

PRODUCT OVERVIEW

Portal Adoption Activator Program

Increase member portal registrations and ongoing utilization by leveraging omnichannel digital outreach to empower member self-efficacy and improve member experience and health outcomes.

Deliver Proactive Digital Outreach

Deploy an omnichannel combination of SMS and email outreach to drive awareness and encourage members to register.

Promote Utilization of Self-Service Tools

Increase member self-efficacy and plan operational efficiencies by promoting self-service tools within the portal.

- Encourage members to download ID cards
- Find, select and schedule an appointment with a PCP
- Access claims history, costs, payments and their EOB
- Discover applicable resources and support

Improve Member Experience

Improve experience by proactively communicating with members and promoting applicable tools and resources through the portal, increasing trust and creating meaningful relationships one-on-one and at scale.

Hi Judy, this is Path Health. Did you know you can check your benefits balance on your portal? We want to make managing your health care as easy as possible for you. Here is the link to your portal:
www.mypathhealth/cost-estimator.com



Outcomes

35%

Increase in new members engaging in self-service benefits

10PP

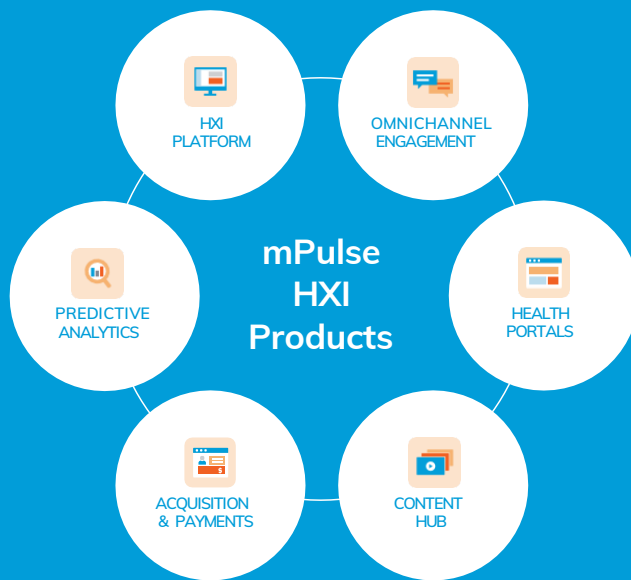
Increase in portal registrations using mPulse Activator

54%

Link click-through rate to related benefits and resources

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 300 healthcare organizations.

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



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