



# ENGAGE & ACTIVATE

your Health Plan consumers  
with Conversational AI solutions

Consumers want to  
be empowered to  
manage their health  
and wellbeing

but with the complexity of healthcare it can be  
confusing.

## Our Solutions

mPulse Mobile enables Health Plans to engage  
their customers with solutions that improve health  
outcomes and reduce administrative costs.

Data-driven insights deliver  
tailored and meaningful  
conversations that drive  
behavior change

Multi-channel solutions  
help consumers access  
information they need,  
when they need it



92% of adults own a  
mobile phone<sup>1</sup>



72% of adults own a  
smart phone<sup>2</sup>



98% of texts are read,  
95% within three  
minutes<sup>3</sup>



On average a mobile  
phone is checked 150  
times a day<sup>3</sup>

# Solutions to drive clinical outcomes and administrative efficiency



## Quality Measure Improvement

Target health advice to the people who are most at need

---

### ■ ■ ■ Increase Preventive Screening Rates

Breast cancer screenings amongst women in economically deprived areas are 28% higher when they receive text reminders<sup>4</sup>



## Health Engagement

Engage with tailored interactive text challenges and links to targeted content

---

### ■ ■ ■ Increase Engagement

2.5x greater engagement with tailored, conversational text programs<sup>6</sup>



## Health Plan Navigation

Provide the information people need to take full advantage of their health benefits

---

### ■ ■ ■ Increase Knowledge

91% of new members report text messages improve their overall knowledge of Health Plan services<sup>5</sup>



## Disease Management

Encourage adherence through educational communications

---

### ■ ■ ■ Increase Medication Adherence

Adherence to medications for asthma increase by more than 25% when individuals receive text reminders<sup>5</sup>

# Leading Conversational AI Solutions for the Healthcare Industry



## Lasting Partnerships with Industry Leaders

The value of mPulse is best demonstrated by our longstanding partnerships with industry-leading healthcare organizations

We partner with 70+ leading healthcare organizations across Health Plans, Providers, Pharmacy, Med Device, Wellness & Pop Health

Our partnerships endure; we have enterprise partnerships over 9 years in duration

Through the consistent delivery of results, our partnerships strengthen and grow



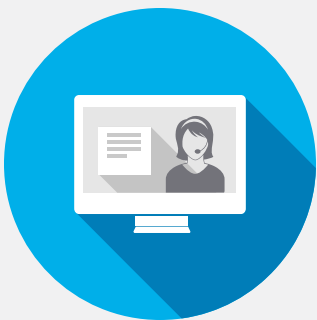
## Proven Ability to Deliver Outcomes

mPulse's solutions are focused on outcomes so our partners can deliver better care at lower cost

Our behavioral science and analytics expertise optimizes our programs for greatest ROI

Given our industry expertise, we deliver on both clinical and business outcome goals

Our customers experience impactful outcomes across a broad range of healthcare challenges



## Robust Conversational AI Solutions

At the core of all mPulse's partnerships and outcomes is our industry-leading Conversational AI platform built for improving health activation

Using Conversational AI, we deliver automated, tailored conversations that activate healthy behavior change

Our technology platform has proven enterprise performance, delivering over 100 million messages annually

We take privacy and security seriously with HIPAA compliance and HITRUST security accreditation

#### References

1. <http://www.pewresearch.org/fact-tank/2013/06/06/cell-phone-ownership-hits-91-of-adults/>
2. <http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015/>
3. CTIA
4. Kerrison RS, et. al. Br J Cancer. 2015 Mar 17;112(6):1005-10
5. Petrie KJ et. al. Br J Health Psychol. 2012 Feb;17(1):74-84
6. Data on file
7. Harris Poll August 2014

## About mPulse Mobile

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved health outcomes and business efficiencies by engaging individuals with tailored and meaningful dialogue. mPulse Mobile combines behavioral science, analytics and industry expertise that helps healthcare organizations activate their consumers to adopt healthy behaviors.

With over a decade of experience, 100+ healthcare customers and more than 300 million conversations annually, mPulse Mobile has the data, the expertise and the solutions to drive healthy behavior change.

To ask a question or request a call, go to: [mpulsemobile.com/contact](http://mpulsemobile.com/contact)

