



Twilio Unveils Segment for Healthcare & Life Sciences to Break Down Data Silos and Enable Proactive, Customized Care Across the Patient Journey

November 14, 2022

Segment's market share leading, HIPAA-eligible customer data platform enables healthcare organizations to move from transactional to relationship based care that can improve patient engagement and health outcomes

SAN FRANCISCO--(BUSINESS WIRE)-- [Twilio](#) (NYSE: TWLO) (LTSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, today announced the general availability of Twilio Segment for Healthcare & Life Sciences, a HIPAA-eligible customer data platform (CDP) that can improve patients' experiences and health outcomes by unifying Protected Health Information (PHI) data across their entire care journey.

Today's top healthcare companies — providers, health insurers, biotech, pharmaceutical, and digital health companies — are focused on improving the end-to-end patient experience. But current data solutions lack the ability to merge offline and online PHI data making it impossible for healthcare organizations to provide real-time, intelligent and personalized support. Now, these organizations have the power to connect in-person visits such as doctor and pharmacy visits, with digital touchpoints across the web, patient portal or mobile app, and communication channels such as phone, chat, video and email, to deliver personalized journeys based on patients' specific and constantly evolving medical and personal needs.

[Healthfirst](#), one of the largest not-for-profit health insurers in the U.S. and the largest in New York, has been a great partner in pioneering the use of Twilio Segment's HIPAA-eligible CDP to enable them to leverage first-party member data to build stronger relationships with their members in various ways, including:

- Instantly resolving a prescription denial by reaching out proactively to a member before they've even left the pharmacy
- Determining if a patient is adhering to their medication with real-time pickup history and identifying who needs assistance — which is critical for chronic care like cancer and diabetes
- Ensuring that a patient is attending annual health checkups and health visits, ingesting those events and orchestrating the next best action via SMS or phone call with a health advocate
- Leveraging customer data coming into Twilio Flex and Twilio Segment to inform products and features for mobile and web apps

"People have come to expect personalized and convenient customer experiences in nearly every aspect of their lives except healthcare where a patient's health and well-being is at stake," said Sandip Chandarana, Associate Vice President of Application Development at Healthfirst. "Twilio's Customer Engagement Platform enables Healthfirst to challenge that norm by providing a comprehensive and real-time view of our members' care journey. With Twilio Segment's HIPAA-eligible CDP and Twilio's programmable contact center, Flex, we can offer more customized care options, proactively connect with patients for preventive care and real-time assistance, and build specific features derived by members' customer data that can improve their experience and health outcomes."

"Digital experiences in every industry are setting expectations. Old methods are no longer acceptable in any industry," said Natalie Schibell, Vice President and Research Director at Forrester. "Healthcare, a previously pen-and-paper industry, collected only a few data points a year. With the help of new analytics technologies, healthcare organizations now collect hundreds, even thousands, of data points a day to further inform patient care. This data has helped evolve care to deliver faster and more accurate diagnoses." ("Best Practices For Healthcare In Cloud, Forrester Research, Inc., May 2022.")

"With Twilio Segment for Healthcare & Life Sciences, healthcare organizations can now utilize data siloed in legacy tools that they had access to, but were not able to truly use," said Erik Wagner, Global Lead of Healthcare at Twilio. "The real challenge for these organizations has been to unify data that resides in multiple systems, in real-time, and pull it together into a secure platform that protects the patient's privacy. Twilio Segment's HIPAA-eligible CDP makes it easy for any type of healthcare organization to collect insights across all of the patient's touchpoints within their organization, and use that data to streamline processes, create better patient engagement, and improve health outcomes at scale."

Twilio Segment for Healthcare & Life Sciences is now generally available. To learn more, visit www.segment.com/industry/healthcare/.

About Twilio

Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers. For more information about Twilio (NYSE: TWLO) (LTSE: TWLO), visit: www.twilio.com.

About Twilio Segment

Twilio Segment's Customer Data Platform (CDP) provides companies with the data foundation that they need to put their customers at the heart of every decision. Per IDC, it's the world's #1 CDP for 2021 market share. Using Twilio Segment, companies can collect, unify and route their customer data into any system where it's needed to better understand their customers and create seamless, compelling experiences in real-time. Tens of thousands of companies, including FOX, IBM, Intuit, and Levi's use Twilio Segment to make real-time decisions, accelerate growth and deliver world-class customer experiences. For more information, visit <https://segment.com>.



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Amanda Ramos
press@twilio.com

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