

SOLUTION

Health Risk Assessment (HRA)

Increase HRA completions using an omnichannel approach with proven behavioral science techniques and streaming education to uncover member health insights while saving time and money.



Conversational Engagement

Two-way messages use natural language understanding (NLU) to decipher member replies in both English and Spanish and deliver intelligent responses in real-time.



SMS



Email



Secure Survey

Behavioral Science

Proven behavioral science principles are embedded throughout all conversations and streaming education to motivate, educate, and nudge members to complete their HRA.

Streaming Health Education

Short, impactful 60-second animated stories deepen member knowledge of HRAs and overcome barriers to inspire members to act.

Path Health said:

Hi, June! Completing your HRA online is simple! It takes about 3 minutes and what you share is private. You'll get health and wellness feedback based on your answers. Get started: mp0.co/survey

Please reply DONE if you've already completed it.

June said:
Done!

Path Health said:

Great job taking charge of your health! Questions? Call us at [555-123-3878](tel:555-123-3878)

OUTCOMES

↑ 70%

Improvement in completions vs standard outreach

36%

Of targeted members click-through to enroll via an online link

<1.6%

Opt-out rate