mPulse
mobile

SDOH INDEX

Leverage rich data to gain insights, tailor conversations and improve outcomes for populations impacted by Social Determinants of Health (SDOH).

mPulse Mobile's proprietary SDOH Index powers Conversational AI solutions to provide a more tailored, relevant and empathetic experience for diverse populations. By accounting for the impact of SDOH factors on access to care, automated outreach uses data to drive positive behaviors across demographics more effectively.

Breadth and Depth Through Data

Incorporate rich Social Determinants data to support tailored conversations

555-741-2467	Dolores Joy	779 Alton Road, Augusta, GA
555-394-3939	Aoki Yasuhiro	5 Wintergreen Dr., Hanover Park
555-886-9950	Lila Nigam	279 Greystone Drive, Marcus Hook
555-562-6154	Lyndon Bridger	8098 Brandywine Ave., Cottage Grove
555-438-0938	Cha Kyung-Mi	962 Buckingham Street, Greenfield, IN
555-206-0749	Rowan Shipper	47 Pleasant Street, North Tonawanda, NY
555-702-4802	Donald Feger	83 Oakwood St., Natick, MA 01760
555-502-3060	Qadir Abdi	8202 Woodside Dr., Piedmont, SC 29673
555-751-5732	Maria Montana	25 Woodsman Street, Trumbull, CT 06611
555-701-3922	Indrani Basak	9755 Fieldstone Dr., Burke, VA 22015
555-407-3378	Carlos Santiago	67 Lexington St., Yakima, WA 98908
555-316-6550	Zhao Xiaobo	863 Carriage Street, New Philadelph
555-935-4403	Lazar Gusev	11 Rockland Rd., East Northport,
555-440-9852	Matsuyama Ken	7362 Sherman Street, Louisville
555-663-3908	Chang Jianjun	9057 Kent St., Myrtle Beach,

SDOH Index

Putting People in Context

mPulse works with customers to input consumer address and zip code data. The SDOH Index draws from a range of data sources to predict how SDOH factors may impact each individual. This allows for tailored outreach that is respectful of and responsive to health beliefs, practices and needs across diverse populations.

SDOH Index Components

mPulse's proprietary SDOH Index is constructed from census tract-level industry data sets and insights about individual consumers gathered through conversational interactions.

Industry Data Sets

mPulse draws from a mix of public and private data sources and leverages a proprietary weighting system to maximize the predictive ability of the SDOH Index:

- Food Insecurity
- Transportation Access
- Education Level
- Economic Stability
- Community and Social Context
- Neighborhood and Environment
- Healthcare Resources and Coverage

Conversational Insights

As people engage with mPulse programs, their responses help to validate the SDOH Index's predictions and provide deeper insights.

Barrier Identification

Open-ended questions in programs give people the opportunity to identify barriers to completing key actions like refilling a prescription, completing an important screening, or scheduling an annual doctor visit for their child. These responses can validate and improve the SDOH Index's scoring, and and also guide follow-up conversations to address barriers.

SDOH Survey

To further deepen SDOH data on a population, mPulse can deliver an SDOH Survey via interactive text messaging. Asking relevant and targeted questions to consumers on a preferred channel enables mPulse to verify the SDOH Index's understanding of the population and learn more about how to best drive healthy behaviors for people in a particular neighborhood.

Leveraging the SDOH Index to Optimize Program Outcomes

The SDOH Index can help predict how programs will impact members of the the target population and improve the effectiveness of Conversational AI in messaging programs to drive behavior change in large populations.

Predicting Outcomes

Impact Estimate

SDOH Indexing prior to launching an engagement program enables teams to understand the variation of SDOH factors across populations and better predict how different barriers may impact program success.

Content Development

Understanding SDOH factors impacting the target population enables development of program content that addresses key barriers and creates pathways for members to access available resources.

Tailoring Content

Conversational Tailoring

Understanding a person's SDOH factors enables more accurate and relevant content tailoring in conversational AI programs to account for barriers and connect members with resources.

Behavior Change Estimate

Combining the SDOH Index with mPulse's behavioral data science expertise enables program tailoring based on the stage of behavior change, which drives improvement in member self-efficacy.

Examples

Prescription Refill

Predict barriers to medication adherence

Tailor conversations to connect members with valuable support services and resources

Member Navigation

Predict relevant needs and important benefits for specific member segments

Tailor outreach based on health literacy levels to connect members with the most relevant resources

Closing Gaps in Care

Predict individual challenges to getting preventative care

Tailor messages to address disparities in access or health knowledge

Pediatric Visit Completion

Predict optimal allocation of program incentives and resources

Tailor incentive programs to maximize visit completion rates

Chronic Disease Management

Predict social determinants' impact on key areas of disease self-management

Tailor dialogues to match appropriate tips and reminders to the individual

ED Deflection

***Predict*** high-utilizers and factors that influence their behaviors

Tailor educational messages about appropriate resources and services

Reporting and Analysis

Customers can receive custom reports and in-depth analysis of the SDOH Index's scoring for their population, and insights into key needs and challenges. The below is an example of the insights that the mPulse data and Behavioral Data Science teams can help uncover.

Predictive Modeling

In a Medication Adherence solution with a large Integrated Delivery Network (IDN), mPulse provided SDOH Indexing analysis that assigned Medicare Members a numerical value assessing the impact of SDOH factors on their likelihood to refill. Members were grouped into a series of bands and tracked to validate the prediction. A 2-year study revealed a strong correlation between refill rates and the mPulse SDOH scores, giving the IDN a powerful new tool to better assign resources and tailor outreach to members most likely to need them.

SDOH FACTORS IMPACT RX REFILL RATES

SDOH bands from 0 (low SDOH impact) to 100 (high SDOH impact)
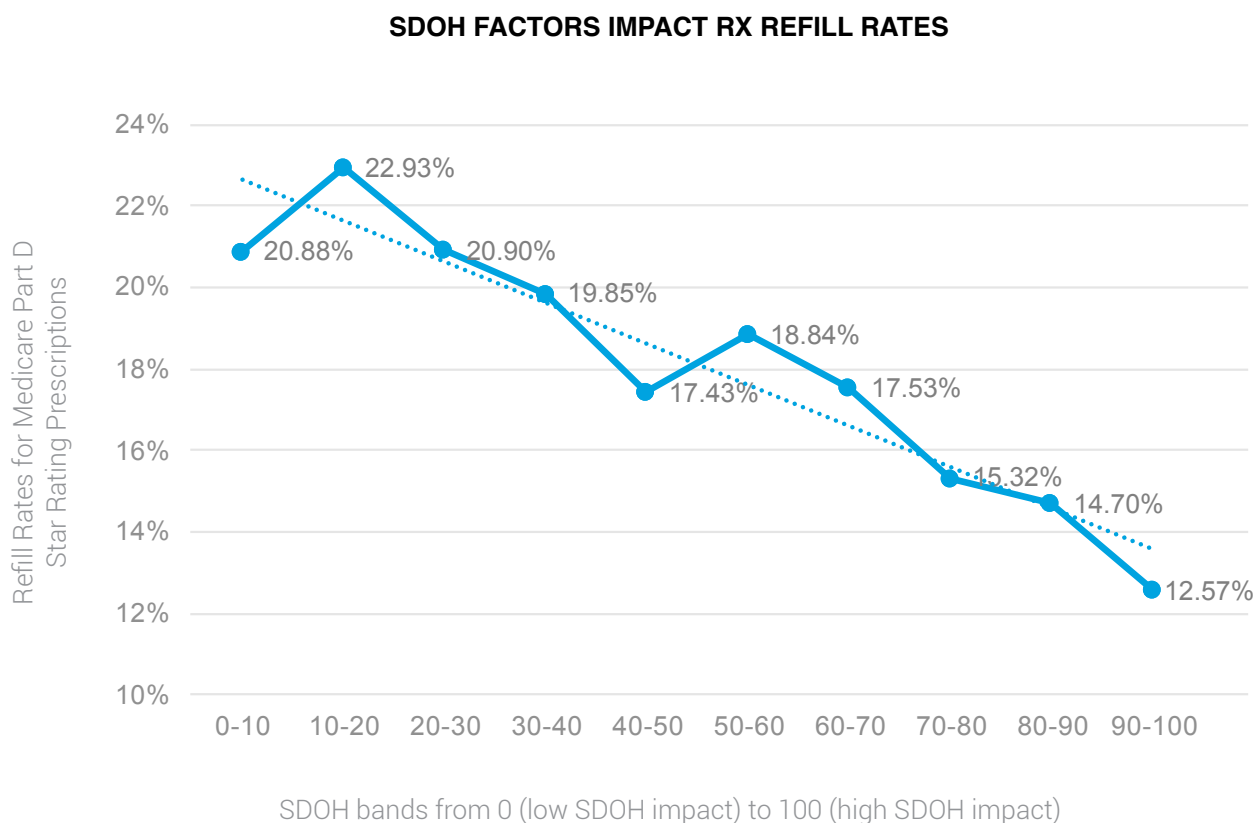
Results published in JMIR Nov 2019: https://mhealth.jmir.org/2019/11/e15771

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

mpulsemobile.com