How Innovative Digital Trends are Revolutionizing ACO Outcomes

March 21, 2023

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Today's Agenda

- Introduction
- Challenges in the Market
- Digital Trends to Watch
- Success Stories
- Q&A

Today's Speakers

Greg Gould
Sr Solution Engineer,
mPulse Mobile

Aram Khodiguian
Director, Value Based Care
Solutions, mPulse Mobile

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HOW INNOVATIVE DIGITAL TRENDS ARE
REVOLUTIONIZING ACO OUTCOMES

Challenges in the Market

Healthcare is Challenging

Data Gaps

- Channels
- Two-way
- Orchestration
- Data systems

Technology Capability Gaps

- Contact Information
- Consumer Preferences
- SDoH
- Consumer Barriers

Gaps in Engagement Strategy

- Prioritized use-cases
- Departmental siloes
- Network Leakage

Gaps in Organizational Alignment

- Content
- Behavior science
- Tailoring
- Health knowledge

Current Opportunities

Preventive care and patient satisfaction

Utilization of high-quality, low-cost providers and network leakage prevention

Ability to scale and optimize human and staff services

Patient Data Insights and Reporting Visibility

Promoting Health Equity

Quality Performance and Metrics Gaps

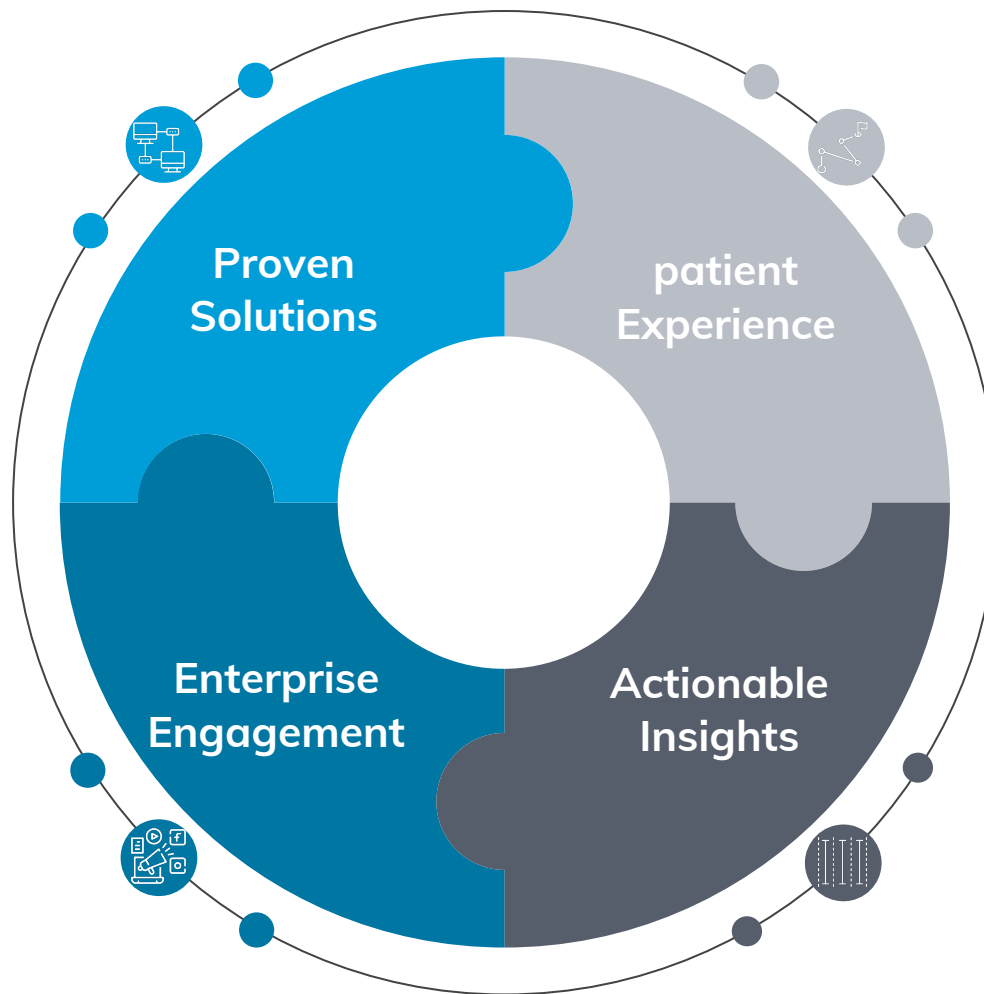Care coordination and Accessibility

Reduction of unnecessary ED admissions and readmissions

How is Technology Solving ACO and VBC Organization's Challenges?

Leverage an extensive solution library to deliver proven digital engagement outcomes and consolidate *multiple content, vendor and data sources*

Deliver captivating digital touchpoints to ensure high value experiences and avoid *one-to-many patient experiences*

Proven Solutions

patient Experience

Enterprise Engagement

Actionable Insights

Deploy best-in-class omnichannel engagement across enterprise to deliver trust-building patient experiences and avoid *fragmented communications*
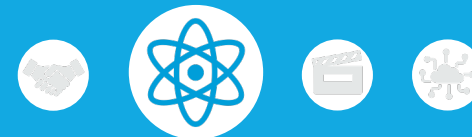
Leverage a standard data model to capture insights about patients and interconnect digital touchpoints to support lifetime patient journeys and breakdown *departmental silos*

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Digital Trends
Changing the Game

Two-Way Conversation Do's and Don'ts

STANDARD TWO-WAY
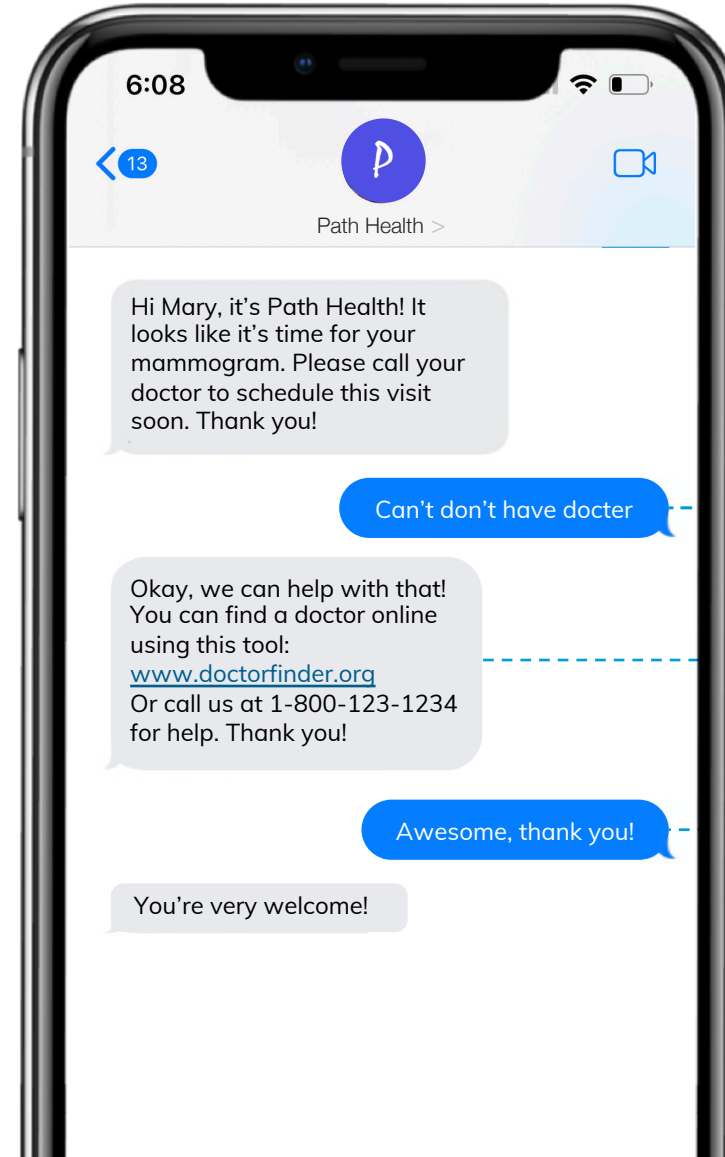
NATURAL LANGUAGE PROCESSING

Missed Opportunity
Capture & Address Barrier

Missed Opportunity
Dynamic tailoring to activate patient

Missed Opportunity
Provide exceptional customer service to boost overall patient satisfaction

Understand Intent
Designed for humans, not machines. People are imperfect, so we make our technology flexible. It focuses on the intent of what the patient wants, not the exact way that they say it.

Capture Patient Barriers
Capture barrier for actionable insights & address barrier in real time to promote action

Patient Activation
Healthcare-Specific Natural Language Understanding enables us to most accurately engage your patients to activate them.

Patient Satisfaction
Provide exceptional customer service every time to delight your patients & long term, drive patient retention.

Standard Two-Way (phone)

6:13

43937 >

Hi Mary, it's Path Health! It looks like it's time for your mammogram. Please call your doctor to schedule this visit soon. Thank you!

I don't have a doctor

Thank you for your reply! For help, reply HELP.

Can you find one for me?

Thank you for your reply! For help, reply HELP.

HELP

For more information, call the number on the back of your ID card. Thank you!

Great, thanks for nothing.

Thank you for your reply! For help, reply HELP.

Natural Language Processing (phone)

6:08

Path Health >

Hi Mary, it's Path Health! It looks like it's time for your mammogram. Please call your doctor to schedule this visit soon. Thank you!

Can't don't have docter

Okay, we can help with that! You can find a doctor online using this tool:
www.doctorfinder.org
Or call us at 1-800-123-1234 for help. Thank you!
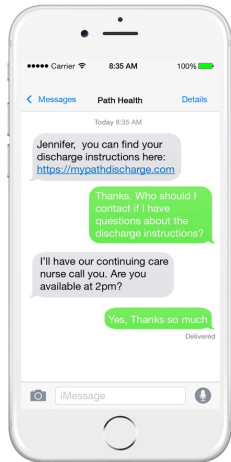
Awesome, thank you!

You're very welcome!

Mobile Channels Extend Reach

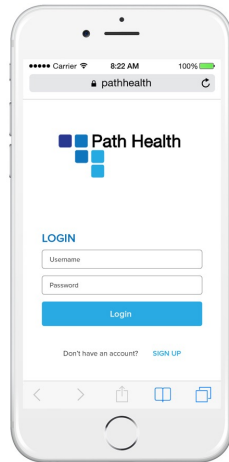Mobile channels are a key, cost-effective way to significantly extend the reach of the care delivery system.
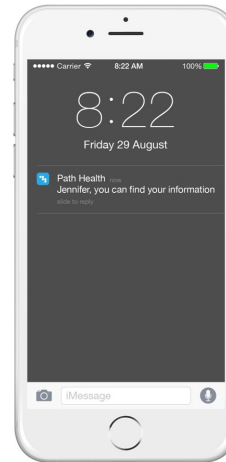
Text
Reach and read rates
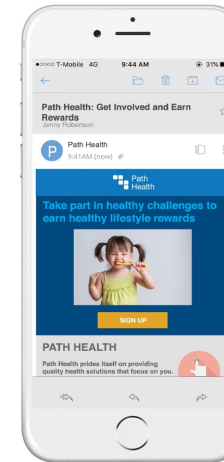
Secure Message
Security and rich content

Push Notification
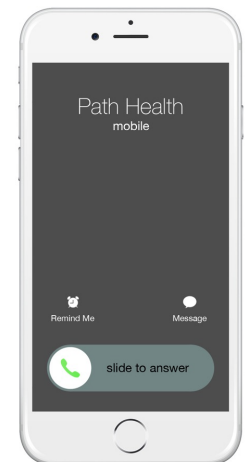Deep-link to content

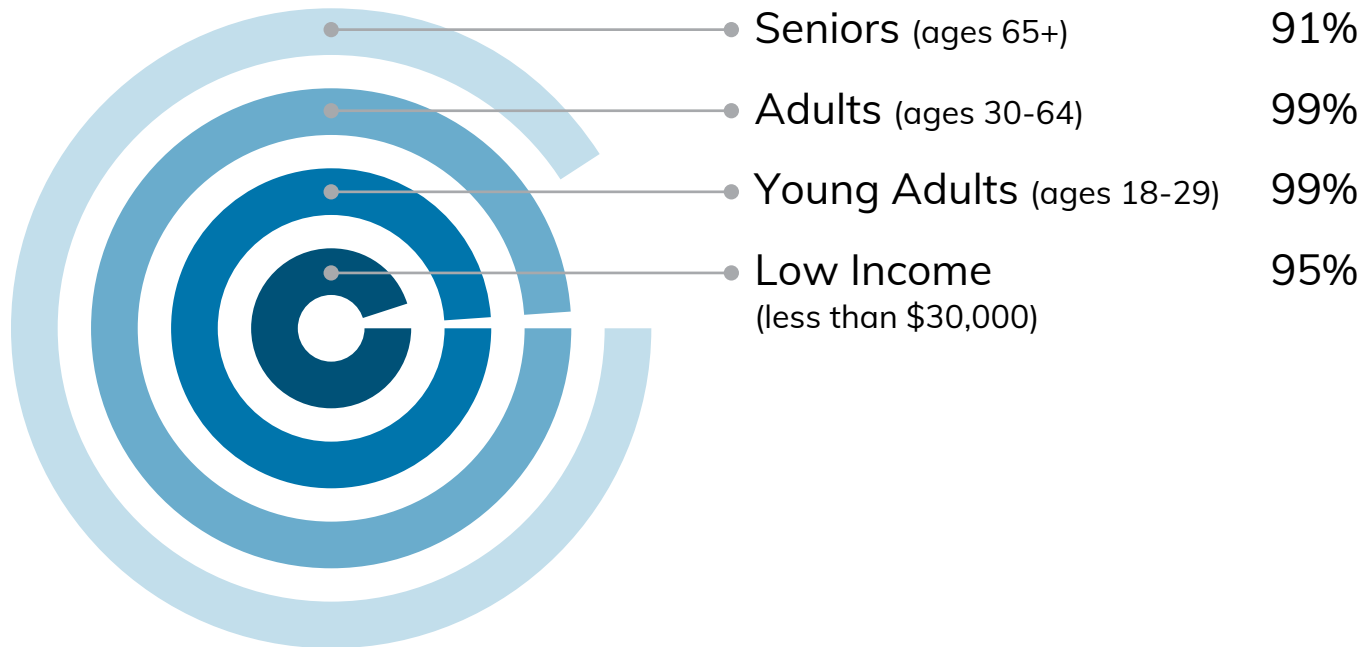**Email**
Rich content

Phone/ IVR
For specific populations

Integrated omnichannel delivery platform

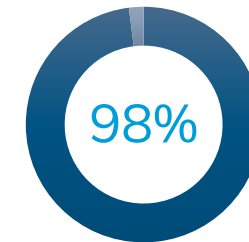# America's Consumer Is Mobile, All the Time, Everywhere

Mobile Phone Ownership
In the United States[1]

Seniors (ages 65+)   91%

Adults (ages 30-64)   99%

Young Adults (ages 18-29)   99%

Low Income   95%
(less than $30,000)

Text Message Use
Read rates[2]

98%

read rate

90%

read within 3 minutes

[1]http://www.pewinternet.org/fact-sheet/mobile/ (2019)
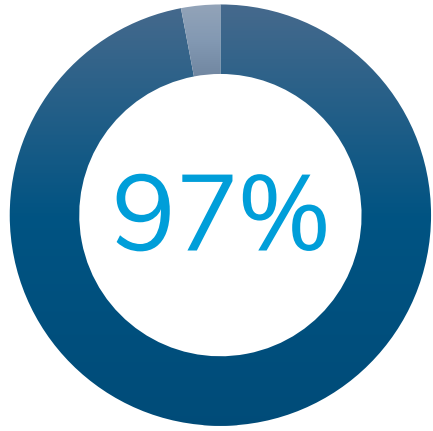https://www.cbpp.org/research/poverty-and-inequality/leveraging-text-messaging-to-improve-communications-in-safety-net
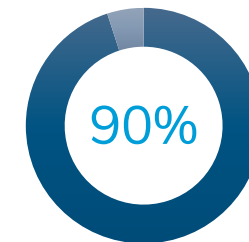
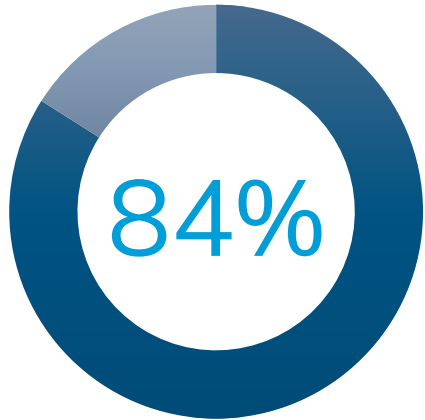# Text Channel for Healthcare

97%
Use texting at least once a day

90-98%
Typical program retention rates

84%
Of patientd want more healthcare texts

TCPA
Exemption for healthcare calls and texts

Patient Journey

Choose up to 3 channels: SMS, IVR, & Email

Brianna: Email Only

Awareness Email

Finding the right care: ER vs Urgent Care

Clicks links to content and resources

Hector: SMS Only

SMS Message 1
Awareness Message

If you have a health problem, do you know where to seek care?

Streaming Content

Influence Health Beliefs

Becky: Landline only

IVR

The difference between the ER and Urgent Care

SMS Message 2
Building Knowledge

Link to Infographic

Understanding where to seek care

SMS Message 3
Directing Patients to Urgent Care

If you get sick, visit a urgent care center

Here is an Urgent Care center near you

Behavior Change

Outcomes

Streaming Content

In this short animation, patients discover why visiting their provider or an urgent care facility vs the ER could lead to cost and time savings.

Our cinematic streaming content delivers best-in-class educational experiences that improve health literacy and inspire self-efficacy to produce better outcomes and cost savings.

Streaming Content

Influence Health Beliefs

Outcomes

Your Brain On Stories

MOTOR CORTEX
- Movement

SENSORY CORTEX
- Sensory Processing

WERNICKE'S AREA
- Language Comprehension

BROCA'S AREA
- Language Production

VISUAL CORTEX
- Processing colors & shapes

OLFACTORY CORTEX
- Processing Scents

CEREBELLUM
- Touch & Movement

AUDITORY CORTEX
- Processing Sounds

Building Knowledge & Awareness with SMS

Drive Awareness. Connect Beneficiaries to Resources.

Path Health

Path Health provides you with many options for care. Your Primary Medical Provider is the best provider for most health issues. Go to the ER only for serious problems or if your life is at risk. Want to discover where to seek care? Click this link to find out: **mp0.co/care**

Where do I make appointment

We're happy to help you schedule an appointment! Call us Monday through Friday 7:00 AM to 7:00 PM EST at (123) 555-3878

Thanks I need to go to dr

Emergency Room VS. Urgent Care

Emergency Room	Urgent Care
Broken bones	Cold or flu
Trouble breathing	Sprains or strains
Head injury	X-rays
Heart attack	Rashes & allergies
High fever	Back pain
Seizure	Vomiting

Natural Language Understanding (NLU)
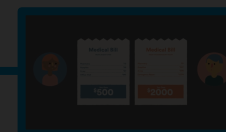Leverage NLU to interpret responses & send appropriate reply.

SMS Message 1
Awareness Message

If you have a health problem, do you know where to seek care?

Streaming Content

Influence Health Beliefs

SMS Message 2
Building Knowledge

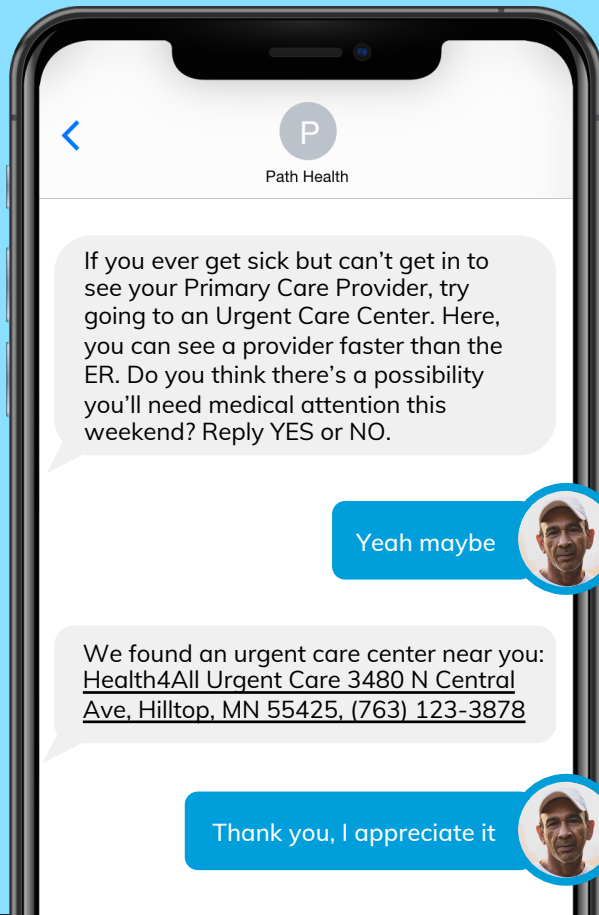Link to Infographic

Understanding where to seek care

Behavior Change

Outcomes

Two-Way SMS
Personalized Experiences. Tailored CTAs.

Path Health

If you ever get sick but can't get in to see your Primary Care Provider, try going to an Urgent Care Center. Here, you can see a provider faster than the ER. Do you think there's a possibility you'll need medical attention this weekend? Reply YES or NO.

Yeah maybe

We found an urgent care center near you: Health4All Urgent Care 3480 N Central Ave, Hilltop, MN 55425, (763) 123-3878

Thank you, I appreciate it

Personalization
Meet patients where they are and provide them care options preemptively.

Behavioral Science
Behavior change techniques are used throughout all dialogues to encourage action.

Multilingual
Send messages with NLU in 7+ different languages to reach more patients at scale.

Utilization of Services
Direct patients to in-network providers and care services.

SMS Message 3
Directing Patients to Urgent Care

If you get sick, visit an urgent care center

Here is an Urgent Care center near you

Behavior Change

Outcomes

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Digital Success Stories

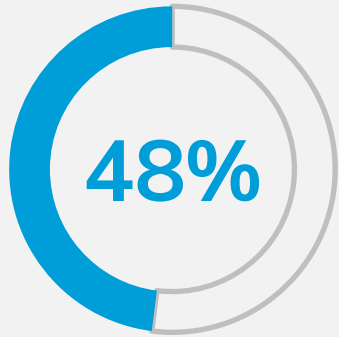# Current Challenge

30%

Of ED visits in the U.S. are unnecessary, costing health plans and systems an additional **$8.3 billion annually**

48%

Of all medical care in the US is delivered by ERs

136M

Patients visit the ER each year

Current Challenge

Digital Solution

30%

Of ED visits in the U.S. are unnecessary, costing health plans and systems an additional **$8.3 billion annually**
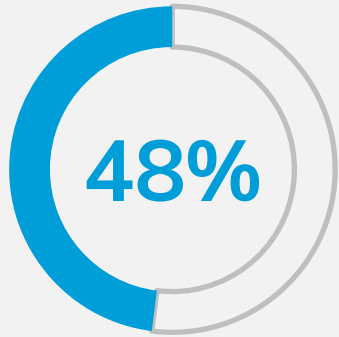
48%

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136M

Patients visit the ER each year

o Population analysis performed to assess intervention impact for patients outreached between May through August 2019.

o Mobile SMS messaging campaign deployed to help engage and educate patients on determining the right level of care for their health needs

o Group of 11,668 patients were enrolled in program to decrease the number of ER visits (high utilizers identified)

69.7%

Reduction in ER visits across targeted population

$1.4M

Cost Savings

Current Challenge

STAFF SMS OUTREACH

STAFF VOICE OUTREACH

$0.17*

Per outreach

$1.00*

Per outreach

Additional Challenges
- Patient Dissatisfaction and Abrasion
- Staff burnout & inability to scale

*$1.00 for a 1-minute call
**$0.17 includes message cost and estimate of license cost
*** SMS typically has higher reach and engagement rates than phone calls

Current Challenge

Digital Solution

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STAFF VOICE OUTREACH

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Per outreach

$1.00*
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Additional Challenges
o Patient Dissatisfaction and Abrasion
    o Staff burnout & inability to scale

o The plan leveraged automated dialogues for high-volume, low complexity outreach such as satisfaction surveys and patient experience check-ins

o patient service staff were equipped with mPulse's Engagement Console – a HIPAA-compliant, browser-based platform that enabled them to start conversations on mobile channels (especially SMS) with patients, and intervene in automated conversations that required their attention

STAFF EFFICIENCY IMPROVEMENT

3X

Increase in staff capacity for patient conversations after implementing digital services

*$1.00 for a 1-minute call
**$0.17 includes message cost and estimate of license cost
*** SMS typically has higher reach and engagement rates than phone calls

Current Challenge

$7 BILLION

In potential annual savings from routine preventive screenings and services

7 in 10

Deaths in America each year are a result of chronic disease

Current Challenge

Digital Solution

$7 BILLION

In potential annual savings from routine preventive screenings and services

7 in 10

Deaths in America each year are a result of chronic disease

- mPulse Mobile's Medicare Preventive Screenings Solution was implemented for patients who had open gaps in multiple western-US MA plans in December 2019

- Over 77,000 patients received targeted automated reminders to close their gaps before the end of year – with outreach only starting on Dec 13

- A comparison group of ~37,000 similar patients who did not receive mPulse outreach was used to evaluate the effectiveness of the solution

↑ **10.5pp** Improvement in A1c Controlled (19.5% v. 9.0%)

↑ **4.1pp** Improvement in Nephropathy Screening (18.4% v. 14.5%)

↑ **2.2pp** Improvement in Colorectal Cancer Screenings (9.4% v. 7.2%)

mPulse mobile

mPulse Mobile is transforming digital engagement for healthcare's leading organizations through proven solutions that combine conversational AI with integrated streaming content.

mPulse Mobile's innovative technology and engagement strategy deliver business efficiencies, improve health outcomes, and inspire a more equitable, healthier world, one person at a time.

150+
Healthcare customers spanning Medicaid, Medicare, Commercial, Pharmacy, IDN, ACO, VBC & more

1B+
Annual automated conversations to activate customers & drive desired outcomes

12+
Years of expertise working with healthcare organizations as their leading strategic partner

Activate2023

MINNEAPOLIS, MN | SETPEMBER 27 - 28

VISIT THE WEBSITE →

Designing Consumer Journeys for Health Equity

This year's conference will explore the way the healthcare industry can develop more equitable digital health experiences for all populations through the use of technology, data, and forward-thinking strategies using streaming content and behavioral science.

MORE INTERACTIVE WORKSHOPS. MORE INDUSTRY SPEAKERS. MORE NETWORKING.

AND MORE INNOVATION THAN EVER BEFORE.

Double the Number of speakers!

Four Times the Size!

Six Times the Number of Sessions and Interactive Workshops!

A Completely In-Person, Immersive Industry Conference!

Now Hosted in Minneapolis, Centrally Located & One of the Country's Top Hubs for Healthcare Innovation!

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Q & A

Visit our virtual booth at VBCExhibitHall.com