

# solution Medicare Age-In

mPulse's Age-In solution builds awareness around a member's Medicare enrollment period while removing uncertainty and building knowledge around key enrollment dates and topics.



## **Tailored Outreach**

Conversational AI and natural language understanding (NLU) decipher member replies in both English and Spanish and deliver tailored responses.

# **Behavioral Science**

Our team of strategists use proven behavioral science principles throughout our content and streaming education to motivate, educate, and nudge members to enroll in Medicare.

# **Streaming Health Education**

Leverage personalized, highlyproduced content to deepen member knowledge of the Medicare enrollment process while building urgency and confidence to act.







SMS

IVR

Email

### Path Health said:

Hi Jan, there's still time to enroll in your Medicare plan and claim your benefits! Avoid late enrollment penalties and get the most out of your Medicare. Watch this quick video to learn more: mpo.co/enroll

You said:

Thanks, I already enrolled

#### Path Health said:

That's great. We're glad you're getting the coverage you deserve. Have a great day!

### **OUTCOMES**

30%

Click-through rate for more plan information requests

12.5%

Click-through rate for more information about value-added benefits

To learn more about mPulse Mobile's solutions and capabilities, visit mpulsemobile.com or reach out to us directly at info@mpulsemobile.com

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved outcomes and business efficiencies by engaging individuals with tailored dialogue and streaming health education. With over a decade of experience, 100+ healthcare customers and more than 500 million conversations annually, mPulse Mobile has the data, the expertise, and the solutions to drive healthy behavior change at scale.