

A healthier, happier population starts  
by supporting one person at a time.

# Be the care line we



Introducing the  
**next generation**  
of consumer  
health experiences.

# It's time to move away from the one-size-fits-all approach for healthcare engagement.

In an increasingly digital world, consumers have come to expect personalized and seamless experiences – and healthcare is no exception. No two consumers' approach to managing their health looks the same.

To effectively engage consumers at scale, health organizations must cater to the needs, challenges and preferences that make each consumer unique, and become a trusted partner in improving their health. This comes from having a deep understanding

of each individual within populations served. From their health statuses and barriers, to Social Determinants of Health factors, to their language preferences – leveraging these insights to deliver tailored digital experiences makes an outsized impact in improving health outcomes.

Now is the time to harness technology that enables scaling of meaningful touchpoints designed to motivate, educate, and empower consumers throughout their health journey.



**mPulse**

## IMPACT TO INDUSTRY

# Transformative consumer health experiences start here.

Engaging each consumer in their health with personalized experiences hasn't been historically scalable for health-care. Data is fragmented, resources and access to care are limited, legacy technology creates disjointed communication - this all negatively impacts the experiences consumers have with their health plans as well as their ability to achieve positive health outcomes.

At mPulse, we're here to change that. We've developed the leading Health Experience & Insights (HXI) product suite, to unify, personalize and orchestrate the entire consumer health journey.

Our products are configurable to address the breadth of client needs and purpose-built for the healthcare industry, delivering powerful business efficiencies and improved health outcomes at scale through specialized engagement technology and AI-powered insights.

## **HXI** HEALTH EXPERIENCE & INSIGHTS PRODUCTS



### **PREDICTIVE ANALYTICS**

Turn data into actionable insights and pinpoint risk across your population with advanced predictive technology.



### **HEALTH PORTALS**

Offer comprehensive health navigation tools and bring together members, providers, employers, brokers, and health plans in your integrated portal suite.



### **CONTENT HUB**

Improve health literacy and easily embed content in digital experiences with our library of 1,500+ streaming content assets, from expert-led courses and interactive videos, to multilingual fotonovelas.



### **OMNICHANNEL ENGAGEMENT**

Empower consumers to take health action with personalized, AI-driven outreach through proven omnichannel programs or self-service engagement tools.



### **CORE COMMUNICATIONS**

Manage and deliver mandatory health communications at key touchpoints along the member journey, aligned to regulatory requirements and consumer preferences.



### **ACQUISITION & PAYMENTS**

Manage the entire member lifecycle with products for quoting, plan shopping, enrollment, data management, billing, and commissions.



## IMPACT TO CONSUMERS

# Personalize interactions along the entire health journey.

There are many factors that impact consumer behavior change, motivation, and self-efficacy within healthcare. By harnessing innovative technology, health organizations partner with mPulse to scale resources and improve health outcomes across the populations they serve.

We can't measure what isn't managed. mPulse leverages internal and external data sets enriched by 90+ predictive models to assess individual and population-wide needs.

By uncovering themes and gaps, we deliver tailored interventions to address and overcome barriers and improve accessibility. Providing consumers with self-service tools and tailored resources builds ownership of their health journey, increasing confidence and self-empowerment in their health.

By increasing care team collaboration and providing relevant tools and resources into the hands of consumers when and where they need it most, we reduce abrasion and create meaningful and lasting relationships, one-on-one and at scale.

### Market Leading Scale

450+

customers served across the healthcare ecosystem

4B+

consumer-related transactions annually

50<sup>of the</sup> 60

largest health plans served by mPulse's HXI products

80%

of CMS 4.5 and 5 star plans are mPulse partners

30<sup>M</sup>

providers found through member self-service tools

mPulse

## IMPACT TO CUSTOMERS

# Protect costs, scale resources, and improve business performance.

Your organization's priorities are our priorities. We understand that streamlining workflows, reducing costs, and improving quality performance are critical to your success.

By implementing automated digital technology, connecting member experiences, and deploying data-driven programs, mPulse's HXI product suite enables our customers to optimize business efficiencies, protect costs and deliver equitable health outcomes.

Our HXI suite is designed for configurability, meaning products can be used independently to address specific organization needs or together for maximum enterprise impact. We recognize that just as no two health consumers are alike, neither are our customers – we are your partner in developing tailored engagement strategies. Whether you are looking to proactively address risk across your population, close care gaps through digital outreach or need a holistic solution for transforming digital experience at scale.



# Join the 450+ healthcare organizations redefining consumer engagement.

We are all in on healthcare – it's our exclusive focus. We partner with healthcare organizations across the industry including Health Plans, Value-based Care, Health Systems, Life Sciences, Pharmacy, Dental, Third-Party Administrators, and more to solve the diversity of challenges the industry faces.

## HEALTH EXPERIENCE AND INSIGHTS SOLUTIONS



### CONDITION & CARE MANAGEMENT

Empower consumers with tools and resources for effective management of chronic conditions.



### SOCIAL NEEDS

Promote health equity and address unmet social needs across your population through data-driven outreach.



### CARE TEAM COLLABORATION

Improve collaboration with unique tools to bridge the gap between members, providers, and plans.



### POPULATION HEALTH

Transform disparate data sets to uncover key themes and address population needs with targeted digital interventions.



### CAHPS & MEMBER EXPERIENCE

Elevate member experience and CAHPS® performance through risk prediction and data-driven engagement.



### ACCESS TO CARE

Reduce unnecessary ER utilization and facilitate care access through digital outreach.



### HEDIS® & PREVENTION

Deliver proactive and targeted digital programs to improve health outcomes and HEDIS® measure performance.



### PROVIDER RELATIONS

Enhance your ability to coordinate with providers and provide them tools to make an impact members' point of care.



### ACQUISITION & RETENTION

Win, retain, & engage more members by overcoming barriers and solving for top disenrollment drivers.



### MANDATORY COMMUNICATIONS

Increase health access and member satisfaction while ensuring compliance with ID cards, EOBs, member guides and more.

## Market Leading Scale

MEDICARE

17.2<sup>pp</sup>

increase in HEDIS® gap closure for high-risk members with access barriers

PREVENTATIVE HEALTH

8X

increase in new members' engagement with content year over year

MEMBER EXPERIENCE

35%

decrease in call volume to health plan service center to optimize health plan service center

MEDICARE

↑1★

5 of 8 CAHPS® measures improved by 1-Star within one year

MEDICAID

22<sup>pp</sup>

increase in recertification rates

MEDICAL SUPPLY

60.1%

engagement in medical supply reorder program using Engagement Console

Explore our suite of digital solutions, designed to make an impact at [mpulse.com](https://mpulse.com) or email us at [info@mpulse.com](mailto:info@mpulse.com)

**mPulse**

mPulse, a leader in digital engagement and communications 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 facilitate collaboration across the healthcare ecosystem. With over a decade of experience and more than 4 billion consumer-related transactions annually, mPulse is the trusted health experience and insights partner for over 450 healthcare organizations.

To learn more, visit [mpulse.com](https://mpulse.com) or reach out to us directly at [info@mpulse.com](mailto:info@mpulse.com)



**mPulse**

Copyright 2025 mPulse, Inc. All rights reserved.