

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.



SMS



Email



IVR

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

↓ 4.8pp

Decrease in ED visits
(17.3% vs 12.5%)

69.7%

Reduction in ED visits
for a high-utilizer
population

60%

Compliance in
members visiting their
PCP instead of the ED