

CORE SOLUTION

# Adult Wellness Visit Gaps in Care

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

Uncover and address barriers through automated dialogues that support and build trust with members.

## Lift Engagement

Send personalized dialogues using conversational AI to promote action and create meaningful relationships with your members.



SMS



Email



IVR

## Overcome Barriers

Improve health outcomes by gathering insights on barriers, and connecting members to related programs and resources to drive wellness visit and vaccination engagement.

**Path Health said:**

Hi Jane, your health is important to us and you still need to complete a Wellness screening. 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.

## Inspire Behavior Change

Leverage behavioral data science and streaming health education to inspire self-efficacy and health literacy.

## OUTCOMES

48%

Visit rate for unengaged members targeted with solution

61%

Visit rate for targeted members living near in-network clinics

87%

Visit rate for targeted members living near in-network clinics