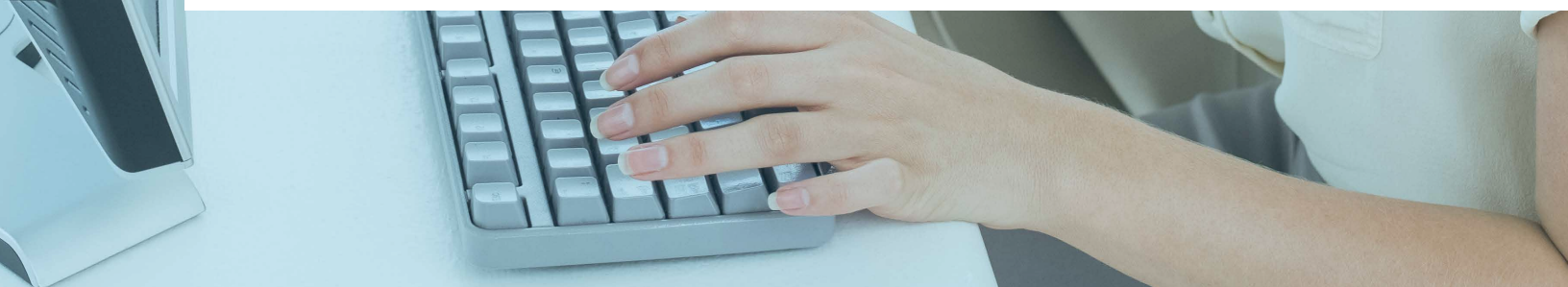


CASE STUDY

**Interaction for Innovation: Leveraging
Conversational AI to Create a
Patient-Centric Call Center**



Patients now expect to be at the center of their healthcare, just as they are in every other relationship they have with consumer-facing companies. Meeting that expectation means the engagement strategies healthcare organizations have traditionally relied on must evolve.

This case study is the story of how one leading medical technology company recognized that effective treatment and condition management depends on patient experience. They took action to meet their consumers where they are.

This health supply organization helps over 1.2 million people living with diabetes through their products and treatments. Their strategy to support large numbers of patients has always centered around a robust and consumer-centric call center operation. Patients rely on the company's Customer Support team to reorder health supplies, replace older or broken devices, and get important questions answered and problems solved. With hundreds of customer care representatives handling between 3,500-4,000+ inbound phone calls per day, the call center is a key hub for engaging patients. Those who receive intensive insulin therapy particularly benefit from access to efficient and useful communication with the supplier's team.

This leading health supplier partnered with mPulse Mobile, the leader in Conversational AI solutions for healthcare, to find innovative ways to improve how patients engaged with their call center. This case study explores a key example of how mPulse helped better connect patients to new technology and upgraded health supplies. Using automated and interactive conversations on mobile channels, the supplier was able to drive improved patient experience and business efficiencies by meeting their patients where they are: their mobile phones.

How Conversational Texting Helps Engage Patients

The supplier first partnered with mPulse Mobile to remind patients when it was time to reorder important supplies through automated text messages. After that program improved reorder rates by 11 percentage points, the team found additional opportunities to leverage conversational texting. These additional programs aim to divert inbound calls, free up staff resources for more complex patient questions and needs, and minimize patient effort. The supplier now leverages mPulse's conversational engagement solutions to help their patients with:

- Upgrading and replacing older devices
- Reordering diabetic supplies
- Enrolling in an automatic reorder program
- Reducing wait times for calls to customer service
- Returning and exchanging orders
- Ensuring continuity of therapy through daylight savings time changes
- Collecting updated information for order processing
- Confirming patient information prior to shipping
- Tracking shipment progress



Goals

Bringing New Technology to Patients

As technology companies race to improve ways to manage diabetes and payers seek to control rising costs, a key challenge for patients is making sure they are able to use their insurance to cover products and therapies that meet their needs. Most health plan benefits allow their members to get newer and more advanced technology every four years, which ensures members can access products to better manage their diabetes. People with diabetes who are currently using products ready for replacement, like an insulin pump, often rely on manufacturers to remind them of their eligibility. As a result, engaging patients when it is time to upgrade is an important part of ensuring they remain on the most effective therapy.

Prior to this implementation with mPulse, the supplier relied on live therapy specialists to make 6,000–8,000 outbound calls each day to patients who had been using products for over 4 years to determine if they needed a replacement or upgrade. As with all outbound calling efforts, these calls had limited success. The average telephone answer rate for a familiar number is only 56%, and it drops to 43% for an unknown number¹. The difficulty in reaching patients on the phone meant agents had to call multiple times and leave voicemails. In partnering with mPulse, the team hoped to use the text messaging channel to reach more patients in a more customer-friendly way so they would have the chance to upgrade or replace their products.

Execution

Using Automated Text To Reach More Patients

To solve the challenge of reaching more patients efficiently, the first phase of the mPulse solution was to use automated text message dialogues to alert eligible patients that they are able to replace or upgrade their products to newer versions. With text adoption among US adults at 96%², the strategy was to use these messages to improve patients' awareness of their eligibility without requiring as many live calls by trained staff. The initial solution used 1-way reminders, but was soon upgraded to a two-way dialogue that gives patients an easy way to express interest or decline through text.

Equipping Therapy Specialists with Two-Way Text

To support the two-way automated text reminders, the supplier wanted to make sure patients were able to have questions answered and concerns addressed by trained staff. Over 300 therapy specialists were trained and equipped with mPulse's Engagement Console product. This web-based tool instantly forwarded responses to the automated texts to staff, allowing them to take over the conversation and directly engage with people who texted back. Since the supplier's patients are assigned a dedicated therapy specialist, the mPulse solution was configured to ensure they would be forwarded to the correct contact and that each specialist could get full visibility of every conversation from the console and regular reporting.

mPulse Mobile's Engagement Console

The Engagement Console is a cloud-based, HIPAA-compliant web application that enables healthcare organizations to bring staff members into 1:1 conversations with their consumers via text.

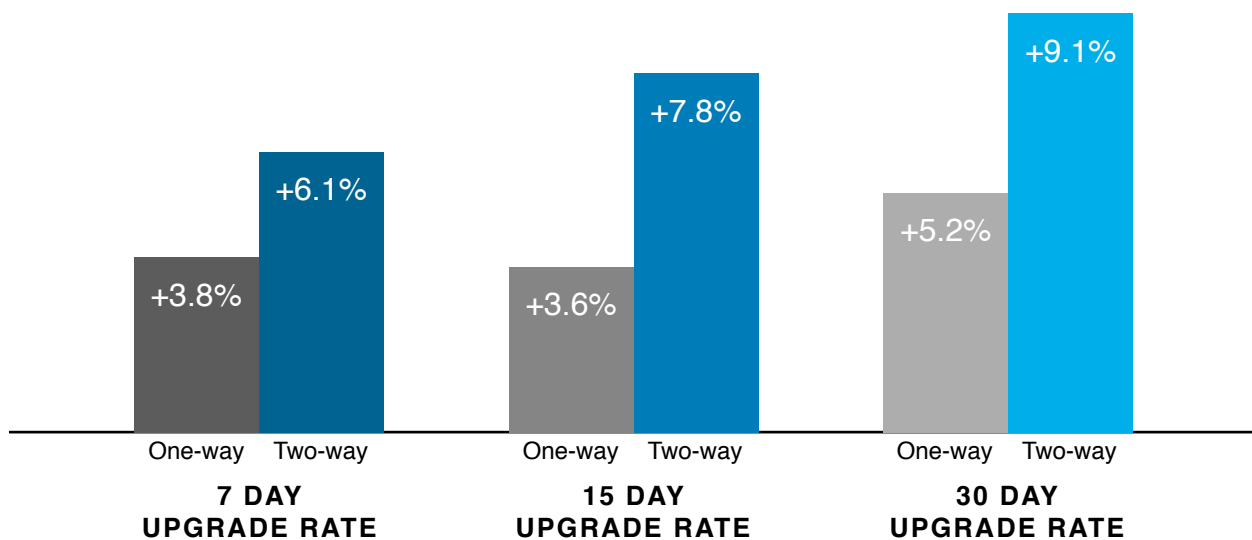
- 1:1 free-text chat via SMS
- Configurable groups
- Rules-based triage of inbound messages
- Customizable pre-set messages and dialogues
- Persistent consumer profiles
- Robust administration and reporting features



Results

To measure the success of the mPulse solution, the supplier compared the 1-way text alerts and the 2-way text dialogues with live support to a baseline group of patients who were called prior to the implementation of the mPulse program. The supplier was specifically interested in the “conversion rate” of patients who choose to upgrade or replace their products once eligible. To measure the effectiveness of follow-up outreach, rates were compared 7, 15, and 30 days from the date a patient became eligible. As shown below, the text programs drove a significant conversion rate improvement. Critically, the improvement was higher once the supplier leveraged the two-way capabilities of the automated conversations and live support. When combined with the improved efficiency from therapy specialists who were able to make substantially fewer outbound calls, there was tremendous value for the supplier in leveraging the solution to bring new diabetes management technology to its patients. And with higher engagement rates and fewer unexpected calls, there was strong evidence of improved patient experience, as well.

UPGRADE RATES FOR ONE-WAY AND TWO-WAY COMMUNICATION



Conclusion

The new technology upgrade and replacement program demonstrates the multiple ways conversational text messaging delivers important results for the supplier and its patients. The success of the program impacted a number of key goals for the organization. First, it created a more engaging and convenient experience for patients. Second, the additional upgrades and automated outreach created meaningful business efficiencies for the supplier. And third, the program allowed therapy specialists to focus their efforts on more complex interactions, improving their effectiveness and enabling them to spend more time on meaningful touchpoints with patients.

About mPulse Mobile

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved health outcomes and business efficiencies by engaging individuals with tailored and meaningful dialogue. mPulse Mobile combines behavioral science, analytics and industry expertise that helps healthcare organizations activate their consumers to adopt healthy behaviors.

With over a decade of experience, 100+ healthcare customers and more than 300 million conversations annually, mPulse Mobile has the data, the expertise and the solutions to drive healthy behavior change.

To ask a question or request a call, go to: mpulsemobile.com/contact

