



ACTIVATOR PROGRAM

Well Child Visits

Increase annual well child visits and immunizations using tailored omnichannel conversations to identify and overcome barriers and empower members to take health action.

PROACTIVE ENGAGEMENT

Send personalized dialogues using conversational AI and healthcare-specific NLU to drive awareness and send reminders to members to schedule their wellness visit.

OVERCOME BARRIERS

Improve health outcomes by gathering barrier insights at scale and connecting members to tailored programs and resources to increase compliance.

INSPIRE BEHAVIOR CHANGE

Leverage behavioral science and streaming health content within messaging to empower parents and guardians to schedule and attend well visits for their dependents.



SMS



Email



IVR

Path Health said:

Hi, Jane. Annual wellness visits are a no-cost way to partner with your child's doctor and make sure all their vaccines are up-to-date. Tell us what's keeping you from scheduling so we can help.

You said:

I don't have a car...

Path Health said:

We can help with that! Please call us Monday through Friday 8:00 AM to 5:00 PM CST at (555) 123-3878. Find free or reduced cost ride programs here: findhelp.org

OUTCOMES

↑ 11pp

Improvement in number of children 7-11 yrs who had a PCP visit in the previous year

22.6%

Improvement in WCV completion compared to control groups

38%

Improvement in WCV completions using SMS & IVR