.

Our story centres around the value of loyalty and focuses on building long-term relationships with our partners and software users. This means an enthusiastic, can-do attitude. It means being completely transparent at all times and never afraid to be honest. This approach has served us well, and we feel it's perfectly suited to work in synergy with the healthcare sector as we build new relationships and partnerships in this vital sector.

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