

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.



SMS



IVR



Email

## 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, highly-produced content to deepen member knowledge of the Medicare enrollment process while building urgency and confidence to act.

**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](https://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