



ENGAGE & ACTIVATE

your Medicaid population
with Conversational AI
solutions

Low levels of member activation negatively impact health outcomes

in Medicaid populations compared to the
privately insured.

Our Solutions

mPulse Mobile helps Medicaid Health Plans overcome engagement challenges through our tailored, interactive mobile solutions.

Data-driven insights deliver tailored and meaningful conversations that drive behavior change

Interactive 1:1 dialogues are the most engaging form of mobile messaging



Over 86% of lower income populations own a mobile phone¹



Lower income populations are most active on text²



98% of texts are read, 95% within three minutes³



Smartphones are the primary source of internet for lower income populations⁴

Outcomes-focused mobile solutions



Health Plan Navigation

Use conversational texting to ask members what they want to know about, then deliver relevant content

Educate people on how to best use health resources

■ ■ ■ Increase Knowledge

91% of new members report text messages improved their overall knowledge of Health Plan services⁴



Emergency Dept. Deflection

Use text dialogs to identify members who would go to the ED for non-urgent health conditions

Deliver workflows that educate on services like Nurse Advice Lines and Urgent Care

■ ■ ■ Reduce ED Dependency

Self-reported ED use for a minor condition dropped from 11% to 4%⁴



Quality Measure Improvement

Target health advice to the people who are most at need

■ ■ ■ Improve Well Child Visits

Improved visit completion rate by 20% for ages 0-11 and 22% for ages 12-19⁴

■ ■ ■ Increase Cervical Cancer Screenings

Cervical cancer screenings in a Medicaid population were 43% higher with tailored text conversations.⁴



Redetermination

Help members renew coverage through tailored conversations

■ ■ ■ Reduce Churn

Monthly renewal rates improved 10-20 percentage points with mPulse's solutions⁴

■ ■ ■ Improve Outreach

Renewal application link click-through rates ranged from 20-58% with tailored messaging content⁴

Leading Conversational AI Solutions for the Healthcare Industry



Lasting Partnerships with Industry Leaders

The value of mPulse is best demonstrated by our longstanding partnerships with industry-leading healthcare organizations

We partner with 70+ leading healthcare organizations across Health Plans, Providers, Pharmacy, Med Device, Wellness & Pop Health

Our partnerships endure; we have enterprise partnerships over 9 years in duration

Through the consistent delivery of results, our partnerships strengthen and grow



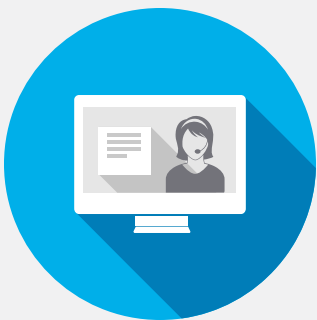
Proven Ability to Deliver Outcomes

mPulse's solutions are focused on outcomes so our partners can deliver better care at lower cost

Our behavioral science and analytics expertise optimizes our programs for greatest ROI

Given our industry expertise, we deliver on both clinical and business outcome goals

Our customers experience impactful outcomes across a broad range of healthcare challenges



Robust Conversational AI Solutions

At the core of all mPulse's partnerships and outcomes is our industry-leading Conversational AI Platform built for improving health activation

Using Conversational AI, we deliver automated, tailored conversations that activate healthy behavior change

Our technology platform has proven enterprise performance, delivering over 100 million messages annually

We take privacy and security seriously with HIPAA compliance and HITRUST security accreditation

References

1. <http://www.pewresearch.org/fact-tank/2013/06/06/cell-phone-ownership-hits-91-of-adults/>
2. <http://www.mobilemarketer.com/cms/lib/9599.pdf>
3. CTIA
4. mPulse Mobile program results

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

