mPulse

SOLUTION

Health Outcomes Survey

Enhancing member experience and Health Outcomes Survey (HOS) results with targeted digital engagement

Predict behavior to uncover HOS-related health concerns at the individual-level, and proactively engage them with personalized interventions designed to enhance the experience and improve HOS performance.

Member-Level Predictions

- Predict responses for each member and measure
- Identify members at risk of reporting health issues including declining health, bladder control, falls, physical activity, mental health, and more

Engaging Content

- Build member knowledge on HOS-related topics
- Empower health action and management with compelling, targeted streaming content
- Integrated within HOS outreach messaging

Tailored Outreach

- Engage members across HOS topics with personalized omnichannel touchpoints, powered by Conversational AI and healthcare-specific NLU
- Support and address member needs in real-time

Analyze & Optimize

- Understand drivers of HOS survey responses
- Quantify impact on member engagement and correlations to health outcomes
- Refine enterprise strategies with new insights

Prediction-Driven Omnichannel Program

Our year-round approach to improving HOS performance leverages tactical and strategic outreach, flagging members at-risk of having health concerns and providing needed resources and education to improve HOS survey outcomes.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Inflection Point-Driven Outreach				Just in Time Outreach			Inflection Point-Driven Outreach				

HOS Inflection Point-Driven Outreach

- Year-Round Touchpoints: Informed by ongoing risk profiling of members exhibiting HOS inflection points
- Example Inflection Points: New prescription, change to PCP, recent fall, new diagnosis, post-discharge follow-up, and more

Just in Time Pre-HOS Outreach

- Change the Vote: Ahead of survey fielding, targeting those at-risk for negative response, identifying and mitigating HOS-related issues
- Get out the Vote: Engage those likely to respond positively and encourage their response if targeted

HOS Solution Results

30% SMS Engagement in HOS Program

15% Improvement in targeted HOS measure outcomes



40% Engagement in Complex Care Management

mPulse a leader in digital solutions for the healthcare industry, is transforming consumer experiences to deliver better, more equitable health outcomes. By combining Al-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 300 healthcare organizations.

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