



CONCORD HEALTHCARE ANALYTICS

What We Do

Accelerate Member Insights & Personalization | Modernize Data Platforms | Drive Marketing Analytics Programs

Opportunities in the Healthcare Analytics Space

With the increasing volume and complexity of data, healthcare analytics is growing in importance for healthcare organizations to make data-driven decisions and improve patient outcomes. There's been a massive increase in tools and technologies to build robust, scalable data management and analytics solutions. Patients demand autonomy over their data and expect personalized experiences based on their unique health profile. We help organizations leverage emerging technologies and meet their analytics needs by providing holistic experiences in a connected ecosystem. From financial and operational analytics to clinical and member analytics, there's a strong opportunity to improve patient care, reduce cost, and optimize operations by employing the right data at the right time.

Accelerate Member Insights & Personalization

Personalization is a notoriously weighty topic in any digital endeavor and getting it right in healthcare is both an art and a science. Members expect the benefits of one-to-one personalization while maintaining secure personal health data.

We improve member insights and drive personalization by starting wherever you are. It's less daunting to implement simple, strategic approaches that incrementally incorporate personalization for your customer groups. We help refine your approach and identify areas of quick-win opportunities.

Modernize Data Platforms

Do you have confidence in your data? When outdated technology mixes with siloed data, your organization is bound to lose a competitive edge.

A unified enterprise-wide data approach is within reach. We focus on people, process, and technology to break down data silos and develop high-quality, accessible, and accurate data to serve the entire organization. Our technical expertise ranges from cloud architectures to Customer Data Platforms (CDPs).

Drive Marketing Analytics Programs

Marketing spend can quickly spiral out of control. The right marketing analytics program can reduce spend while ensuring results.

We partner with healthcare marketing teams to control overall spend, reduce the cost of customer acquisition, and increase customer conversions.

About Concord

We are a consultancy that combines technology and industry depth with a get-it-done culture to enable resiliency, efficiency, and innovation.

Our Solutions

Concord provides clients with unique, “right fit” technology and data solutions to unlock opportunities in four key areas:



Digital & Product Experience



Data Management & Analytics



Cloud Engineering & Modernization



Security & Quality Engineering

Our Delivery Centers

We combine global reach with an agile, impact-focused culture to deliver solutions with our onshore, offshore, and nearshore teams.

Minneapolis | Kansas City | Richmond
Lima | Sofia | Bangalore | Pune | Gurugram



Core Industries We Serve



Healthcare



Consumer & Retail



Manufacturing



Financial Services