



The Health Experience Platform

A solution for accelerating conversion in the digital healthcare ecosystem

abundant health acquisition
the health experience company

aha!



The Health Experience Platform Architecture

Sprawling, Siloed Data Sources

Provider Directories
(Kyrus, Yext)

Locations Databases
(Custom/Homegrown, SolutionReach)

Events & Registration
(Certain, Momentus)

Scheduling
(Epic, R1, Notable)

Patient Education Content
(WebMD Ignite, UpToDate)

Clinical Trials
(ClinicalTrials.gov)

Careers
(Workday, Taleo, PracticeMatch)

Other/Custom Data Sources



Connect

A Consistent API-DXP Connection Framework

On-demand or Scheduled Imports & Sync

Data Overrides While Maintaining "Source of Truth"



Manage

Easy-to-use Non-technical & Business User Interface

Custom Taxonomies

Provider & Location Curation

Native Patient Education Content Integration

Business Rule Support



Present

Configurable Components

Contextual Placement in Any CMS/DXP Web Page

Customized Branding

Personalization (Public & Authenticated)

A/B Testing & Optimization

Consumer & Patient Facing Digital Experiences

Home Page
Services Lines
Campaign Landing Page
Events
Careers
Clinical Trials

Universal Search

Patient Portal

Google Business Profiles

Email & MarTech Stack



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