

CASE STUDY

Conversational AI Improves Digital Mental Health Program Adoption



Digital mental health service companies need effective strategies to reach patients to drive enrollment in their programs. Leading programs recognize the limitations of traditional outreach and promotional channels, so they leverage conversational text messaging to reach and activate their populations.

Ieso Digital Health, a world-leading digital health company, specializes in the online delivery of evidence-based psychological therapies. Ieso provides online cognitive behavioral therapy (CBT) to members of health plans and insurance groups through written conversations augmented with natural language processing and artificial intelligence to improve therapy outcomes. Ieso uses mPulse Mobile's tailored Program Adoption Solution to deliver automated text dialogues that reach new members and drive program adoption and engagement.

Goals

Ieso Digital Health is a leading international provider of evidence-based CBT delivered to patients via proprietary online technology. Originally based in Great Britain, Ieso partnered with mPulse Mobile as they expanded their services to the US for the first time. Ieso sought to gather self-referrals from a Medicaid population with 400,000 members via impactful and compliant outreach. The overall goals of the partnership were to maximize Medicaid member awareness of Ieso's services and drive members who needed them to complete the referral process and begin the program.

Execution

Ieso leveraged mPulse Mobile's technology to send automated text messages to the new Medicaid population that had become eligible for its online therapy services. Members were sent conversational text messages introducing Ieso's online services as a no-cost way to help manage common behavioral health challenges. Texts were automatically personalized and interactive, offering additional details if members asked for more information. Members who were interested in Ieso's therapy program could click a trackable link to take them directly to Ieso's dedicated site to start the self-referral process. To ensure maximum awareness, members that had not acted on previous outreach received follow up messaging with an additional reminder about Ieso's services and another opportunity to self-refer.

Results

The mPulse Mobile text messaging solution was the primary method for driving Medicaid member adoption in Ieso's first US program. The very first wave of text outreach via mPulse's solutions drove 82% of all Ieso referrals. This success continued in subsequent waves to new members, with an overall average of 78% of Ieso's referrals coming through the mPulse solution in the following 10 months. The referral rate of these waves was 2.8 times higher than the program's goal at launch. In follow-up outreach targeted at members who had not responded earlier, 75% of the referrals coming from this previously unengaged group came from the text message outreach. Overall, the program was able to reach 29% more eligible members than originally projected.

Ieso and mPulse analyzed the program's performance, content and dialogue flow to continually improve referral rates and interactivity. Across 300,000 eligible members and approximately 1.5 million messages sent in initial and follow-up waves, 6% of messaged members clicked links to register with Ieso. The average engaged member clicked links from texts 3.4 times—leading rates for a self-referral behavioral health program. Ieso's text outreach had very low opt-out rates, averaging under 8% of the total messaged population.

KEY DATA POINTS

82%

REFERRALS VIA TEXT CHANNEL

75%

REFERRALS FOR PREVIOUSLY UNENGAGED MEMBERS

98%

TEXT MESSAGE REACH RATE

6%

CLICK-THROUGH RATE FROM MESSAGED MEDICAID POPULATION

<8%

OPT-OUT RATE

2.8x

ABOVE REFERRAL RATE GOALS

IESO'S CURRENT AND FUTURE STRATEGY

As Ieso Digital Health realizes the benefits of mPulse Mobile's tailored Program Adoption Solution, it is building out a roadmap to expand the ways tailored dialogues can be delivered through mobile channels to enhance the impact of their programs.

- Self-referral outreach tailored by demographic data and previous responses
- Interactive appointment reminders and missed appointment follow ups
- Personalized wellness tips
- Targeted messaging for members who need help finishing program milestones
- Post-discharge follow-ups and surveys

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

