

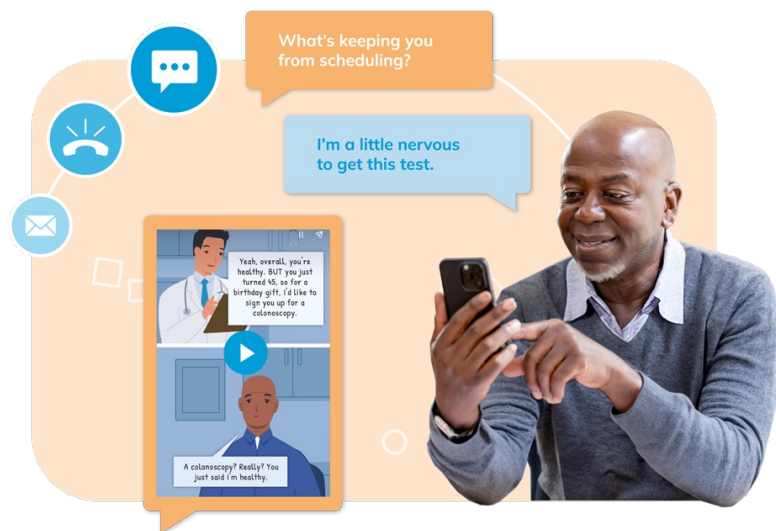
PRODUCT OVERVIEW

Activator Program Library

Select from 70+ proven, ready-to-go omnichannel engagement programs designed to solve healthcare's biggest challenges, improving business efficiencies and health outcomes at scale.

Activators: Built For Scale

Take the complexity out of consumer engagement by deploying proven, ready-to-go Activator Programs to deliver measurable impact at scale and create meaningful and personalized conversations with your consumers that improve health outcomes, increase accessibility and create memorable and lasting relationships over time. mPulse's configurable Activators are developed using our proven engagement methodology and over 12 years of experience.



✓ Omnichannel Engagement

Deliver tailored messaging through SMS, Email and IVR channels to maximize reach and engagement.

✓ Configure and Personalize

Configurable fields allow personalization throughout messaging including plan name, CTAs and more.

✓ Proven & Ready-To-Deploy

Ready-to-deploy proven programs are designed and delivered on your behalf and drive quality improvement, scale human resources and enhance business efficiencies.

✓ Inspire Behavior Change

Empower health action with behavioral science techniques, streaming content to build health literacy, and health equity best practices.

✓ Uncover and Address Barriers

Healthcare-specific NLU delivers the right response at key moments while uncovering and addressing barriers at scale.

✓ Gather Rich Insights

Uncover valuable engagement trends and insights on a member and population level through your self-service dashboard

Screenings & Prevention

Improve quality performance and health outcomes by delivering digital outreach that empowers consumers to completed needed preventive and wellness visits.

- Annual Dental Visit
 - Oral Evaluation
 - Dental Services
 - Topical Fluoride for Children
- Prenatal Care
- Postpartum Care
- Well-Care Visits for Adolescents Aged 3-21
- Well-Care Visits for Children, 0-30 Months
- Adult's Access to Ambulatory Care
- Annual Wellness Visits
- Adolescent and Adult Immunizations
- Annual Flu Vaccinations
- Adult BMI Assessment
- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Cancer Screening
- Chlamydia Screening in Women
- Lead Screening in Children
- Prenatal Immunizations
- Weight Assessment and and Counseling for Nutrition and Physical Activity for Children & Adolescents
- Medication Refill & Ongoing Adherence

Respiratory Conditions

- Appropriate Testing for Children with Pharyngitis
- Asthma Medication Ratio & Medication Management for People with Asthma
- Pharmacotherapy Management of COPD Exacerbation
- Use of Spirometry Testing in the Assessment of Diagnosis of COPD

Cardiovascular Conditions & Diabetes

- Controlling High Blood Pressure
- Statin Therapy for Patients with Cardiovascular Disease
- Statin Therapy for Patients with Cardiovascular Disease and Diabetes

- Comprehensive Diabetes Care & Retinal Eye Exam
- Diabetes Management
- Hypertension Management

Musculoskeletal Conditions

- Disease-Modifying Anti-Rheumatic Drug Therapy for Rheumatoid Arthritis

Overuse/ Appropriateness

- Avoidance of Antibiotic Treatment in Adults with Acute Bronchitis
- Appropriate Treatment for Children with Upper Respiratory Infection
- Use of Opioids at High Dosage

Behavioral Health

- Adherence to Antipsychotic Medications for Individuals with Schizophrenia
- Anti-Depression Medication Management
- Diabetes and Cardiovascular Disease Screening and Monitoring for People with Schizophrenia or Bipolar Disorder
- Follow-Up Care for Children Prescribed ADHD Medication
- Follow-Up After Hospitalization for Mental Illness
- Follow-Up After Emergency Department Visit for Mental Illness
- Follow-Up After Emergency Department Visit for Alcohol and Other Drug Abuse or Dependence
- Initiation and Engagement of Alcohol and Other Drug Abuse or Dependence Treatment
- Metabolic Monitoring for Children and Adolescents with Antipsychotics
- Use of First-Line Psychosocial Care for Children and Adolescents on Antipsychotics
- Behavioral & Mental Health Management

CAHPS, HOS & Member Experience

Create better consumer experiences and improve retention through proactive and meaningful digital touchpoints.

- New Member Welcome and Onboarding
- Portal Registration, Adoption & Utilization
- Aging into Medicare
- Redetermination
- Transitions of Care

Health Outcomes Survey

- Management of Urinary Incontinence in Older Adults
- Fall Rate, Physical Health Decline, Mental Health Decline

CAHPS Survey

- Medical Assistance with Smoking and Tobacco Use Cessation
- Mock-CAHPS Survey

SDoH & Accessibility

Increase utilization of key resources and community support while broadening access to improve care coordination and health outcomes.

- Appropriate Use of the Emergency Department
- Health Risk Assessment
- Social Needs Screening
- SNAP/ WIC Education and Enrollment
- Benefits Eligibility, Utilization and Promotion
- Health Equity Index: LIS and Dual Eligibility

Additional Use Cases

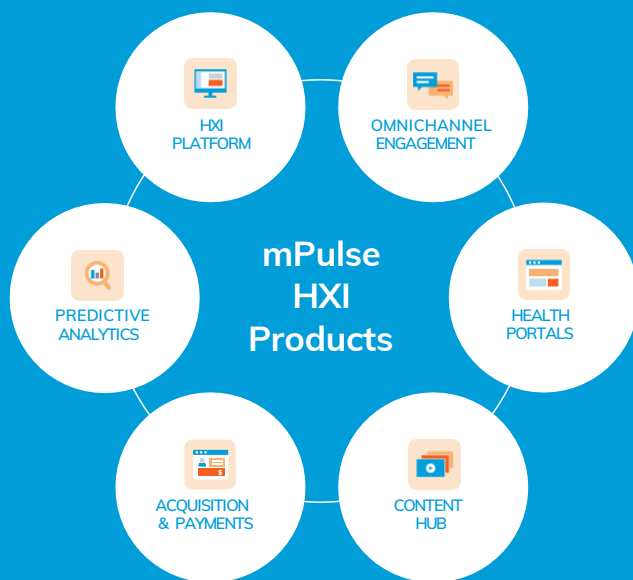
- Gathering Consent
- Brand Awareness
- Virtual Contact File (VCF) Card
- Appointment Reminders
- Case Management
- Emergency Notifications
- Event Promotion
- Incentive Delivery
- Medication Delivery Confirmation
- New Regulations
- Pay for Performance Survey
- Post-Appointment Satisfaction Survey
- Premium Collection & Payment Reminders
- Workforce Requirements
- Medical Supply Reorder
- Pre-procedural Preparation
- Referrals
- Prior Authorizations

Custom Programs

Don't see what you're looking for? Work with our expert team to create and configure custom programs unique to your population's and organization's goals.

The New Standard for Health Engagement

mPulse Omnichannel Engagement products are a part of our Health Experience and Insights product suite, mPulse's configurable Health Experience and Insights (HX) products create consumer-centric journeys that deliver better health outcomes and business impact.



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 400 healthcare organizations.

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



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