

CORE SOLUTION

Flu Vaccinations

mPulse Mobile's flu vaccination solution uses proven behavioral science and dynamic content to overcome common vaccine barriers and get more members vaccinated.



2-WAY CONVERSATIONS

Natural Language Understanding in this solution has learned from millions of past vaccine conversations. By listening for vaccine readiness, we help overcome common barriers.

FOTONOVELA STORIES

Using behavioral science in a relatable and quick experience, Fotonovelas empower members to act.

ENGLISH & SPANISH

Deploy in either language.

MEMBER INSIGHTS

Capture member response insights to understand vaccine readiness.



SMS



Email



IVR

Path Health said:

Hi Maria, a flu shot is waiting for you. Will you protect yourself and your family by getting your no cost flu vaccine? Please reply 1, 2, 3 or 4 now.

- 1 Already did
- 2 I'll do it this week
- 3 Why do I need it?
- 4 I don't plan to get it

You said:
Two

Path Health said:

Great! To find a flu shot near you, just click the Vaccine Finder and type in your zip code. It's easy!
mp0.co/vaccine

OUTCOMES

2X

Increase in flu vaccinations

15M

Flu vaccination touchpoints sent to Medicaid, Medicare and Commercial members by mPulse in 2 years

MEDICAID FLU VACCINATION RATES

