



# Engage and Retain Special Needs Plan Members

Engage your hardest-to-reach Special Needs Plan (SNP) members and improve health equity, quality performance and retention goals.



## Industry-Leading Impact

mPulse's 12+ years of healthcare-exclusive expertise enables plans serving SNP members to provide unrivaled experiences for their most vulnerable members by leveraging innovative digital products designed to deliver best-in-class results.

**300+**

customers served across the healthcare ecosystem

**4B+**

digital consumer transactions annually

**19 of 20**

largest health plans served with meaningful solutions

## From Challenges to Opportunities

SNP members often have comorbidities and, with 40% under the age of 65, represent a diverse set of needs. These members require stringent plan coordination and whole person care engagement models, driving SNP plans to be required to uphold rigorous performance and satisfaction standards.

### Drive Retention & Revenue

Create meaningful touchpoints designed for maximum retention by leveraging proprietary predictive models to identify which members to target with which interventions

### Break Down Barriers

Address dual-eligible population complexities to overcome barriers and improve access for this unique member cohort using mPulse's proven engagement programs

### Deliver Continuous Value

Establish trust with your DSNP members and encourage awareness and utilization of plan benefits and resources by delivering programs designed to educate and empower members

## PROVEN OUTCOMES ACROSS DUALS POPULATIONS

**58%**

Engagement Rate for DSNP member onboarding program

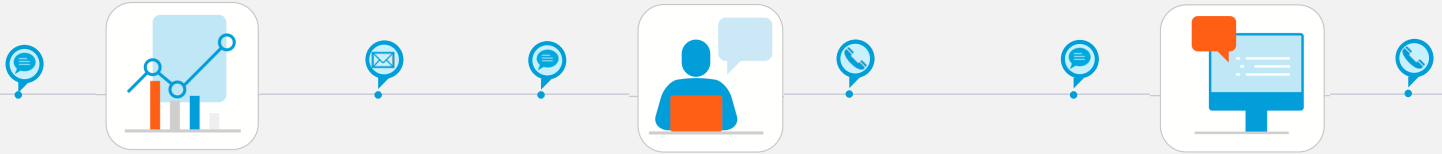
**61%**

Improvement in Part D medication adherence for DSNP members

**12pp**

Improvement in DSNP members responding positively on mock CAHPS survey

# An End-to-End Digital Consumer Health Journey



## Predictive Analytics

Uncover and assess every aspect of a member's health experience to enable highly targeted interventions using predictive analytics.

## Omnichannel Engagement

Deliver tailored digital experiences that build meaningful relationships and address the needs of diverse special needs populations.

## Health Navigation Tools

Empower members to utilize and access user-friendly tools to simplify their care experiences while broadening accessibility.

## Acquire and Retain Members at Scale

- Provide a seamless onboarding experience to improve retention with consumer-friendly tools
- Engage members through personalized digital outreach to build awareness and utilization of key resources and benefits
- Leverage predictive insights to pinpoint risk for voluntary disenrollment and identify eligible membership

### MPULSE CAN DELIVER:

Enrollment & Retention Analytics

OEP & AEP Program

Benefits Utilization Program

Self-Service Tools

## Improve Quality Performance through Gap Closure

- Close care gaps by overcoming barriers and delivering configurable CTAs within digital outreach
- Build health literacy by delivering streaming content through digital outreach, or embedding content within your app, portal, or website
- Improve enterprise strategy and quality performance by uncovering individual and population needs using predictive models

### MPULSE CAN DELIVER:

Preventive Care & Screenings Program

HEDIS & Condition Mgmt Analytics

Care & Condition Mgmt Programs

Health Risk Assessment

## Create Impactful Member Experiences

- Leverage predictive models to uncover likelihood to respond positively across CAHPS measures
- Deliver targeted interventions based on predictions to proactively engage members flagged for being high-risk
- Optimize and scale staff resources by deploying meaningful and personalized omnichannel digital outreach

### MPULSE CAN DELIVER:

CAHPS & HOS Programs

Onboarding & Navigation Programs

Care Team Collaboration Tools

1-to-1 Engagement Console

mPulse a leader in digital solutions for the healthcare industry, is transforming consumer experiences to deliver better, more equitable health outcomes. By combining AI-powered analytics, omnichannel outreach and digital health navigation technology, mPulse creates personalized health journeys and provides advanced insights to power collaboration across the healthcare ecosystem. With over a decade of experience and 4 billion consumer touchpoints annually, mPulse is the trusted engagement partner for over 300 healthcare organizations. For more information, visit: [www.mpulse.com](http://www.mpulse.com)