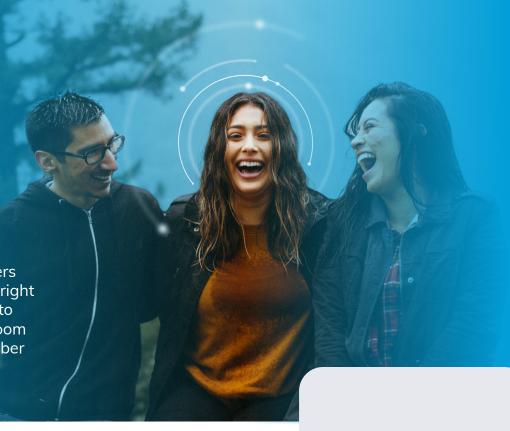


SOLUTION

ED Diversion

Reach, educate and inform members about where and when to find the right level of care for their health needs to reduce unnecessary Emergency Room utilization and drive plan and member cost savings 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.

Behavioral Science

Our team of strategists use proven behavioral science principles throughout all dialogues and streaming content to lift engagement and inspire members to make the right decision for their health.

Streaming Content

Educate members using captivating streaming content to deepen knowledge of care options while helping them determine the right level of care.





Email



SMS

1 V I V

Path Health said:

Hi, Julie. We hope you found that video helpful. If you have a health problem that needs immediate attention, should you go to the Emergency Room or an Urgent Care Center?

Julie said: Emergency

Path Health said:

Broken bones, severe chest pain, accidents, or any life-threatening injury is a reason to go to the emergency room. If you can't make it to the ER, call 9-1-1 to get the help you need. We made this quick resource for you in case you have any questions: mp0.co/careoptions

OUTCOMES



Decrease in ED visits (17.3% vs 12.5%

69.7%

Reduction in ED visits for a high-utilizer population

60%

Compliance in members visting their PCP instead of the ED

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 is transforming digital engagement for healthcare's leading organizations through proven solutions that combine conversational AI with integrated streaming content. Trusted by 200+ health organizations to personalize over 1 billion conversations annually, mPulse Mobile's innovative technology and engagement strategy deliver business efficiencies, improve health outcomes, and inspire a more equitable, healthier world, one person at a time.