



SOLUTION

Cervical Cancer Screenings (CCS)

Improve CCS completions using tailored conversations, streaming educational content and proven behavioral science techniques to empower members to get screened, spot early detection and create healthier populations at scale.

Tailored Outreach

Two-way messaging uses natural language understanding (NLU) to decipher member replies in both English and Spanish and deliver tailored responses.

Overcome Barriers

Identify member barriers and drive them to related programs and resources that enable and encourage healthier actions.

Behavioral Science

Our team of strategists use proven behavioral science principles throughout all dialogues and streaming education to motivate, educate, and nudge members to act.



SMS



Email



IVR

Path Health said:

Hi, Linda! The American Cancer Society recommends that everyone with a cervix should get a cervical cancer screening every 3 years from age 25 to 65. A pap test is the best way to find cervical cancer early, before it spreads. Will you protect yourself and schedule your pap test?

You said:

I was planning on it this week..

Path Health said:

That's great! We can help you schedule or find a new doctor. Please call us Monday through Friday 7:00 am-5:00 pm CT at [555-123-3878](tel:555-123-3878). We'll be happy to help!

OUTCOMES

↑ 11.5pp

Improvement in CCS screening completions

48%

Of targeted members completed requested screening

>80%

Reach rate