

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.



SMS



Email



IVR

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

↑ 53pp

Improvement in Postpartum Care Visit Attendance

61%

Engagement across targeted population for PPC1 & PPC2

67%

NOP (Notification of Pregnancy) Survey Completion Rate