

# Reimagining Health Engagement with mPulse Mobile



mPulse Mobile, the leader in Conversational AI engagement solutions for the healthcare industry, drives improved outcomes, and business efficiencies by engaging and activating individuals with tailored dialogues and inspiring streaming content that make for an impactful member journey.

**200+**

Healthcare customers spanning Medicaid, Medicare, Commercial, Pharmacy, IDN, and more

**1B+**

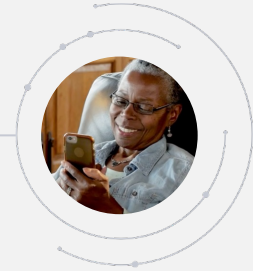
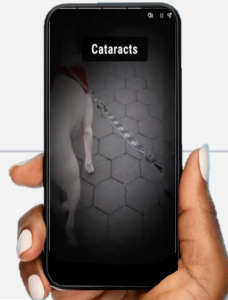
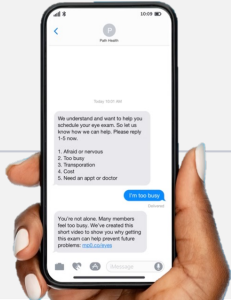
Annual automated conversations to activate customers and drive desired outcomes

**12+**

Years of expertise working with healthcare organizations as their leading strategic partner

## Powering Meaningful Health Journeys

mPulse combines a unique blend of intelligent technology, analytics, proprietary engagement strategy, and industry expertise to deliver optimal health consumer experiences and drive powerful results across populations.



### NLU-Powered 2-Way Engagement

Dynamically tailored 1:1 interactions at scale with technology that learns, uncovers, and addresses barriers

### Streaming Educational Content

Integrated streaming content that captivates, educates, and activates consumers with health literacy

### Improved Health Journeys

Culturally relevant content that reaches, educates, and inspires diverse populations and health outcomes

## Meet Consumers Where They Are

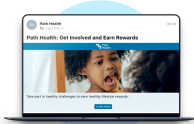
mPulse delivers consumer-centric healthcare engagement programs across a range of channels to meet consumers where they are, maximize impact and drive positive outcomes.



SMS



MMS



EMAIL



IVR



MOBILE WEB



PRINT

## Differentiated to Deliver Optimal Consumer Experience

mPulse is highly differentiated across our capabilities, services, and strategy, allowing us to deliver on our mission of elevating outcomes and inspiring a healthier, more equitable world.

### Proven Solutions

Powerful results achieved across 200+ healthcare organizations with unparalleled speed to market

### Engagement Strategy

Incorporation of behavioral science, health equity, and instructional design to optimize outcomes

### Healthcare Dedication

Insights and optimization from 1K+ programs annually, healthcare-specific NLU, and HIPAA compliance

### Best-in-Class Expertise

Deep expertise in mobile technology, health engagement, learning design, health equity, and behavioral science

### Advanced Technology

HITRUST and TCPA compliant platform delivers optimal consumer experiences across 1B+ engagements annually

### Rich Insights

mPulse Engagement Dashboard uncovers consumer data and trends to optimize strategies and programs

# mPulse Engagement Solutions Drive Best-In-Class Outcomes

Leading healthcare organizations of all sizes elevate consumer experience, achieve desired outcomes and business goals with mPulse Engagement Solutions. Our proven solutions are built using best practices from deep healthcare engagement expertise, A/B test findings, and continuous learnings from solution deployment across 200+ healthcare organizations.

mPulse has a rich solution library to address our customers' spectrums of needs and partners with organizations to continually develop custom solutions that align to their unique needs.



## Screenings & Prevention

Quality Improvement | Prenatal & Post-Partum | Annual Wellness Visits

Close gaps in care by empowering members to get screened.

**35%** Increase in Breast Cancer screenings  
**18%** increase in Colorectal Cancer screenings



## Population Health & Wellness

Benefit Utilization | Health Risk Assessment | Health Literacy

Inspire population health by driving awareness of key health topics.

**71%** self-reported to adopt healthier behaviors  
**58** min average streaming content engagement



## Member Access

ED Deflection | SDoH & Health Equity | Appointment Reminders | Referrals

Increase accessibility and utilization of health resources.

**70%** decrease in unnecessary ER visits  
**34%** of members enrolled in CalFresh program



## Adult & Child Vaccinations

Recommended Adult & Child Immunizations

Improve vaccination rates through awareness and motivational messaging.

**19%** members clicked link to get vaccinated  
**83%** message recipients got children immunized



## Acquisition & Retention

Redetermination | Enrollment | Digital Acquisition | Age-In

Inspire member loyalty while driving increased enrollment and retention.

**53%** Redetermination Application Link Click-Through  
**31%** clickthrough to enroll in Medicare



## Medication Adherence

Refill Reminders | MTM | Chronic Condition Therapy | Specialty Pharmacy

Overcome barriers to improve medication adherence.

**69%** improvement in refill completion  
**87%** medication adherence net promoter score



## Member Experience

CAHPS | New Member Navigation & Onboarding | HOS

Improve understanding and adoption of health plan benefits.

**58%** Engagement D-SNP Member Onboarding  
**95%** Members improved benefits navigation



## Condition & Care Management

Behavioral Health | Diabetes Management | Hypertension | Addiction

Empower members with chronic conditions to adopt healthier behaviors.

**90%** Hypertension Program Retention  
**274%** Increase Diabetic Eye Exam Scheduling

## mPulse Engagement Strategy

Our proprietary approach is proven to engage members at scale by ensuring content and dialogues are culturally relevant, incorporate behavioral science techniques, and integrates streaming content proven to inspire lasting behavior change.

### Behavioral Science

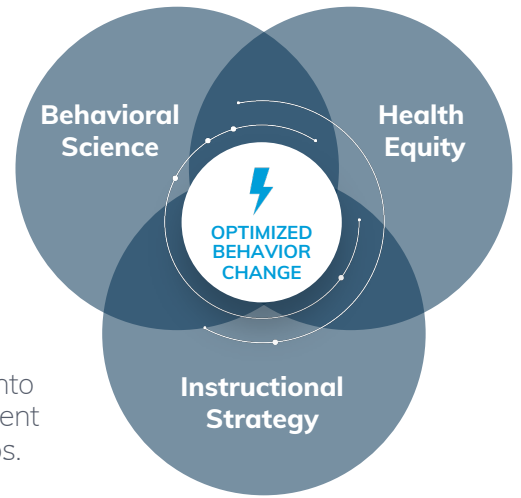
mPulse's behavioral science team incorporates Behavior Change Principles into all solutions, optimizing program design and informing specific message content to drive desired health outcomes and build meaningful consumer relationships.

### Health Equity

With culturally relevant and empathic content available in 150+ languages, our solutions are designed by in-house experts to improve health literacy and accessibility across diverse populations. Our solutions leverage our proprietary SDoH Index to identify and overcome barriers to care, optimize performance, and deliver equitable outcomes.

### Instructional Strategy

mPulse offers over 1,500 pieces of licensable streaming content that empower and inform members to improve their health. Rooted in UX design, learning theory, and educational psychology, our approach delivers learning experiences developed alongside industry experts that are aligned to key quality measures and health topics.



## Mobile Best Practices: Two-Way SMS

Lift motivation and overcome barriers with two-way SMS. Leverage the power of AI to transform member experience and drive desired health outcomes.

### Tailored Outreach Powered by Conversational AI

Send personalized dialogues to promote action with relevant information and meaningful resources and tools in real-time.

### Healthcare-Specific Natural Language Understanding

Leverage NLU, built and optimized for healthcare over a decade, to interpret responses and engage optimally with your consumers.

### Identify & Address Barriers to Care

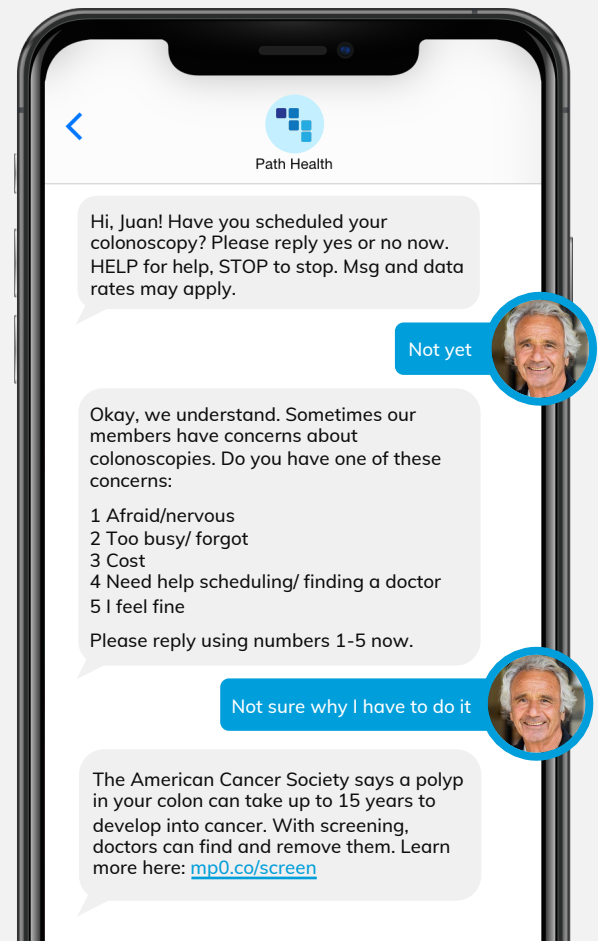
Behavioral science-powered assessments and interventions to empower to consumers overcome the spectrum of barriers to care.

### Adaptive Consumer Profile

Continually capture insights such as sentiment, responses, preferences, and demographic information to further tailor conversations.

### Streaming Content to Educate & Activate

Integrated rich streaming content improves health literacy and inspires self-efficacy across populations.



## 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.