

Conversational AI Solutions for Improved MEDICATION ADHERENCE & PATIENT ACTIVATION



Low levels of patient activation negatively impact medication adherence which contributes an additional \$500B annually to healthcare costs in the US¹

Our Solutions

mPulse Mobile helps pharmacy organizations improve patient engagement and activation with their medication therapies through tailored and meaningful dialogue.

Tailored text message programs improve medication adherence through Rx Refill programs and dosing adherence programs

Automated conversations drive patients to engage with key clinical and administrative patient assistance programs



98% of texts are read, 90% within three minutes²



95% adult mobile phone adoption³



84% of consumers want more messages from their trusted health providers⁴



The majority of consumers prefer the text channel for customer service support⁵

Outcomes-focused mobile solutions



Medication Management

Drive increased adherence to prescribed medications by first understanding and then addressing patients' barriers

■ ■ ■ Increase Refill Rates

Conversational AI solutions increased Rx Refill rates from 30% to 44% in a non-adherent Medicare population⁶

■ ■ ■ Improve Therapy Adherence

Text programs improve patient adherence to complex medication dosing regimes



Patient Engagement

Leverage the reach and engagement of the text channel to drive enrollment and participation in patient support programs

■ ■ ■ Increase Engagement

Text engagement is the most effective approach to drive patients to enroll and utilize online resources

■ ■ ■ Expand Knowledge

Deliver links to surveys and key educational videos to maximize content engagement



Clinical Support

Maximize the effectiveness of clinical support teams to deliver impactful care plan support

■ ■ ■ Reallocate Resources

Provide automated check-ins and reminders to free up staff resources to focus on higher-need patients

■ ■ ■ Increase Efficiency

Increase the capacity of call centers by empowering staff to engage in 1:1 text interactions with patients



Reimbursement Support

Improve awareness and utilization of reimbursement support services for cost-sensitive populations

■ ■ ■ Increase Awareness

Reach and engage vulnerable populations with dialogues about co-pay programs and assistance

■ ■ ■ Distribute Coupons

Send co-pay coupons directly through digital channels to maximize utilization

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



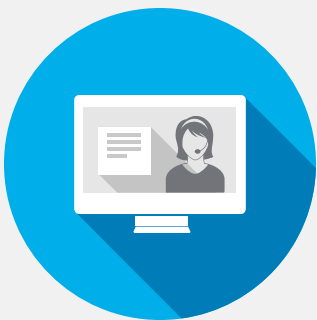
Proven Ability to Deliver Outcomes

mPulse's solutions are focused on outcomes so our clients 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 of mPulse's solutions 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 150 million conversations annually

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

References

1. Watanabe et al. Cost of Prescription Drug-Related Morbidity and Mortality. Ann Pharmacother. 2018 Sep;52(9):829-837
2. CTIA
3. Pew 2018 Mobile Fact Sheet
4. Data On File, mPulse Mobile
5. <http://www.eweek.com/networking/consumers-like-using-text-messages-to-solve-customer-service-issues>
6. Brar Prayaga et al. Improving Refill Adherence in Medicare Patients With Tailored and Interactive Mobile Text Messaging: Pilot Study. JMIR Mhealth Uhealth 2018;6(1):e30

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

