SOLUTION OVERVIEW

2021–2022 Flu Season Engagement

Every flu season, healthcare organizations must overcome a complex mix of misconceptions and wide-ranging health literacy levels. This year, providing education and resources to diverse populations around the impact of COVID-19 and its new variants on flu season is more important than ever. Organizations must continually adjust their flu engagement strategies to address the evolving situation and new barriers that arise. mPulse Mobile's solution provides an agile, adaptive approach that lets you understand the unique needs of the individual and tailor content to drive action.

Flu Engagement Solution Overview

Meet the unique challenges of this flu season by addressing individual-level barriers and health beliefs with tailored content, delivered through our omnichannel platform.

Solution

Our Flu Vaccination Solution consists of a configurable suite of content modules that address core engagement topics for this flu season, delivered on our enterprise-grade omnichannel platform:

Core vaccination reminders

Education about COVID-19 and flu

Fotonovelas

Vaccination site location services
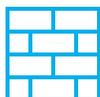
Understanding barriers and health beliefs

Self-reporting vaccination status

Channels

- Content can be delivered through SMS, Mobile Web (including Fotonovelas), IVR, email and Rich Business Messaging (RBM)
- Channels are configured based on member preferences, goals of the engagement program and your organization's requirements

Configurable Modules

- Select the modules that address your business needs and let mPulse configure the solution to deliver a seamless member experience with information tailored to your population
- Stop or adjust programs and launch new ones efficiently in response to changes to the COVID-19 situation

Effective Engagement

- Delivery at scale: During the 2019-2020 flu season, mPulse delivered over 15,000,000 flu vaccination touchpoints across Medicaid, Medicare and Commercial Plan populations
- Proven outcomes: mPulse's solution achieved a 2x increase in flu vaccinations in a large Medicaid population*

MEDICAID FLU VACCINATION RATES

Comparison Group	5.5%
mPulse mobile	11.0%

Chart: Comparison Group 5.5%, mPulse 11.0%, y-axis 0%, 5%, 10%
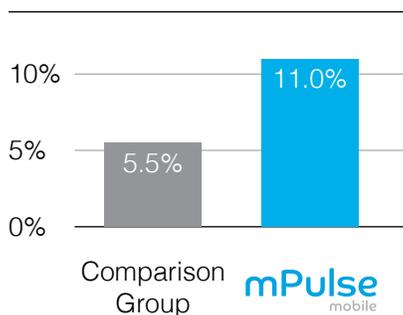
* During the 2019-2020 Flu season mPulse engaged a large Medicaid population with conversational engagement about flu vaccinations. 11.0% of the targeted members were vaccinated, compared to 5.5% of the comparison population that did not receive mPulse's programs (p<0.01). Members under 2 years were most likely to receive a vaccination after the engagement (20.7% compared to a comparative population).

Module Overviews

Our 2021 Flu Vaccination solution contains 6 Content Modules that address key areas for engaging members this season. Modules are configured to meet your organization's specific needs.

Core Vaccination Reminders

Deliver vaccination reminders though SMS, IVR, Email and RBM channels. Reminders are configured with a series of nudges and can be coordinated with the other modules listed. Content can be delivered in 13 languages and can be created to meet the needs of specific cultural groups.

Education About COVID-19 and Flu

Ask members about their concerns regarding COVID-19, the Delta variant, and flu vaccinations. Educational content is tailored and targeted to individuals based on an understanding of their health beliefs, gathered through automated dialogues.

Fotonovelas

Deliver educational Fotonovelas directly to members' mobile devices. Fotonovelas engage a range of core population groups, including key multicultural segments. Use core Fotonovelas or create custom Fotonovelas to fit your specific needs.

Vaccination Site Location Services

Provide a text-based look-up service for members to find their closest in-network vaccination sites. The program lets members enter their zip code to receive a list of vaccination sites with operating hours.

Understanding Barriers and Health Beliefs

Ask members about any challenges that prevent them from getting vaccinated. Based on their responses, configurable content and information about your services are returned to the member. Typical barriers include transportation, cost, and fear of needles.
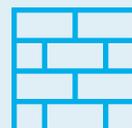
Self-Reporting Vaccination Status

Ask members if they have received a flu vaccination. Target members who have not completed vaccination with tailored content to address any barriers they may have.

Reporting and Insights

mPulse gathers rich data about how members engage with the Flu Engagement Solution and builds out insights about member beliefs and health attitudes.

Engagement Data

- Sentiment/Intent classification of all responses
- Text-ins and response rates, times and topics
- Fotonovela views
- Engagement by SDOH impact

Voice of Consumer and Persona Building

- Reasons for not getting flu vaccinations (by member)
- COVID related concerns about flu vaccination
- Member level modeling of Believer, Non-believer and Unsure
- Self-report of flu vaccine adherence

About mPulse Mobile

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved health outcomes and business efficiencies by engaging individuals with tailored and meaningful dialogue. mPulse Mobile combines behavioral science, analytics and industry expertise that helps healthcare organizations activate their consumers to adopt healthy behaviors.

With over a decade of experience, 100+ healthcare customers and more than 300 million conversations annually, mPulse Mobile has the data, the expertise and the solutions to drive healthy behavior change.

To ask a question or request a call, go to: mpulsemobile.com/contact

mpulsemobile.com