

## Healthx Feature - Content Management System

### Fresh content keeps your users coming back to your Portal.

Users can get easily frustrated if the content on your portal is outdated or not applicable to them. It is essential for content in portals to be continuously updated and relevant.

### Provide Users Access Based on Groups or Segments.

With the diversity and complexity of healthcare today, the delivery of healthcare information demands a personalized experience for each user. The Healthx Content Management System enables data from an payer's proprietary system and third-party vendors to display personalized information and content that is unique to each user, whether it's a provider or a member.

Content management is flexible enough to dynamically share any set of documents or services. This intelligent presentation allows users to see only that which is applicable to them, thereby simplifying the self-service experience and eliminating obstacles to engagement.



Looking forward to that perfect portal experience to drive engagement? Healthx Content Management is a step in the right direction! Find out more at [www.healthx.com](http://www.healthx.com).

Healthx develops and manages the most widely adopted online portals and applications for the healthcare market.

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