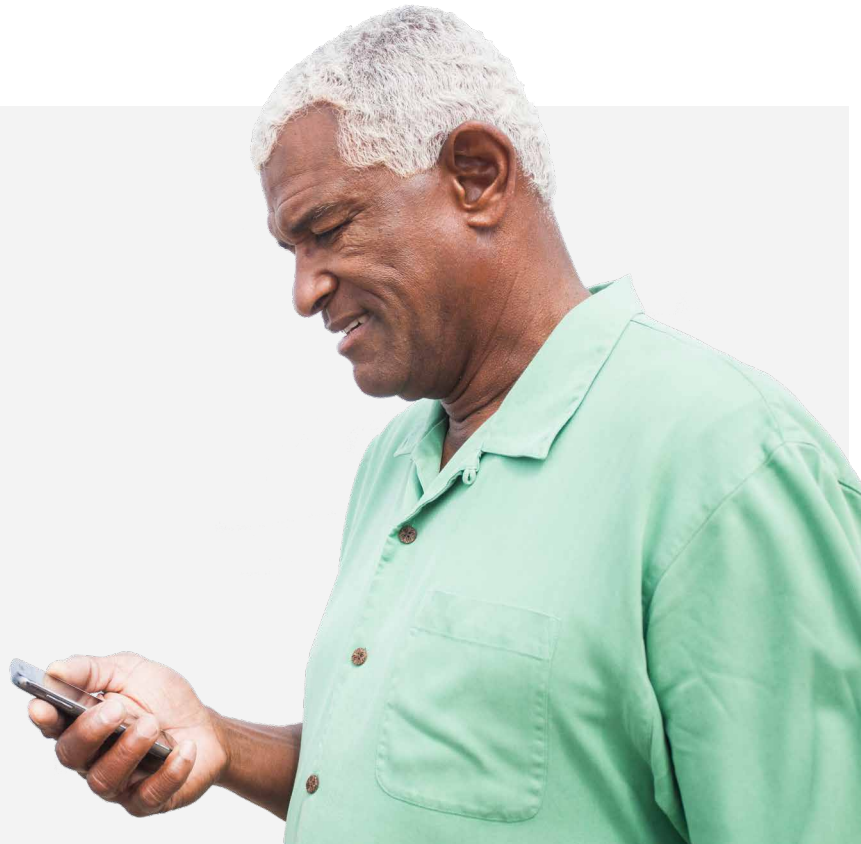


ENGAGE & ACTIVATE

Medicare Members with
Conversational AI Solutions



Improving Star Ratings and the member experience

requires an engagement strategy that drives
behavior change.

Our Solutions

mPulse Mobile works with leading Medicare plans to improve key quality measure outcomes, create business efficiencies, and improve the member experience.

Text is a highly effective channel to engage senior populations



Text is already a leading communication channel for seniors: 85% of all US adults over 65 own a cellphone¹



94% of all mobile users over 70 regularly send text messages²



98% of all text messages are opened and 95% are read in the first three minutes of receipt³



Medicare mobile adoption will continue to grow: 94% of Americans aged 50-64 own cell phones⁴

Star Ratings-Focused Mobile Solutions



Medicare Plan Navigation

Use conversational texting to determine gaps in member understanding of plan services, then deliver tailored content to improve awareness

Provide information on supplemental benefits and other services and resources that differentiate from other plans

■ ■ ■ Increase Awareness

91% of new members report text messages improve overall knowledge of plan services⁵



Health Engagement

Engage through tailored, conversational programs that focus on meaningful health topics and drive members to relevant sources

Identify barriers to utilization of key health services such as screening tests and vaccines

■ ■ ■ Increase Engagement

2.5x greater engagement with targeted, interactive text dialogues⁶



Medication Adherence

Leverage tailored dialogues to drive improvement in prescription refill and adherence rates

Target non-adherent members with conversations to identify barriers and connect them to key plan resources

■ ■ ■ Increase Adherence

mPulse Mobile lifted Rx refill rates for chronic condition medications by fourteen percentage points in a Medicare Advantage + Part D population⁷



Disease Management

Improve member knowledge of key plan resources, preventive screenings, and self-management tools

Deliver targeted tips, dialogues, and content for members with chronic conditions to promote good lifestyle choices

■ ■ ■ Increase Outcomes

85% improved weight loss with text message interventions⁸

Leading Conversational AI Solutions for Medicare Plans



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



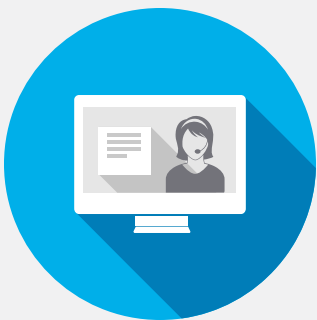
Proven Ability to Deliver Outcomes

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. Pew Internet Research Mobile Factsheet 2018
2. Experian 2015
3. CTIA
4. Pew 2018
5. mPulse Data on File
6. mPulse Data on File
7. Improving Refill Adherence in Medicare Patients With Tailored and Interactive Mobile Text Messaging: Pilot Study JMIR Mhealth Uhealth 2018;6(1):e308.
8. A systematic review and meta-analysis of interventions for weight management using text messaging. Siopis G, Chey T, Allman-Farinelli M. J Hum Nutr Diet. 2015

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

