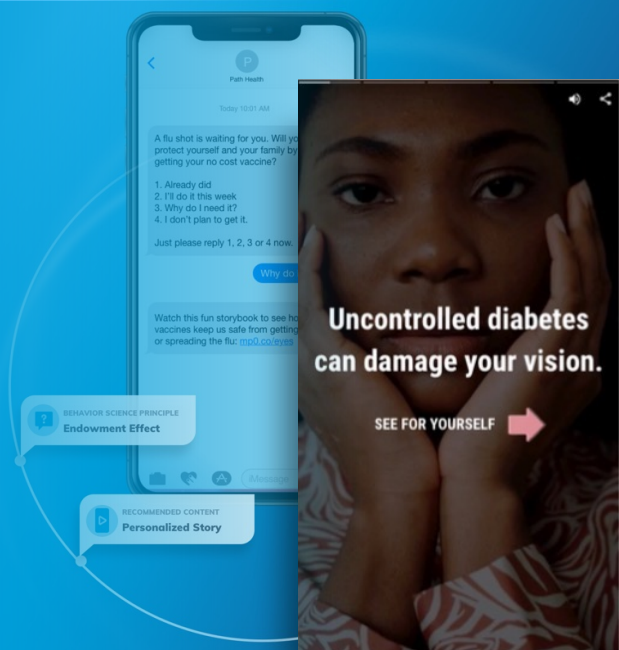# mPulse mobile

# Reimagine Engagement with Streaming Content

Inspire health action, close knowledge gaps, and drive behavior change through captivating expert-led streaming content.

Empowering consumers to improve their health and health literacy isn't as simple as telling them to do so. mPulse Mobile's engagement strategy combines omnichannel outreach with powerful digital experiences such as educational videos, animations, interactive activities, and more to build self-efficacy and deliver better health outcomes.

Dynamic Streaming Content Options

Whether you're looking to drive an immediate health action, like a flu vaccination, or help members build skills like diabetes management to support long-term health, mPulse has over 1,500 licensable streaming content options that can be embedded within all mPulse Engagement Solutions. Our team of experts can help identify the best assets for your population needs and desired health outcomes.
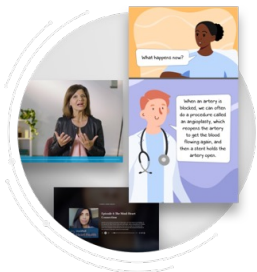
Drive Awareness Across Your Population

Stories and short animations show consumers how and why to improve their health. We continually add new stories and bite-sized content to our library, addressing HEDIS and Star measures. Custom animations can also be created to suit the unique health needs of your population.

Fotonovelas | Lifestyle Videos | Animations | Stories
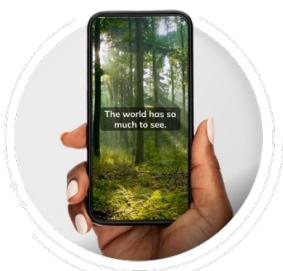
Help Members Build New Skills

Short, interactive instructional content gives consumers a deeper understanding of a specific health topic, incorporating engaging modalities like self-assessments or interactive content to uncover valuable insights and enable consumers to set personalized health goals.

Self-Assessment | Interactive Content | Expert-Led Videos

Support Long-Term Behavior Change

Managing a chronic condition, cultivating well-being, and improving health literacy in a meaningful way requires deeper learning experiences. mPulse offers an entire library of self-paced lessons and courses, taught by leading experts, designed to build long-lasting skills.

Lessons | Podcasts | Courses | Academies

Proven Content. Rich Insights. Powerful Outcomes.

Our streaming content improves consumer experience, increases engagement and delivers desired outcomes. Engagement data and population insights are available on-demand via a real-time dashboard.

95%	**274%**	**70**min	**9/10**
Consumer satisfaction with streaming content	Increase in completed call-to-actions when adding streaming content to SMS program	Average streaming content engagement time per member	Average self-reported score for satisfaction and commitment to behavior change

Differentiated Engagement Approach

mPulse uses three key pillars to guide the design of our content experiences to ensure clinical accuracy, cultural relevance, beautiful design, and optimization to drive awareness, understanding, and action.

Instructional Strategy

Our trademarked Captivate, Educate, Activate™ model ensures content is designed to sustain engagement. All content is taught or informed by industry experts.

Behavioral Science

Rooted in neuroscience and psychology, behavioral science -infused content uses cutting-edge techniques to inspire action and empower behavior change.

Health Equity

mPulse is committed to reducing health disparities and inequities. We design culturally relevant, empathic multilingual content with inclusivity at the forefront.
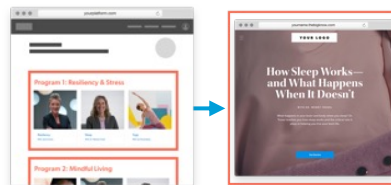
Flexible Integration Options

Embed content within your app or portal, incorporate dynamic content in your outreach programs, or stand up a white-labeled learning destination designed for your population's unique needs.
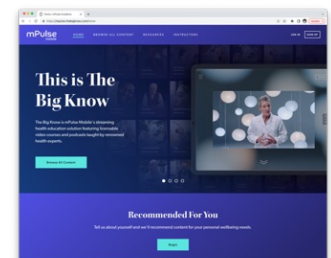
Integrated
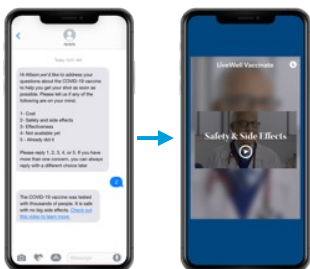
- ✓ Send link to content via SMS or email
- ✓ Micro-learning & short-form content
- ✓ Integral component of our solutions

Standalone

- ✓ Display content on existing ecosystem
- ✓ API integration enables reporting on engagement & performance

Destination

- ✓ Netflix-like learning destination
- ✓ Authentication options
- ✓ Customization & white-labeling