

PRODUCT OVERVIEW

# Program Manager

Effortlessly engage members with powerful, automated messaging. Launch SMS and email programs with ease, leverage smart triggers for timely outreach, and customize communications with your unique branding. Reach diverse audiences with personalized, multi-language messaging—all from a seamless, user-friendly interface.

## Self-Service Digital Engagement

Create, deploy and monitor digital engagement programs on-demand across key use cases and programs using Program Manager by mPulse, built exclusively for health organizations.

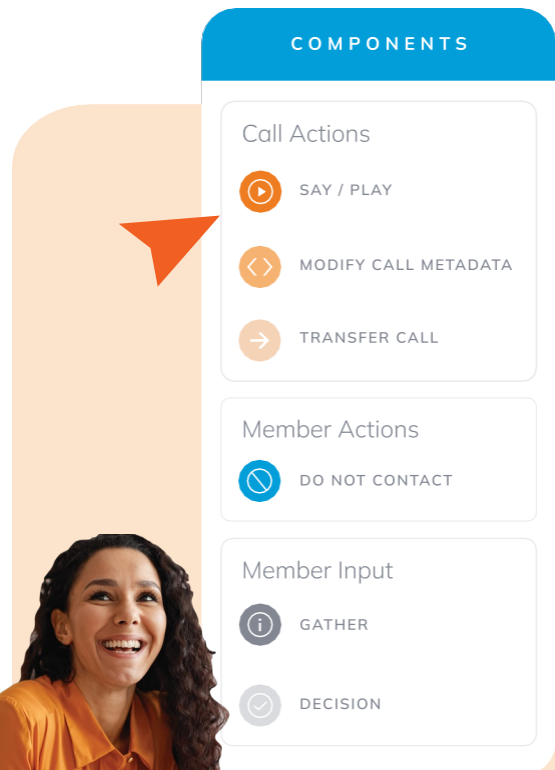
## Flexible & Configurable Technology

Seamlessly build programs across SMS, Email and IVR channels, manage lists and segments.

- Seamless data imports, advanced mapping, and custom fields for personalized messaging
- Simplify complex data management, enable member identification, subscription handing, and opt-out management across channels
- Advanced cross-channel management and compliance settings ensure secure, legal, and member-aligned communications.

## Track and Monitor Performance

Assess near real-time performance across programs via your Engagement Dashboard. Work alongside your designated mPulse client success team for ongoing recommendations and program optimizations to maximize impact.



### Sample Use Cases

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Appointment Reminders  | <input checked="" type="checkbox"/> Referral Status       | <input checked="" type="checkbox"/> Reenrollment         |
| <input checked="" type="checkbox"/> Billing and Statements | <input checked="" type="checkbox"/> Medication Refills    | <input checked="" type="checkbox"/> Benefits Utilization |
| <input checked="" type="checkbox"/> Prior Authorizations   | <input checked="" type="checkbox"/> Screening and Vaccine | <input checked="" type="checkbox"/> Weather Alerts       |

# The New Standard for Health Engagement

mPulse Omnichannel Engagement products are a part of our Health Experience and Insights product suite, mPulse's configurable Health Experience and Insights (HX) products create consumer-centric journeys that deliver better health outcomes and business impact.

mPulse a leader in digital solutions for the healthcare industry, is transforming consumer experiences to deliver better, more equitable health outcomes. By combining AI-powered analytics, omnichannel outreach and digital health navigation technology, mPulse creates personalized health journeys and provides advanced insights to power collaboration across the healthcare ecosystem. With over a decade of experience and 4 billion consumer touchpoints annually, mPulse is the trusted engagement partner for over 400 healthcare organizations.

To learn more about mPulse's programs and capabilities, visit [mpulse.com](https://mpulse.com) or reach out to use directly at [info@mpulse.com](mailto:info@mpulse.com)



**mPulse**

Copyright 2024 mPulse, Inc. All rights reserved.