



ACTIVATOR PROGRAM

Annual Wellness Visits

Increase Annual Wellness Visit rates by targeting conversational outreach to members with care gaps.

Uncover and address barriers through automated dialogues that build trust and empower action.

TAILORED OUTREACH

Send personalized dialogues using conversational AI to understand and address complex member responses and build meaningful connections and trust at scale.

OVERCOME BARRIERS

Improve health outcomes by gathering insights on barriers and connecting members to related programs and resources to improve wellness visit and vaccination completion rates.

INSPIRE BEHAVIOR CHANGE

Leverage behavioral science techniques and educational streaming health content to inspire self-efficacy and build health literacy.



SMS



Email



IVR

Path Health said:

Hi Jane, your health is important to us and you still need to complete your annual wellness visit. Would you like to make an appointment?

You said:

No need, I'm healthy

Path Health said:

You should make an appointment even if you don't think you need it! Doctors recommend annual wellness visits each year to protect your health.

OUTCOMES

18%

Increase in AWW completion rate for members who haven't had a visit in 2+ years

61%

Visit rate for targeted members living near in-network clinics

25.5%

Improvement in wellness visit completion compared to control groups