

mPulse



CASE STUDY

Deploying Portals Within a Complex Enterprise Payer Environment

Health plans have a myriad of third-party solutions they deploy to both better serve their members and ensure effective operations. However, implementing a digital front door alongside other complex internal systems can quickly become complicated. To address this complexity, this value-based care platform partnered with mPulse to deploy a suite of portals across six health plan customers.

Executive Summary

mPulse has a trusted partnership with this specialty and population health management company, which partners with providers and payers, covering over 40 million lives across the United States.

The goal of this organization is improvement in care delivery, focusing on value-based care, cost management, and administrative simplification, especially in complex areas like oncology, cardiology, and musculoskeletal care. They provide solutions for analytics, care management, and health plan operations, helping systems transition to value-based models for better patient outcomes and financial results.

In 2025, mPulse joined forces with this partner to implement portals technology for six of our partner's health plan clients, totaling 3.6 million covered lives:

- three Blues plans based in the Pacific Northwest
- two Medicaid plans based in the Mid-Atlantic and the Midwest
- an East Coast-based Medicare and Medicaid plan

IMPLEMENTATION IMPACT

6

HEALTH PLANS

16

INTEGRATIONS THROUGH
APIS AND SSOS

3.6M

LIVES COVERED
COLLECTIVELY BY THE 6
PLANS

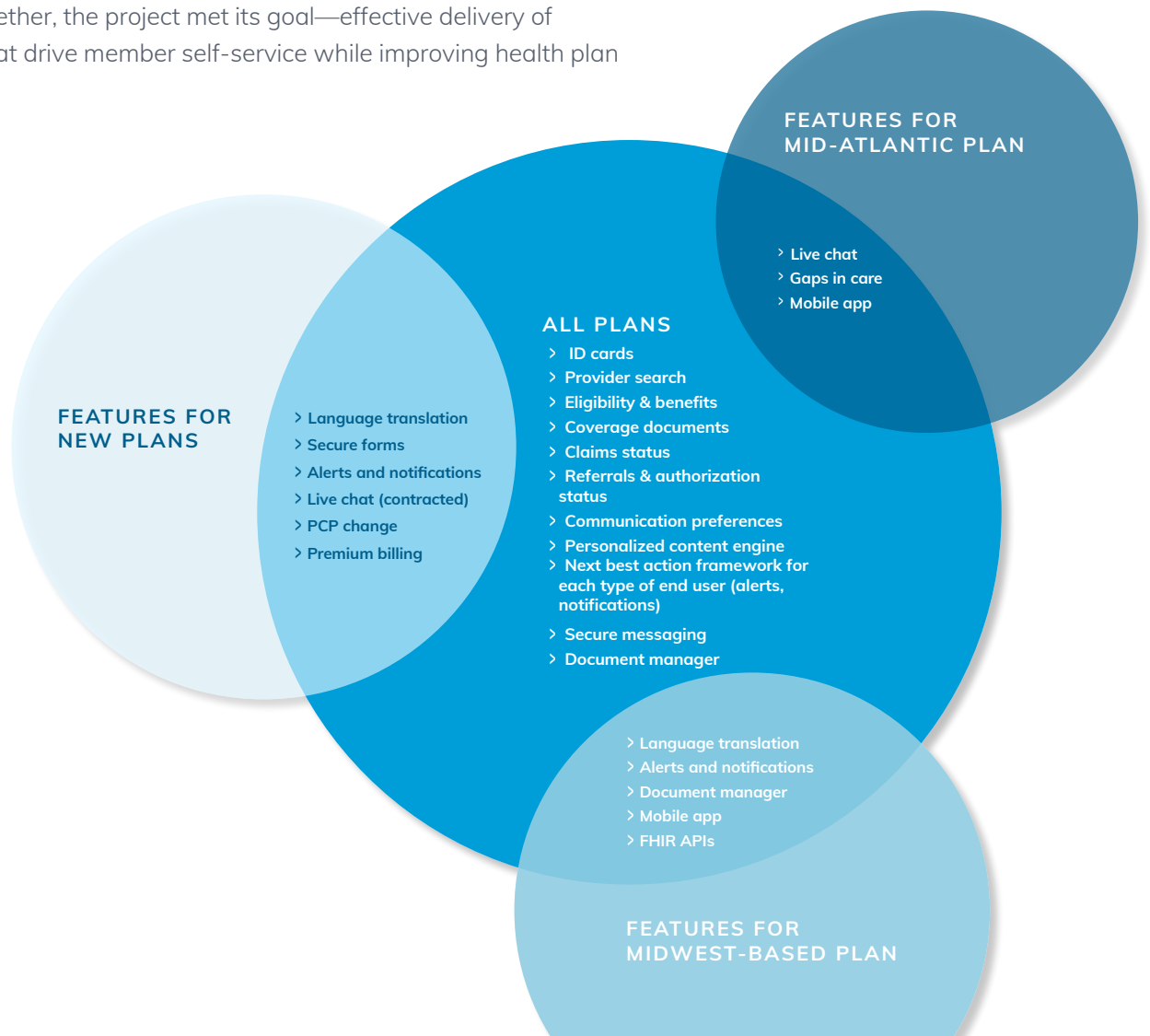
Managing Complex Organizational Structures & Needs

A joint project team of 12 collaborators drove the implementation end to end, with health plan participants spanning client services, IT, product and engineering, and market operations to ensure alignment across business and technical requirements.

The solution comprised six datasets built from source data and organized into three distinct data models, supporting varied analytical and operational needs. It delivered six differentiated user interface experiences across layered UIs, and was reinforced by multiple custom APIs co-developed with our partner to integrate seamlessly with their existing system APIs, enabling robust data flows and workflow orchestration.

Portals Capabilities for Our Plan Partners

During the implementation process, select features were deployed for all six health plans, while other features remained specific to individual carriers. Altogether, the project met its goal—effective delivery of capabilities that drive member self-service while improving health plan operations.



Integrating with the Plans' Existing Systems

Over the years, mPulse has successfully interfaced with a wide range of third-party systems within health plans' existing tech stacks, as well as hundreds of other systems—leveraging ETL, APIs, and SSO.

Health plans can choose to integrate mPulse with their existing systems or replace many of them with built-in features and capabilities, including:

- Provider directory
- Cost transparency
- Change PCP
- Prior authorization
- Care recommendations
- Interoperability & FHIR APIs
- Streaming health content

And beyond the portal itself, a plan can also choose mPulse for broader digital capabilities, including:

- ID cards through the mail and digital wallet (Apple, Google)
- Utilization management letters
- Printed welcome kits, EOBs, EOPs, SBCs, 1095-Bs, and ANOCs
- Member engagement programs via SMS, email, and IVR
- Member and population-level analytics to predict health behaviors and outcomes

For this specific project, our clients made the choice to have mPulse integrate within their existing technology, so we established connections with several systems, including medical criteria review, ID cards, changing primary care physician (PCP), wellness and rewards, and pharmacy, dental and vision benefits, among others.

Integrated third-party systems and functions:

SSOs

- Medical criteria review
- Cost transparency
- Prescription benefits
- Patient billing
- Discounts, wellness, and rewards
- Patient transportation and in-home care

APIs

- ID card
- Change PCP and provider credentialing
- A/B indicator to support redetermination
- Care recommendations
- Population health
- View accumulators
- Communication preferences
 - Go paperless
- Invoices
- EOB

KEY INTEGRATION PARTNERS



INTERQUAL



What is HXI?

Unifying Technology to Power Consumer Centricity

Health Experience & Insights (HXI) is the new approach to consumer experience uniting advanced analytics, personalized engagement, and self-service health portals into a composable, integrated ecosystem. By combining healthcare behavior predictions with AI-driven outreach and intuitive portal experiences, HXI empowers healthcare organizations to anticipate member needs, guide them through end-to-end, tailored health journeys, and achieve health outcomes through a single partner and platform.

Unlike point solutions or systems of record, HXI fills in the gaps, effectively bridging the divide between data and experience: insights generated from every member interaction feed directly into the next engagement touchpoint, creating a continuous feedback loop that orchestrates better health outcomes, higher satisfaction, and lower costs.



mPulse, a leader in digital engagement and communications 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 facilitate collaboration across the healthcare ecosystem. With over a decade of experience and more than 4 billion consumer-related transactions annually, mPulse is the trusted health experience and insights partner for over 450 healthcare organizations.

To learn more about mPulse's programs and capabilities, visit mpulse.com or reach out to us directly at info@mpulse.com



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