



Apteco  
INSIGHT INTO ACTION



# Apteco platform

## Let's make healthcare personal

We harness our foundations  
in marketing technology  
to deliver tailored, intelligence-  
led healthcare communication  
programmes.





**We empower people  
to take control of their  
health and receive  
interventions when  
they need them.**







# Healthcare data doesn't just offer insights into population health and clinical analysis.

**It can help encourage behavioural change and support prevention too.**

We help you use your data to:



**Build communication initiatives**



**Deliver improved experiences to people and patients**

Apteco's aim is to help you use insights to redesign care pathways, giving you the tools to develop strategic communications so people make better lifestyle decisions, live healthier lives, and receive interventions when needed.

*Why?* With the Apteco healthcare platform you can:



**Put public health communications and long-term condition management at the centre of your population health strategy**



**Nudge people towards healthier lifestyle choices and intervene where and when they need it**



**Create capacity in your workforce**



# Why choose Apteco?

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



## Experience

We've been helping companies put data at the heart of their business for over 35 years. And we're still doing it today because it's what we do best.



## Insight

We've got all angles covered, enabling you to analyse data from multiple sources to help you master your patient and population data.



## Integrity

We're passionate about always doing the right thing – with our customers, our partners, our colleagues, our technology, and your data.



## Loyalty

At Apteco it's just as much about the people as it is the technology. We recognise and reward loyalty, understanding that the best results come from true partnerships.



## Knowledge

Simply put, we're pioneers in actionable data. We create industry-leading tools to help you spend more time focusing on what you do best.



## Cutting-edge

We're constantly investing in groundbreaking technologies and adding new functionality to our software. Technology is constantly changing, and we're committed to being at the forefront of innovative solutions and great usability.

# Improve healthcare engagement with Apteco

**Apteco software is designed to allow you to quickly explore and extract actionable insights from even the largest data sets. You can create patient and population segments for relevant targeting by effortlessly analysing:**



**Population health**



**Clinical data**



**Behavioural insights**



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 provide personalised care on a one-to-one level.

For example, you can send people gentle, regular updates to remind them what they can do to improve their wellbeing and reduce the risk of poor health.

Apteco makes it easy for you to automate relevant, timely messages, such as alerts to warn people of low air quality or adverse weather patterns. You can then track engagement and response rates from an intuitive dashboard, making long-term condition management much simpler.

All of which means you can:



**Improve the accuracy and effectiveness of your communications**



**Build confidence, health literacy and independence**



**Increase the likelihood of positive outcomes and behavioural change**



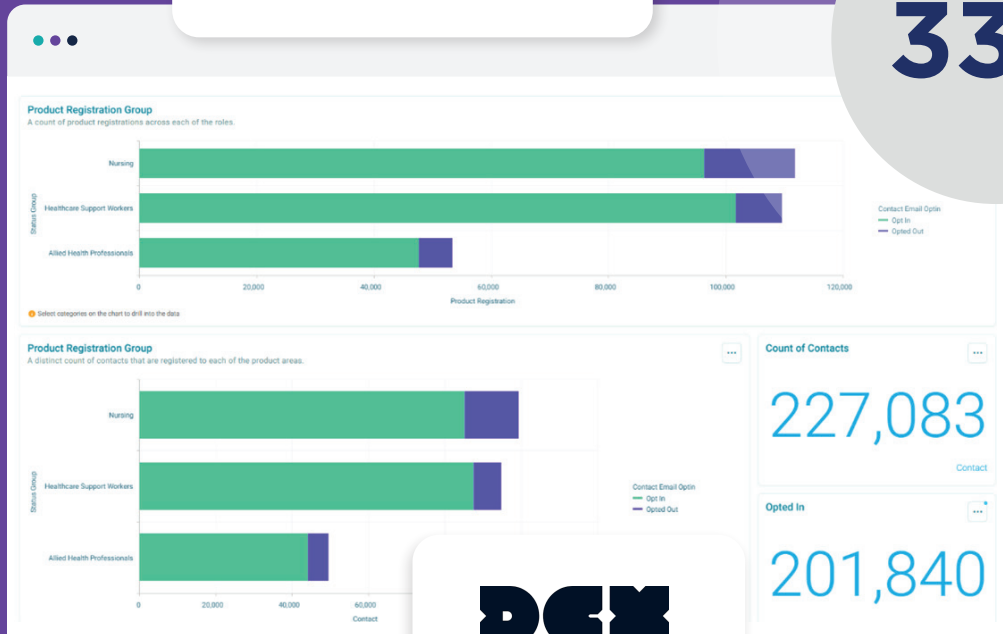


# Health Education England and Paragon DCX save up to 33% campaign effort and cost



Health Education England

33%



## The challenge

Health Education England (HEE) received data separately from a range of different sources, all of which were disparate and siloed. Reports were in the form of linear Excel spreadsheets. Marketing communications were delivered through SQL scripts and API connections to the email service provider – with lengthy code that was difficult to put through a QA process in a timely manner.



## The Apteco solution

HEE now uses Apteco software to:



**Understand potential audiences and quickly access performance reports through dashboards**



**Display data in a way that is more visual, accessible, and easy to understand**



**Create a single customer view for easy and fast data analysis and campaign creations**



**Deliver campaigns based on sign-up preferences and areas of interest**



**Save time and money when repurposing existing campaigns**



**More efficiently build end-to-end customer journeys**



**Create rules for more complex journeys**



**“Apteco software has led to many benefits for HEE. We’ve seen a decrease in turnaround times on complex user journeys, meaning savings to the taxpayer. Possibly the greatest benefit is access to real-time data allowing us to respond to stakeholder data requests immediately and think more strategically about future campaigns.”**

**Darren Aldrich, Head of Communications, NHS Health Careers**



# The benefits for HEE



## Faster reporting capabilities

More efficient processes and speedy creation of reports to aid decision-making.



## Improvement to data efficiency

Reduction of database latency by 86% and reduction of report build times and cost by 90%.



## Commercial and workload improvement

Dramatic improvement in the amount of time needed to build a complete customer communications journey. Reduced campaign development effort and cost by up to 33%.



## Meaningful communications plan

Successful delivery of highly targeted email communications and recruitment campaigns to drive action.

# Start building your **vision** for strategic healthcare communications

## Why Apteco?

Apteco software is developed in-house and is specifically built for fast ingestion and analysis of big data sets, so we're a safe haven for those drowning in data.

## Why start now?

Apteco can help healthcare providers to improve health outcomes by being part of a solution that allows you to better understand and proactively manage patient and population healthcare.











**We give you the tools to  
deliver an outstanding  
experience. To every  
person. Every time.**





Learn more at:

**[apteco.com.au/healthcare](https://apteco.com.au/healthcare)**



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