

CASE STUDY

Interactive Text Improves Health Supply Reorders for Consumers



As the consumerization of healthcare continues, leading health supply companies are using the power of the mobile channel to engage and activate their consumers in new and valuable ways.

Shield Healthcare, a nationwide leader in medical supplies for care at home, uses mPulse Mobile's technology and experience to automate supply reorders via interactive text messages. Shield, an organization that supplies 3,500 products to over 180,000 consumers, engages in meaningful dialogues with consumers using a familiar and trusted channel.

Communicate

Communicate with consumers through the most effective channel



40% phone reach rate



99% text reach rate

Engage

Engage consumers in the most cost-effective way



Cost per text is a fraction of cost per phone call



Lower call volumes

Activate

Activate consumers to effectively reorder prescribed supplies



5 percentage point increase in reorder rate with text vs phone calls



2% opt-out rate

Goals

As a leader and innovator in home medical supply, Shield Healthcare sought to continue to go beyond their consumers' expectations for quality service, responsive communication, and ease of doing business. Their goals were to reach consumers where they are: their mobile phones and offer an engaging and convenient way to complete supply reorders and interact with support staff. In doing so, Shield hoped to see higher customer interactivity, improved problem identification and resolution, and increased business efficiencies, thus enhancing the company's continued leadership in the home medical supply space.

Execution

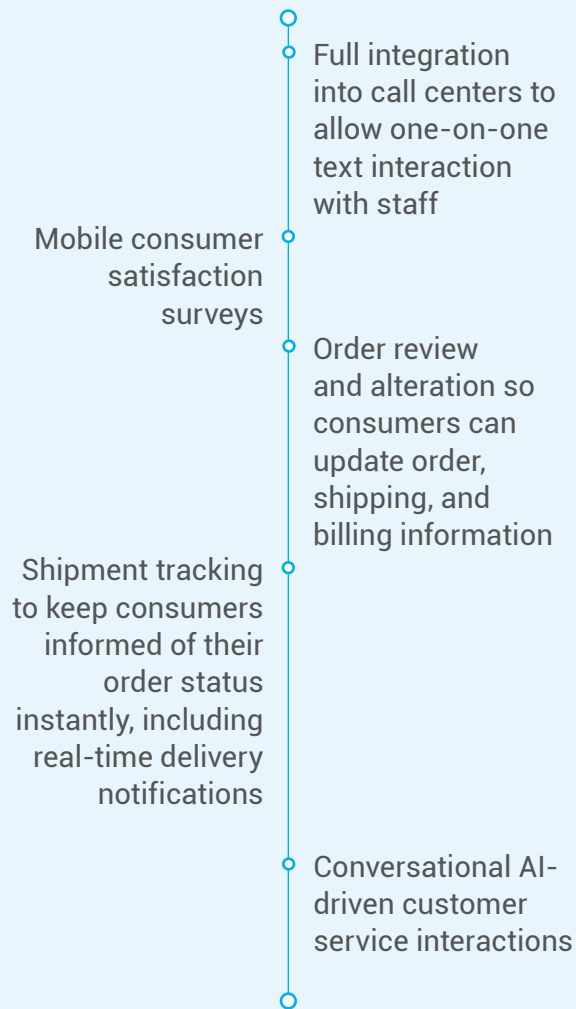
Shield Healthcare added automated text message dialogues to their existing customer outreach programs. By deploying mPulse Mobile's Supply Reorder Solution, Shield's consumers could complete reorders of Ostomy, Incontinence, and Urology products and get more information from the Shield customer support staff via a phone follow up. By replacing an outreach cadence of multiple phone calls to one where interactive texts start the process, Shield's staff was able to spend more time and resources on answering customer questions and handling complex customer needs.

Results

Shield's consumers adopted the mobile channel quickly and showed clear signs of higher engagement and satisfaction as they executed reorders and interacted with Shield via text messages. Consumers were reached effectively with text (99%) over phone calls that often go unanswered (40%). Within three months of deploying interactive text messaging, overall reorder conversion rates increased by 5 percentage points. These results were achieved with a low 2% opt-out rate.

Mobile Roadmap

To drive further value through the mobile channel, Shield Healthcare will introduce additional mobile solutions to streamline the consumer re-order experience.



“ SHIELD HEALTHCARE IS FOCUSED ON DELIVERING INNOVATIVE, CONSUMER-FOCUSED SOLUTIONS TO MARKET. PARTNERING WITH MPULSE MOBILE TO DEPLOY AN INTERACTIVE, TEXT MESSAGE BASED REORDER SOLUTION FOR OUR CONSUMERS HAS RAISED OUR LEVEL OF SERVICE AND IMPROVED CUSTOMER SATISFACTION. ”

Roger Miller
Chief Marketing Officer
Shield Healthcare

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

