

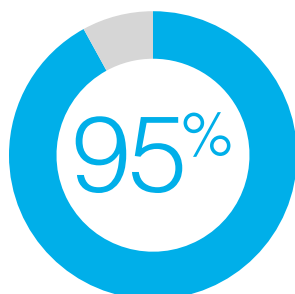
**CASE STUDY**

**Conversational AI Activates  
Hard-to-Reach Medicaid Populations**

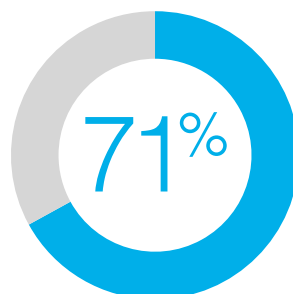
**The barriers for Medicaid members getting the care that they need and achieving good health can be significant. They must understand their own health needs, navigate available services and benefits, and maintain coverage every year. Managed Care Organizations (MCOs) that support these members often have difficulty reaching and engaging the individuals that need care the most.**

This case study details the solution deployed by an innovative Midwest MCO contracted to provide services under a state Medicaid program, in addition to offering individual and Medicare Advantage plans. An analysis of their records showed that 80% of adult Medicaid members had cell phone numbers on file. The MCO recognized that text messaging is the most used cellphone function by lower income segments and leveraged mPulse Mobile's Conversational AI solutions to reach and activate their members using automated tailored dialogues that addressed key engagement challenges.

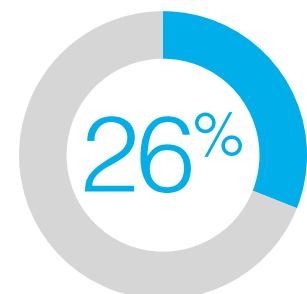
**MOBILE ADOPTION IN MEDICAID POPULATIONS\***



**MOBILE PHONE  
ADOPTION**



**SMARTPHONE  
ADOPTION**



**DEPEND ENTIRELY ON  
SMARTPHONES FOR  
INTERNET ACCESS**

\* Source: Pew Internet Research Center's Mobile Fact Sheet 2019

## Goals

The MCO supports over 340,000 Medicaid members, providing comprehensive healthcare services across the state. They partnered with mPulse to engage their members across a broad range of key initiatives that include member retention, gaps in care, state contract compliance, and member experience. The MCO's two initial priorities were to improve their redetermination and Health Risk Screening (HRS) completion rates for their Medicaid plan members. Like all Medicaid beneficiaries, the plan's members are required to renew their benefits each year to maintain coverage through redetermination. It is vital that members are aware of the process and have the help they need to complete the required documentation. Similarly, the state requires newly enrolled members to complete an HRS within 60 days of joining a plan and increasing completion is a key goal for the health plan.

## Execution

The MCO and mPulse collaborated to determine Conversational AI solutions that would help reach the members who still needed to complete an HRS after telephone outreach, or who had not yet renewed coverage. To drive HRS completions, mPulse created a secure, online version of the screening survey that is optimized for viewing on mobile phones and does not require a log in or phone call to complete. Using personalized and interactive text messages, members were sent a trackable link to the survey 10 days after enrollment. These members also received an automated welcome call inviting those who had not yet done so to complete the HRS via dedicated phone line or their member portal. For improving redetermination, the solution was similarly focused on using the wide adoption and conversational nature of text messaging to make the process easier for members who had not taken action after receiving a letter from the state. Members received tailored text messages that provided a link to the renewal form and helped guide them through the process. Follow-up messages helped connect members having trouble with the renewal form to the plan's dedicated concierge team and a dialogue sent on a member's final day to renew provided a final reminder and asked what barriers had stopped them from completing the form sooner. Both solutions employed a prior opt-in model for text messaging, as allowed per state law. mPulse's Behavioral Data Science team monitored the programs and made adjustments and improvements based on member engagement and outcomes.

## Results

The MCO saw rapid results; after launching the mPulse Mobile Redetermination and Health Risk Screening solutions, meaningful impact was made in both areas.

### Health Risk Screenings

After 4 months of leveraging the mPulse secure mobile HRS survey, 2,425 new screenings were completed by members who had not yet done so after prior telephone and mail outreach. During that time, 22,632 members received text messages prompting them to access the secure survey. As mPulse and MCO staff monitored the program, improvements to the outreach—such as adding additional follow-up messages and making identity validation easier—tripled the average completion rate from the 1st to the 4th month (4.1% to 12%). Opt-out rates were low, averaging 3% during the studied period. The MCO has recognized significant cost savings per HRS compared to completion over the phone, and the initial months saw meaningful business efficiencies in addition to the improved member experience from the easy-to-use survey. The solution's success in driving completions in the members who had not responded to previous outreach prompted the MCO to restructure their engagement strategy going forward, using the mPulse solution with all new members before starting phone outreach.

### Redetermination

In the first 4 months after starting the solution with mPulse, approximately 44,000 members due for renewals received automated text messages to help them with the process in addition to the MCO's existing phone and post card reminders. During the first 4 months after leveraging mPulse, the average redetermination rate for the plan was over 20 percentage points higher than in the prior four months. The link click-through rate on the renewal application started at 48% in the initial months, and averaged 17% overall, as later messages offered additional support from staff for members who needed help understanding the process. Overall, 79% of the members who received the mPulse solution renewed coverage, vs 74% for all members in the same time period and 53% in the previous 4 months. Opt-out rates for this group were also 3%, a low rate for a Medicaid population.

## **An Ongoing Member Activation Strategy**

The Redetermination and HRS solutions described above represent only the first phase of the MCO's broader strategy for reaching and engaging their members via mobile channels to improve health outcomes, member experience, and operational efficiency. The MCO has identified several additional areas of opportunity:

- New Member Onboarding
- Diabetes Self-Management (HEDIS) - 5,507 initial members reached
- CAHPS Survey Reminders - 121,217 initial members reached
- Postpartum Visit Assistance and Education - 98 initial members reached
- Well Child Visit Reminders and Awareness (HEDIS)
- Adults' Access to Preventive/Ambulatory Health Services Awareness and Reminders (HEDIS)
- Breast Cancer Outreach and Mammogram Visits (HEDIS)
- Community Outreach Event invitations

## 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](https://mpulsemobile.com/contact)

