

ENGAGE & ACTIVATE

Wellness Program
Participants with
Conversational AI
Solutions



Wellness and
population health
program success
depends on effective
participant engagement

Our Solutions

mPulse Mobile provides companies with
three conversational text solutions to engage
participants and create operational efficiencies



Program
Adoption



Program
Engagement



Health Coaching
Support

Why Conversational Text

ADULTS
WHO TEXT

97%

TEXT MESSAGES
READ

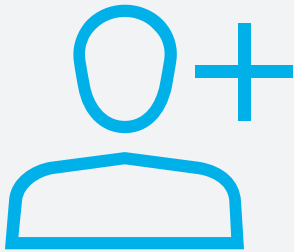
98%

PEOPLE
RECEIVING
HEALTHCARE
TEXTS WHO
WANT MORE

84%

Wellness Solutions

Solve key program challenges and improve the participant experience

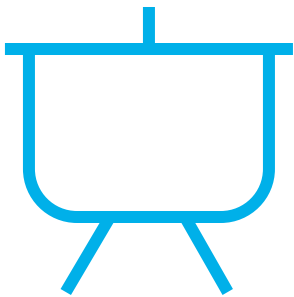


Program Adoption

Reach more participants and deliver a frictionless experience to drive program sign-ups.

**NEW SIGN-UPS VIA
TEXT CHANNEL
AFTER IMPLEMENTING
MPULSE MOBILE**

82%



Program Engagement

Keep participants engaged with timely nudges, surveys and content dialogues to uncover and remove barriers to engagement.

**CLICK-THROUGH
RATE ON LINKS TO
NEW LESSONS FOR A
CHRONIC CONDITION
MANAGEMENT
PLATFORM**

46%



Health Coaching Support

Empower coaches and care managers with tools to streamline standardized tasks so they can focus on high value activities.

**POSITIVE OR NEUTRAL
SENTIMENT ON ALL
TEXT INTERACTIONS
WITH COACHING
WORKFLOWS**

97%

mPulse Mobile Technology

Drive program adoption, engagement and improve efficiency with industry-leading mobile engagement technology

Automated Text Dialogues

Engage participants with configurable, interactive messaging programs that activate specific health behaviors. Draw insights from their responses and maintain meaningful contact.

Hi Steven, You're now one month into the Path Health program. How are you feeling?

I'm feeling good! Thank you!

We're glad to hear that! Let us know if you need to talk with your care coach.

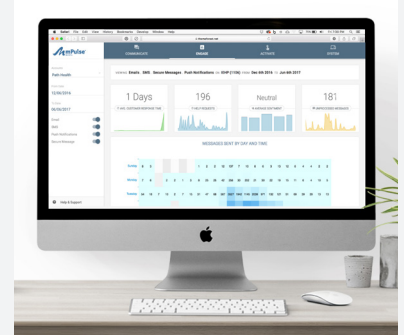
Engagement Console

Equip coaches, care managers and staff with a cloud-based 1:1 texting console to connect with participants on a trusted and relevant channel. Deploy at scale with enterprise-grade compliance controls and management tools.



Analytics and Reporting

Gain actionable insights and a more complete view of participants with engagement metrics and response analysis. View mPulse's solution performance in a robust, standalone dashboard or integrate with existing analytics platforms.



Easy Implementation

mPulse offers easy and fast deployment to start texting participants within a few weeks and versatile integrations for advanced functionality



Data File Transfer

Secure file transfer for rapid, standalone deployment



Flexible API Integrations

Trigger dialogues and view reporting data from existing systems



Training

Fast, easy staff training

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

