



mPulse for Life Sciences

Retain and engage participants using mPulse Mobile's powerful technology and industry expertise to drive best-in-class outcomes. Our multi-channel approach uses AI-driven conversations baked with behavioral science techniques to build meaningful relationships with participants while delivering intelligent and thoughtful responses proven to engage at scale.

Solutions Designed for Outcomes

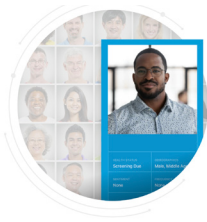
mPulse Mobile delivers hundreds of outcomes for over 150+ leading healthcare clients. We continually optimize our solutions to drive increased value and industry-leading engagement results.

270%	Appointment Scheduling 270% increase in scheduling diabetic eye exams when streaming education is used vs when it was not.	88%	Program Retention 88% program retention
60%	Survey Completion 60% survey completion rate when SMS messaging is used	52_{min}	Streaming Education Average 52-minute engagement time with streaming content and related interactive activities
91%	Participant Onboarding 91% of participants found text messages improved their knowledge of services	70%	Survey Completion 70% improvement in survey completions vs standard outreach
79%	Appointment Attendance Texting accounted for 79% of weekly appointment sign-ups compared to 11% from online and 10% for mailed flyers	3X	Scale Staff Services 3X increase in staff capacity for participant conversations using Engagement Console
80+	Sustain Relationships Program with 2,500 patients saw text conversations range from a few messages to longer dialogues of 80+ messages between automated messages, care coordinators, and patients	69%	Medication Adherence 69% increase in HIV medication refill completions using mPulse solution vs control group

Reimagining Health Engagement

No two participants are alike, and how we communicate with them should reflect that.

Our suite of solutions are designed to understand the complex needs and preferences of each targeted population to deliver the right tools, resources, and conversations through the right channel at key moments to keep participants engaged over time.



SDoH and Population Insights

mPulse Mobile's SDoH Index works by combining public and private data sets in combination with participant responses to deliver highly tailored, relevant and empathetic touchpoints across diverse populations to drive optimal program performance.

Multichannel Conversational AI

Dynamic conversations available across multiple channels allows you to reach and engage more participants in the ways they prefer. Our solutions leverage AI and natural language understanding to analyze responses and deliver tailored replies and resources.



Behavioral Science and Learning Strategy

Our in-house team of behavioral scientists and learning strategists design solutions alongside industry thought leaders and subject matter experts to ensure participants feel empowered, inspired, and informed throughout the clinical trial and beyond.

Streaming Health Content

mPulse's streaming content capabilities range from short 30-second animations to white-labeled learning destinations to online discussion boards, participant diary entries and more. Our configurable industry-leading cinematic content is impactful, entertaining, and proven to drive behavior change.



Engagement Console

Seamlessly shift from automated SMS conversations to live agent dialogues as needed to engage with participants 1-1, triage conversations at scale, and unlock a 360-degree view of each participant's conversation history.

Reporting

We deliver rich insights across engagement, behavioral and intent data to help inform enterprise strategy while continually refining and strengthening programs to deliver optimal engagement outcomes.



Compliance and Security

Our technology is TCPA complaint, HIPAA and HI-TRUST certified to ensure participant PHI is protected and all organization data is secure.

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 150+ 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.

Learn more by visiting mpulsemobile.com/contact

