

**SOLUTION** 

Health Risk Assessment (HRA)

Increase HRA completions using an omnichannel approach with proven behavioral science techniques and streaming education to uncover member health insights while saving time and money.



#### **OUTCOMES**

**1**70%

Improvement in completions vs standard outreach

36%

Of targeted members click-through to enroll via an online link

<1.6%

Opt-out rate

## **Conversational Engagement**

Two-way messages use natural language understanding (NLU) to decipher member replies in both English and Spanish and deliver intelligent responses in real-time.

### **Behavioral Science**

Proven behavioral science principles are embedded throughout all conversations and streaming education to motivate, educate, and nudge members to complete their HRA.

# **Streaming Health Education**

Short, impactful 60-second animated stories deepen member knowledge of HRAs and overcome barriers to inspire members to act.







SMS

Email

Secure

#### Path Health said:

Hi, June! Completing your HRA online is simple! It takes about 3 minutes and what you share is private. You'll get health and wellness feedback based on your answers. Get started: mp0.co/survey

Please reply DONE if you've already completed it.

June said: Done!

#### Path Health said:

Great job taking charge of your health! Questions? Call us at 555-123-3878

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, the leader in Conversational Al solutions for the healthcare industry, drives improved outcomes and business efficiencies by engaging individuals with tailored dialogue and streaming health education. With over a decade of experience, 150+ healthcare customers and more than 1 billion conversations annually, mPulse Mobile has the data, the expertise, and the solutions to drive healthy behavior change at scale.