

MEDALLIA FOR

Healthcare

With consumer switching rates for healthcare clinicians and health plans at an all-time high, building patient and member trust and loyalty have never been more critical than it is today. According to Accenture's research, trusters are five times more likely to stay with their clinicians and almost seven times more likely to stay than those who don't trust their clinicians at all. Similarly, trusters are four times more likely to stay with health plans than distrusters.⁶

But as patient and member expectations and needs continue to shift, creating personalized engagement that strengthens relationships and drives desired healthcare outcomes can seem overwhelming and potentially insurmountable. But it doesn't have to be this way.

Fortunately, with the industry's #1 enterprise experience management platform, Medallia provides healthcare clinicians and health plans with technology to connect and engage patients and members to drive better, personalized experiences that strengthen relationships, build trust, and foster loyalty.

Capture & Organize

Know your customers and stay ahead of the rapidly evolving consumer trends with the broadest native collection of experience data on the market, powered by complete, continuous, and modern listening.

Predict, Prescribe & Prioritize

Simplify data retention and prioritize strategic opportunities with AI and ML-based reporting and workflows.

Empower & Engage

Increase employee engagement and ensure they are effectively enabled with organizational hierarchy mapping, individualized reports, and real-time alerts.

Act & Transform

Orchestrate smarter, faster, and personalized interactions at scale, that build and maintain strong customer relationships and wire real-time insights into every business system.



Company at a Glance

- Founded in 2001
- Award-Winning Experience Platform
- 1000+ Leading Brands
- 100% Implementation Rate
- 1B+ Experience Signals Processed Quarterly

Market Leader

- Named The Leader in The Forrester Wave Customer Feedback Management, Q1 2023¹
- Named a Leader in Gartner Magic Quadrant for Voice of the Customer²
- IDC: Business Value of Medallia Experience Cloud: 732% ROI average over 3 years³

Featured Partners & Awards

- Adobe Digital Experience Exchange Partner of the Year⁴
- ServiceNow Americas Partner Award Winner⁵
- Salesforce
- The Gold Foundation



Build trust and loyalty with human-centered experiences

Humanize experiences with compassionate listening in real time

Get the patient and member insights needed to create personalized experiences at scale.

- Deliver seamless, tailored experiences across all touchpoints with real-time signal capture and actionable insights.
- Know how, when, and where to make improvements by integrating experience signals with operational data.
- Identify and save at-risk patients and members using intelligent speech and AI-driven text analytics.



Understand and optimize patient and member journeys

Orchestrate seamless, personalized experiences across all touchpoints.

- Drive trust and loyalty using a 360° view to personalize experiences across digital and non-digital channels.
- Continuously improve self-service while reducing cost-to-serve using feedback signals and digital experience analytics.
- Integrate and analyze patient and member experience data across multiple systems to identify and fix systemic issues.

Elevate experiences with physician and team member engagement

Activate the power of your people to drive better outcomes for all.

- Drive continuous improvement and create a culture of service excellence with physician and team member insights.
- Improve retention by leveraging feedback across their physician and team member journey, from hiring to separation.
- Review cross-channel feedback in real-time and distribute it through role-based dashboards to improve performance.



¹Q2 2023 | ²December, 2020 | ³June, 2021 | ⁴2021 | ⁵Ibid | ⁶Accenture, Health experience: The difference between loyalty and leaving

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