

SOLUTION OVERVIEW

Product Description

OmniBrain® is RevSpring's omnichannel patient engagement engine that orchestrates personalized, outcome-driven communication journeys across digital and print channels. It enables healthcare organizations to visualize, optimize, and continuously improve patient engagement in real time—driving faster action, higher yield, and better patient experiences.

Rather than simply adding channels, OmniBrain applies intelligence to determine who to engage, how to engage them, and the optimal timing based on patient behavior, preferences, and desired outcomes—such as payment resolution, form completion, coverage verification, or other defined engagement goals.

Product Features

- Omnichannel journey orchestration (print, email, SMS, IVR, digital)
- Persona-based segmentation using demographic, behavioral, situational, and predictive data
- Channel preference management
- Visual journey builder with real-time performance metrics
- Self-service campaign set up and journey adjustments
- Actionable KPIs by persona, channel, and touchpoint
- Multi-location and multi-client engagement management
- Continuous optimization without vendor dependency

Typical Buyer Persona

Persona	Owns / Cares About / Accountable For
CFO	Owns financial strategy; cares about cash acceleration, margin improvement, and cost-to-collect; accountable for revenue growth and overall financial performance.
CRO (Chief Revenue Officer)	Owns revenue lifecycle performance; cares about yield optimization and reducing revenue leakage; accountable for net patient revenue and collections results.
VP Revenue Cycle	Owns self-pay and patient financial workflows; cares about contact rates, automation, and payment velocity; accountable for collections yield and AR reduction.
Chief Patient Experience Officer	Owns patient engagement strategy; cares about personalization, transparency, and reduced friction; accountable for satisfaction and experience metrics.
Marketing Leaders (Secondary)	Own campaign strategy and messaging; care about segmentation and engagement performance; accountable for campaign ROI and response rates.
Digital Experience Leaders (Secondary)	Own digital channel strategy; care about adoption and optimization; accountable for digital engagement growth and channel performance.
Operations Leaders (Secondary)	Own operational workflows and staffing efficiency; care about automation and scalability; accountable for productivity and service-level KPIs.

End-User Persona

- Internal staff members who design, monitor, and optimize engagement journeys

Product dependencies

- **RevSpring engagement channels** (digital – SMS, email, IVR, and print) enabled for execution
- **Patient data inputs** across the journey to support persona creation and optimization, including:
 - Demographic data
 - Behavioral engagement data
 - Situational or financial context (where applicable)
- **Consent and communication preference data**
 - Native tracking within OmniBrain
 - Or ingested from existing registration / intake workflows
- **RevSpring platform integration**
 - OmniBrain operates as the **orchestration and intelligence layer** across RevSpring communication and payment experiences
 - No rip-and-replace of existing workflows required
 - Support for third party channels, including print and dialers (in development)
- **Staff access and ownership**
 - Designated internal users to configure personas, journeys, and optimization rules
 - No IT dependency for day-to-day changes once live

VALUE AND POSITIONING

What problem we're solving

Healthcare organizations struggle with disconnected, one-size-fits-all outreach that leads to low response rates, wasted spend, delayed payments, and frustrated patients. Traditional multi-channel approaches lack visibility into what's working and provide no way to adapt in real time.

OmniBrain closes the engagement gap by turning patient data into actionable intelligence and enabling continuous optimization across the entire patient journey.

Value Prop for Provider

- Deliver personalized engagement at scale without increasing staff effort
- Eliminate wasted outreach by prioritizing channels that actually drive response
- Enable faster patient action and improved financial performance
- Empower teams to adjust journeys in real time—no IT or vendor tickets required

Value Prop for Payers

- Improve member engagement through preference-driven, compliant outreach
- Reduce communication waste and operational overhead

- Increase trust and loyalty through consistent, personalized experiences
- Gain real-time visibility into engagement effectiveness across channels

Key Product Differentiation

- True omnichannel orchestration, not just multi-channel delivery
- Persona-based journeys that adapt dynamically based on patient behavior
- Highly visual platform that lets teams see what's working and act immediately
- Continuous optimization powered by real-time performance data
- Supports both digital-first and print-inclusive strategies based on patient response

Benefit Statements

- Eliminate waste and unnecessary communication cost
- Deliver the right message, in the right channel, at the right time
- Drive faster patient action and increased yield
- Continuously improve patient journeys tied to real business outcomes
- Improve patient trust and satisfaction through personalized engagement

Discovery questions

- “How do you know which patient communications are actually working today?”
- “What happens when a patient doesn't respond—do journeys adapt?”
- “How are engagement strategies adjusted across different patient populations?”
- “How much time does it take to change messaging, timing, or channels?”

Listen For

- “We send a lot of messages but don't know what's effective”
- “Our outreach feels one-size-fits-all”
- “We rely on reports that explain the past, not improve the future”
- “Print and digital teams operate in silos”
- “We want more control without adding complexity”

PROOF

Key points

- Reduce print and postage costs by 30 to 40%
- Increase payment yield by 1–3% (up to 7% with analytics)
- Accelerate payments and reduce days in AR
- Increase patient self-service adoption
- Lower call center volume and staff burden
- Patients pay, on average, 11 days faster when engagement is optimized with OmniBrain
- Enables real-time visualization of patient engagement and outcomes
- Eliminates wasted outreach by dynamically adjusting channels and touchpoints
- Supports continuous improvement of patient journeys tied to organizational goals