mPulse

HXI Platform

Engage at the right moment.

Healthcare is often reactive. The HXI platform changes this by proactively identifying moments for meaningful engagement and orchestrating personalized experiences—before costs and dissatisfaction escalate.

HOW IT WORKS

1. **Develop next best action strategy**
   Collaborate with mPulse to define priorities and how inflection points — events or triggers in a member's journey — inform targeting, channel mix, and cadence.

2. **Configure your inflection points**
   mPulse maps data logic and thresholds to your next best actions, drawing from eligibility, claims, behavioral signals, and other available data.

3. **Launch and continuously improve**
   Monthly data refreshes keep inflection points timely, enabling meaningful intervention. Robust reporting gives insight into performance and improvement opportunities in real time.

FULL CLOSED-LOOP SOLUTION

mPulse owns the entire program so your team doesn't have to.

- Targeting
- Program Design
- Next Best Action Orchestration
- Multichannel Outreach
- Reporting & Outcomes

CORE INFLECTION POINTS

Expanding continously to match your priorities

MEMBER EXPERIENCE & SATISFACTION

Unengaged
Re-engage members before potential disenrollment

PCP Change
Provide continuity of care during provider transitions

Prior Authorization
Follow-up with care navigator instructions

HEALTH CHANGES

Recent Depression Diagnosis
Connect with resources and support tools for managing depression

Urinary Incontinence Diagnosis
Provide information to manage bladder control

High Fall Risk
Engage in fall prevention education

UTILIZATION

Preventable ED Visit
Encourage PCP visit before repeat utilization

Admission with No PCP Follow-Up
Deploy timely outreach to avoid re-admission