

# Intelligent Digital Experience Platform

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TOMORROW

## PROBLEM TRYING TO SOLVE

Broken user experiences due to **multiple disparate systems.**

## OUTCOME/GOALS

Increase patient **acquisition, retention; national recognition.**

## JOURNEY TO GET THERE/PLANNED JOURNEY

Implementation and **integration** of DXP, CDP and IDP, and development of **personalized content** strategy.

*(website platform, customer data platform, identity management platform, and personalization)*

## DIRECT IMPACT TO PATIENT/FAMILIES

Better health outcomes by engaging with patients sooner to address potential and existing health conditions **based on data.**