mPulse

SOLUTION
Medication Adherence

Leverage predictive models and personalized outreach to increase PDC and improve health outcomes.

Focus on individuals with the highest risk of medication non-adherence by levering individual-level predictions designed to identify barriers and deploy targeted outreach to empower adherence and improve PDC.

Member-Level Predictions
- Focus outreach on the members who need the most help by predicting non-adherence risk
- Predict adherence barriers at the individual level to determine necessary interventions and support

Tailored Outreach
- Reduce abrasion by delivering highly relevant, personalized touchpoints based on predictions
- Promote access by addressing barriers and needs with tailored resources and benefits in real-time

Engage Content
- Build health literacy and overcome barriers with compelling, easy-to-consume video content
- Integrate learning content within outreach to reinforce the importance of medication adherence

Analyze & Optimize
- Understand population-specific and member-level adherence barriers
- Quantify the impact of member outreach and correlation to health outcomes

Prediction-Driven, Persona-Based Omnichannel Program

mPulse takes a consumer-centric approach to increasing PDC rates, reducing non-adherence risk, and improving member experience thorough our proactive, persona-based outreach program.

Low Non-Adherence Risk & <80% PDC
Identify reasons for recent non-adherence, connect members with relevant resources and benefits, and encourage mail order and/or a 90-day prescription
LOW

Moderate Non-Adherence Risk & <80% PDC
Gather non-adherence barriers, connect members with key resources, and encourage members to consult with a pharmacist or doctor
MODERATE

High Non-Adherence Risk & >80% PDC
Check in to encourage adherence, ensuring the member has everything needed to remain adherent, and a switch to mail order and/or a 90-day prescription
HIGH

Very High Non-Adherence Risk & <80% PDC
Offer a direct transfer to provide support and address barriers. Members who decline transfer or don't engage are connected with resources via their preferred channel
VERY HIGH

Medication Adherence Solution Results

6.8% Improvement in SAA medication refill compliance using SMS	**3.5pp** Improvement in YoY Part D medication adherence measures	**33%** mPulse benchmark for refill improvement across Part D Star Measures

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 300 healthcare organizations.

To learn more about mPulse's programs and capabilities, visit **mpulse.com** or reach out to us directly at **info@mpulse.com**