Designing Equitable Health Journeys

Deliver better, more equitable health outcomes using mPulse's powerful digital engagement solutions.

mPulse is committed to reducing health disparities and inequities. We design culturally relevant, empathic multilingual content with inclusivity at the forefront to ensure the diverse populations served by health organizations receive equal opportunities for better health outcomes.

Engaging Diverse Populations Through Omnichannel Reach

mPulse leverages an omnichannel approach to scale outreach to diverse populations and connect consumers to critical resources at key moments depending on individual needs. Our solutions are designed to identify and overcome barriers while providing resources and support to improve health outcomes across channels. Available channels include SMS text messaging, Email, Interactive Voice Response (IVR), Multimedia Messaging Service (MMS), Mobile Web, and Print.

Proven Engagement Solutions Designed for Equitable Outcomes

mPulse's team of behavioral scientists, health equity experts, and learning strategists design our engagement solutions with clinical accuracy and cultural relevance, while prioritizing consumer awareness, and comprehension of health topics to ensure equitable health outcomes.

Consumer Experience
Enable easy navigation and utilization of critical resources.

Population Health & Wellness
Ensure health and well-being across diverse groups.

Adult & Child Vaccinations
Overcome barriers and hesitancy to improve vaccination rates.

Screenings & Prevention
Educate and empower consumers to receive preventive care.

Consumer Access
Reduce health disparities by providing access to resources and support.

Condition & Care Management
Manage chronic conditions by providing consumers with support.

Acquisition & Retention
Build trust and familiarity to acquire and retain members across diverse groups.

Medication Adherence
Provide education and timely reminders to ensure consumers fill their medication as prescribed.

mPulse Solutions Overcome Key Challenges Tied to Health Equity

mPulse identifies opportunities throughout each of our engagement solutions to ensure equitable opportunities to health outcomes are possible. Our approach identifies and overcomes barriers to empower and educate consumer action.

Health Literacy

mPulse Solutions prioritize consumer needs to find, understand and use health information.

- ✓ Natural Language Understanding (NLU) in 7+ languages
- ✓ 150+ language translations
- ✓ Considerate to range of reading levels
- ✓ Streaming content subtitle translations
- ✓ Behavior change methodology empowers action
- ✓ Education supports informed consumer decision-making
- ✓ Scientifically-proven communication best practices
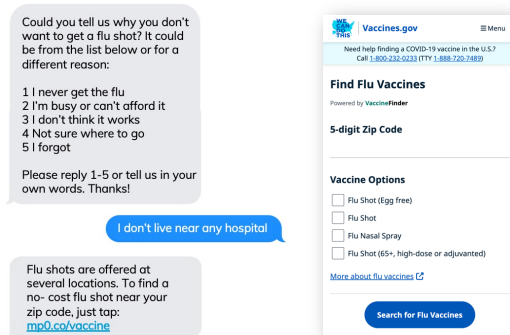

Accessibility

mPulse Solutions remove barriers that keep consumers from accessing health information and systems.

- ✓ Dynamic links and calls-to-action
- ✓ Omnichannel capabilities to maximize reach
- ✓ Conversations designed to identify and overcome barriers
- ✓ Simple, effective, and engaging design
- ✓ Ability to identify and record individual consumer preferences by communication channel and health needs

Social Determinants of Health

Address the social, environmental, and economic factors that shape health outcomes and experiences.

- ✓ Personalized fields within conversations
- ✓ Solutions designed to close SDoH gaps
- ✓ NLU and auto-responder triggers
- ✓ Community resources and support
- ✓ SDoH gap screening capabilities
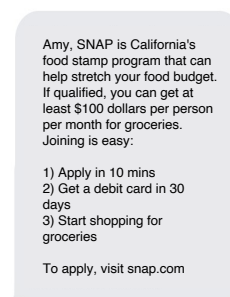
Cultural Competency

**mPulse Solutions respond to and respect the beliefs, practices, and needs of diverse populations.**

- ✓ Culturally-relevant messaging
- ✓ Dynamic conversations and calls-to-action based on consumer preferences and needs
- ✓ Diverse representation in streaming content
- ✓ Inclusive and unbiased messaging

Health Equity Data Insights

mPulse provides visibility of rich population data across programs and by channel so you can uncover experiential and engagement data to inform your enterprise health equity strategy and deliver better health outcomes at scale.

Conversational Insights

As members engage, their responses help further tailoring and personalization of content, dialogues and resources. Gain a clear understanding of individual member needs, enabling proactive outreach that provides essential support and overcomes barriers, while optimizing your organization's health equity strategy.
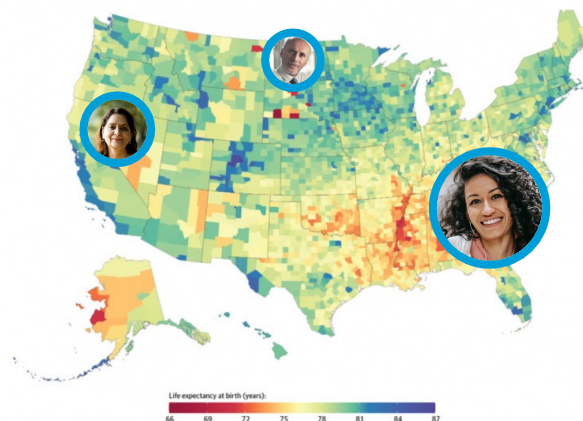
Engagement Dashboard

Access member-level and population data, with the ability to segment reporting by population to uncover trends and insights at scale. Easily view a snapshot of engagement KPIs across your population and by channel, including:

- Messages Sent
- Engagement Rate
- Total Replies
- Total Link Clicks
- Opt-in & Opt-out Rate
- Total Subscribed
- Demographics & SDoH: Language, Gender, Age, SDoH Score and more
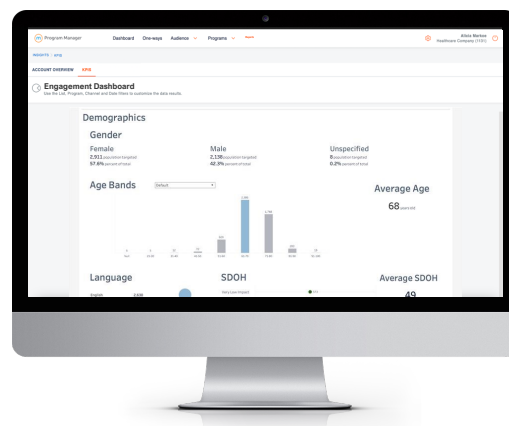
Delivering Powerful Outcomes Through Equity-Based Design

mPulse solutions deliver best-in-class health outcomes for the diverse populations served by 200+ leading health organizations.

60%
Increase in COL screenings for a multilingual population

58%
Engagement in DSNP new member onboarding program

43%
Improvement in gap closure across 11 HEDIS Measures for a hard-to-reach population

1.4M
Messages sent in 7 languages for a Medicaid vaccination program

About mPulse Mobile

mPulse Mobile is transforming digital engagement for healthcare's leading organizations through proven solutions that combine conversational AI with integrated streaming content.

Trusted by 200+ health organizations to personalize over 1 billion conversations annually, mPulse Mobile's innovative technology and engagement strategy deliver business efficiencies, improve health outcomes, and inspire a more equitable, healthier world, one person at a time.