



**CASE STUDY**

**Conversational AI Orchestrates  
Medicaid Member Engagement  
and Quality Initiatives**

**Engaging Medicaid members is a crucial goal for Managed Care Organizations and their partners. Overcoming the typically higher rates of transience and socioeconomic and cultural barriers is an ongoing challenge for every healthcare organization covering Medicaid populations. And with Medicaid's continued expansion to cover 1 in 5 Americans, efficiently engaging at scale has become vital for driving outcomes, improving quality and creating efficiencies.**

mPulse Mobile, the leader in conversational AI solutions for healthcare, partnered with a leading Medicaid Managed Care Organization in the Midwest to leverage its leading AI-powered governance technology to orchestrate health outreach to thousands of Medicaid members automatically. The MCO covers over 250,000 members, with 213,000 aged 18 and under and 96% benefiting from the Temporary Assistance for Needy Families program.

The plan's members had lower utilization of key health services—48% without a PCP visit in the last 12 months and 56% without a dental visit history on record—but comparatively high usage of the ER, with 50% having visited in the last 12 months. This utilization pattern, which is typical for similar Medicaid populations, creates the opportunity to meaningfully impact member health outcomes and plan operations by driving healthy behavior change at scale.

## Goals

The MCO's overall goal was to use Conversational AI to reach and engage their members at scale to deliver automated tailored conversations across a broad range of health topics beyond what traditional mail and phone outreach had achieved. It was crucial to ensure the correct messages reached the desired member, and that members were not over-burdened with too many conversations.

The MCO wanted to assess outcomes across several key HEDIS Quality measures. Because of the large member population aged under 18 (85% of membership) the primary goal was to improve the Child and Adolescent Well-Care Visits HEDIS measures (W15, W34, AWC) by driving increased primary care visit rates for their members under the age of 19.

## Execution

The solution leveraged Activation Intelligence to automatically match tailored dialogues to members based on key data gathered by mPulse and provided by the MCO. Activation Intelligence built individual Activation Profiles for each member from this data, which was then used to target an average of five automated text dialogues per month to each member from a broad library of topics. Dialogues ranged from informational messages on how to schedule a well-child appointment to tailored outreach to pregnant members to help them sign up for the plan's pregnancy program depending on the member's specific needs. As members responded to automated dialogues and new data was gathered from the plan, the solution dynamically updated their profiles to better tailor content and accommodate outreach preferences.

mPulse's Behavioral Science team led the development of the program. Conversational AI allows healthcare organizations to ask questions that reveal insights about key factors that influence how a member behavior such as identification of barriers, health beliefs, stage of change and goal setting. Normally these types of insights can only be gathered by trained care staff in 1:1 conversation.

### ACTIVATION INTELLIGENCE

mPulse's Activation Intelligence enables healthcare organizations to deliver tailored conversations to members at scale using the text channel (SMS). The technology uses a wide variety of data including patient-generated data and data from client source systems to build a dynamic Activation Profile for each member in the program. Program dialogues are tailored to the individual based on their Activation Profile and AI orchestrates delivery of conversations over the duration of the engagement maximize activation for specific areas of behavior change.

## Activation Intelligence for Program Governance

mPulse's Activation Intelligence solution draws from the healthcare organization's data, a range of public and proprietary datasets, and individual member responses to dynamically prioritize and coordinate dialogues to each member.

### Collaboration and Setup:

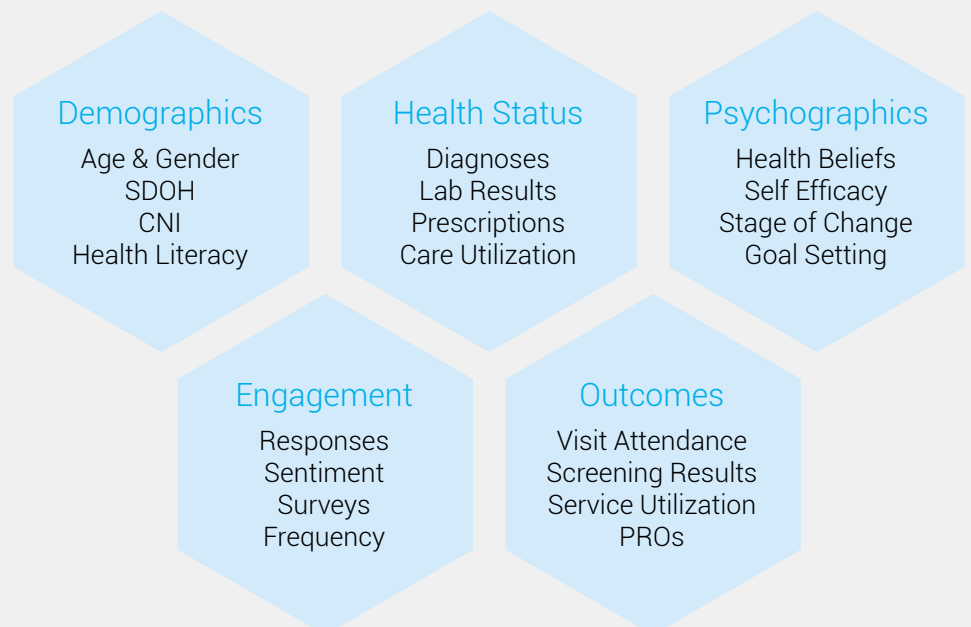
- The healthcare organization provides key member demographic data and mobile numbers to mPulse
- The healthcare organization and mPulse collaborate to identify key behavior change goals for the population—e.g. improving specific HEDIS measures or health services utilization—and select or design the necessary dialogues to accomplish them
- The healthcare organization provides mPulse with a prioritization of engagement initiatives and topics

### Activation Intelligence:

- Activation Intelligence generates an Activation Profile (see below) for each member, which indicates engagement and likelihood of behavior change
- Using the Activation Profile and the healthcare organization's prioritization and goals data, the solution automatically assigns engagement topics for each member and sends dialogues
- As members engage in conversations and data from the healthcare organization is updated, the solution dynamically updates the Activation Profile and reprioritizes engagement topics to maximize impact for subsequent conversations

### Activation Profile

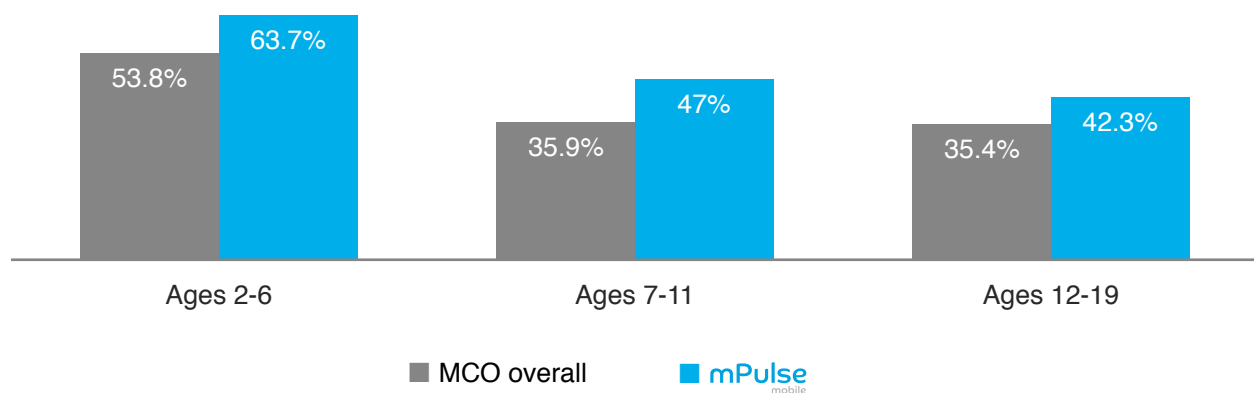
The Activation Profile is a dynamic measure of an individual's likelihood to complete specific health related actions. The profile is created by combining patient-generated and client source data that is gathered through dialogue interactions, and outcomes data from client source systems.



## Results

The key metric of annual well-child visit rates substantially increased for members who were part of the mPulse solution, when compared to the rates of members who did not receive messages. PCP visits for members under 19 increased across all age groups, with the 2-6 year-old age group increasing by 9.9 percentage points, the 7-11 group increasing by 11.1 and the 12-19 age group increasing by 6.9.

### CHILDREN AND ADOLESCENTS WHO HAD A PCP VISIT DURING THE PREVIOUS YEAR



The mPulse solution automatically orchestrated 89 unique tailored dialogues to over 17,000 members over 12 months, resulting in the delivery of nearly 300,000 total text dialogues. As a result, the solution created an average of 60 new touchpoints per member over the course of the year. Member engagement with the dialogues was very high. Of the ~300,000 dialogues across over 40 different health topics, the average text response rate was 25%. Member retention over 12 months was also very successful, with 85% of members remaining opted-in to the program after a year of text engagement with the plan.

The success of mPulse Mobile's solution led to the MCO's sister organizations in other states adopting Activation Intelligence to engage their members at scale through delivery of automated tailored conversations.



## 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](https://mpulsemobile.com/contact)

