

IDC Innovators

IDC Innovators: Digital Patient Engagement, 2018

Cynthia Burghard









THIS IDC INNOVATORS EXCERPT FEATURES: MPULSE MOBILE

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Digital Patient Engagement, 2018 (Doc#US43978818).

Why mPulse Mobile Was Chosen as an IDC Innovator

mPulse Mobile uses interactive text messaging to engage patients across both operational and clinical domains including appointment reminders, patient self-management of chronic conditions, and readmission avoidance. The company has made significant inroads into the Medicaid population, which is traditionally a very difficult population to engage.

mPulse Mobile			
 Founded 2015	 Number of Employees 50–100	 Headquarters Encino, CA	 Geographic Mix (% of Revenue by Major Region) 100% United States
 Product Name Mobile Patient Engagement Solutions	 Founders Chris Nicholson, Jared Reitzin		
 Profiled Product/Service Patient engagement for administrative and clinical needs	 Funding \$25 million		

IDC Innovator Assessment

- mPulse supports a wide range of use cases for patient engagement that include administrative functionality, which is largely transactional in nature with clinical conversations to support patients on their care journey.
- Clients can scale their patient engagement strategy to a large number of patients using automated, dynamically personalized communication. An Engagement Console enables staff to manage ongoing dialogues as well as initiate 1:1 communication.
- With its strength in behavioral science, mPulse has been able to build hundreds of dialogues that are dynamically modified based on the patient's condition and situation as well as patient data generated and gathered during the mobile dialogue.

Key Differentiator

mPulse has an extensive library of Content Programs, powered by machine learning algorithms that are used to engage patients in "conversations" regarding their care. These conversations are served up to patients based on information garnered during communication and continue to collect information with which to identify the next best action. mPulse has deep long-term relationships with a number of clients where it is deploying up to 50 use cases for patient engagement across an enterprise.

Challenges

While mPulse has deep experience in patient engagement for administrative communications (appointment reminders, medication reminders), it is in the early stages of deploying care paths for the management of chronic conditions. This may limit its near-term growth.

IDC INNOVATORS IN DIGITAL PATIENT ENGAGEMENT

IDC Health Insights identified vendors for inclusion in this document because they were using digital technology – remote patient monitoring devices, tablets, and cell phones – to assist patients conveniently navigate the healthcare system, comply with chronic care management guidelines, and remain safely at home even with complex conditions. Historical efforts to communicate with patients were inconvenient (i.e., patient portals, phone calls, faxes) and occurred when it was expedient for the healthcare organization, not the patient. Patients are often left on their own to determine how to comply with new medication regimes or behavior change instructions to manage chronic illnesses. Digital patient engagement guides patients through their healthcare journey whether administrative or clinical in nature.

TECHNOLOGY DEFINITION

Digital patient engagement utilizes digital technologies to assist patients navigate the healthcare experience and support patients through their healthcare journey. Consumers have a choice on how they want to communicate with their healthcare organizations. A variety of mobile devices, sensors, and remote patient monitoring devices collect data from patients. Virtually all applications alert a clinician when thresholds for "acceptable" levels of health are exceeded (e.g., weight, blood pressure, blood glucose levels), and those applications using machine learning are interactively communicating with patients to send reminders (e.g., take a medication, notice of an upcoming appointment), provide encouragement, and engage patients in conversations regarding their health.

IDC INNOVATORS INCLUSION CRITERIA

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue <\$100 million at the time of selection.

- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

LEARN MORE

Related Research

- *IDC TechBrief: Digital Patient Engagement* (forthcoming)
- *Bring Healthcare to the Consumer Through Digital Patient Engagement* (IDC #US43837918, May 2018)
- *IDC TechBrief: Healthcare Provider CRM Solutions* (IDC #US41114717, April 2018)
- *IDC PlanScope: Patient Engagement for Digital Transformation* (IDC #US42842417, July 2017)
- *IDC TechScape: U.S. Healthcare Provider Patient Engagement Technologies, 2017* (IDC #US42842517, July 2017)

Synopsis

IDC Innovators are emerging vendors with revenue <\$100 million that have demonstrated either a groundbreaking business model or an innovative new technology – or both. This IDC Innovators study profiles: Clarify Health, Conversa Health, Get Real Health, mPulse Mobile, and Vivify Health.

Digital patient engagement moves the healthcare industry one step closer to what consumers expect from the businesses they interact with: personalized and interactive communication when and where they need it. While the market is cluttered with vendors that offer a patient engagement solution, the vendors in this document come closest to offering a broad array of functionality that in some cases spans both administrative and clinical interactions.

"The industry and, more importantly, patients have suffered under inconvenient access to healthcare; digital patient engagement is poised to change that by providing healthcare consumers access to both administrative and clinical support conveniently in a personalized and interactive dialogue when needed. IDC believes this will improve not only the patient experience but improve patient compliance to health improvement strategies and result in better health," says Cynthia Burghard, research director, IDC Health Insights.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

Global Headquarters

5 Speen Street
Framingham, MA 01701
USA
508.872.8200
Twitter: @IDC
idc-community.com
www.idc.com

Copyright and Trademark Notice

This IDC research document was published as part of an IDC continuous intelligence service, providing written research, analyst interactions, telebriefings, and conferences. Visit www.idc.com to learn more about IDC subscription and consulting services. To view a list of IDC offices worldwide, visit www.idc.com/offices. Please contact the IDC Hotline at 800.343.4952, ext. 7988 (or +1.508.988.7988) or sales@idc.com for information on applying the price of this document toward the purchase of an IDC service or for information on additional copies or web rights. IDC Innovator and IDC Innovators are trademarks of International Data Group, Inc.

Copyright 2018 IDC. Reproduction is forbidden unless authorized. All rights reserved.

