

SOLUTION

Prenatal & Postpartum

Empower pregnant members to attend routine prenatal and postpartum care appointments and adopt healthier behaviors to inspire better health outcomes and support health plan quality improvement initiatives.

Tailored Outreach

Culturally relevant, multilingual conversational AI leverages NLU to decipher member replies and follow-up with tailored and meaningful dialogue.

Overcome Barriers

Educate members on the importance of routine prenatal and postpartum visits with streaming content while delivering tailored resources and support to overcome barriers.

Behavioral Science & Learning Strategy

Conversations and content are designed by our team of engagement strategists and learning designers to ensure optimal engagement and behavior change results.



Path Health said:

Leila, one of the most important things you can do for you and your baby's health is to schedule and attend a prenatal appointment. To find an Ob-Gyn, call Member Services at (123) 555-3878. If you need a ride to your appointments text RIDE at any time. Schedule your no-cost prenatal checkup today at (345) 888-2928. Text DONE if complete.

Want more information on the benefits of prenatal doctor visits? Watch this short video about it from Ob-Gyn Dr. Christine Sterling: mp0.co/prenatal

> **Leila said:** I already scheduled!

OUTCOMES



Improvement in Pospartum Care Visit Attendance

61%

Engagement across targeted population for PPC1 & PPC2

67%

NOP (Notification of Pregnancy) Survey Completion Rate

To learn more about mPulse Mobile's solutions and capabilities, visit **mpulsemobile.com** or reach out to us directly at **info@mpulsemobile.com**

mPulse Mobile is transforming digital engagement for healthcare's leading organizations through proven solutions that combine conversational AI with integrated streaming content. Trusted by 150+ health organizations to personalize over 1 billion conversations annually, mPulse Mobile's innovative technology and engagement strategy deliver business efficiencies, improve health outcomes, and inspire a more equitable, healthier world, one person at a time.