

CORE SOLUTION

New Member Navigation

Introduce new members to their plan and educate them on their benefits while gathering health and satisfaction data at scale. Provide a positive member experience to improve retention, satisfaction, and outcomes.



OUTCOMES

91%

Satisfaction with onboarding program

75%

Improvement in HRA completion

86%

Reported improved understanding of benefits and resources



SMS



Email



Mobile Web

Tailored Outreach

Send personalized dialogues using conversational AI to promote action and create meaningful relationships with your members.

Member Insights

Gather valuable member-reported data, including interests, health concerns, SDOH data, and more.

Inspire Behavior Change

Leverage behavioral data science and streaming health education to inspire self-efficacy and health literacy.

Path Health said:

Hi Jane! This is Path Health. We're glad to have you as our member! We're texting you to help you get the most out of your health plan. Let's start with the basics. Did you get your ID cards?

You said:
Yes I did

Path Health said:

Great! Thanks for letting us know. We'll send you helpful info about your benefits and tips on how to use your new plan. Thank you for being our member!