



mPulse
mobile

VBCExhibitHall
.com 
Educational Webinar Series

Improving Patient Outcomes with Equitable Health Journeys

April 25, 2023



Today's Speakers



SriVani Ganti, MSHC
Director of Health Equity
mPulse Mobile

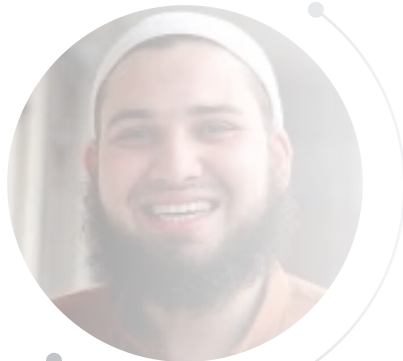


Christian Bagge
VP, Digital Engagement
Strategy & Development
mPulse Mobile

Today's Agenda

- Introduction
- Barriers to Entry
- What is health equity & the costs of ignoring it
- Digital Innovations Creating Access
- Conscious Inclusion – The Impact of Equity
- Q&A





Who is mPulse Mobile?

What makes us qualified to talk to you about patient journeys and health equity?

Partnering with mPulse

Proven Program Launch Experience

Industry Leading Outcomes

Powerful Technology & Insights

Foundation of Behavioral Science

Robust Health Engagement Strategy

> 1 Billion

annual consumer touchpoints

100 Million

consumers engaged

Multiple
5+ Year

enterprise partnerships

Join the 200+ Healthcare Customers Trust
mPulse as Their Engagement Partner

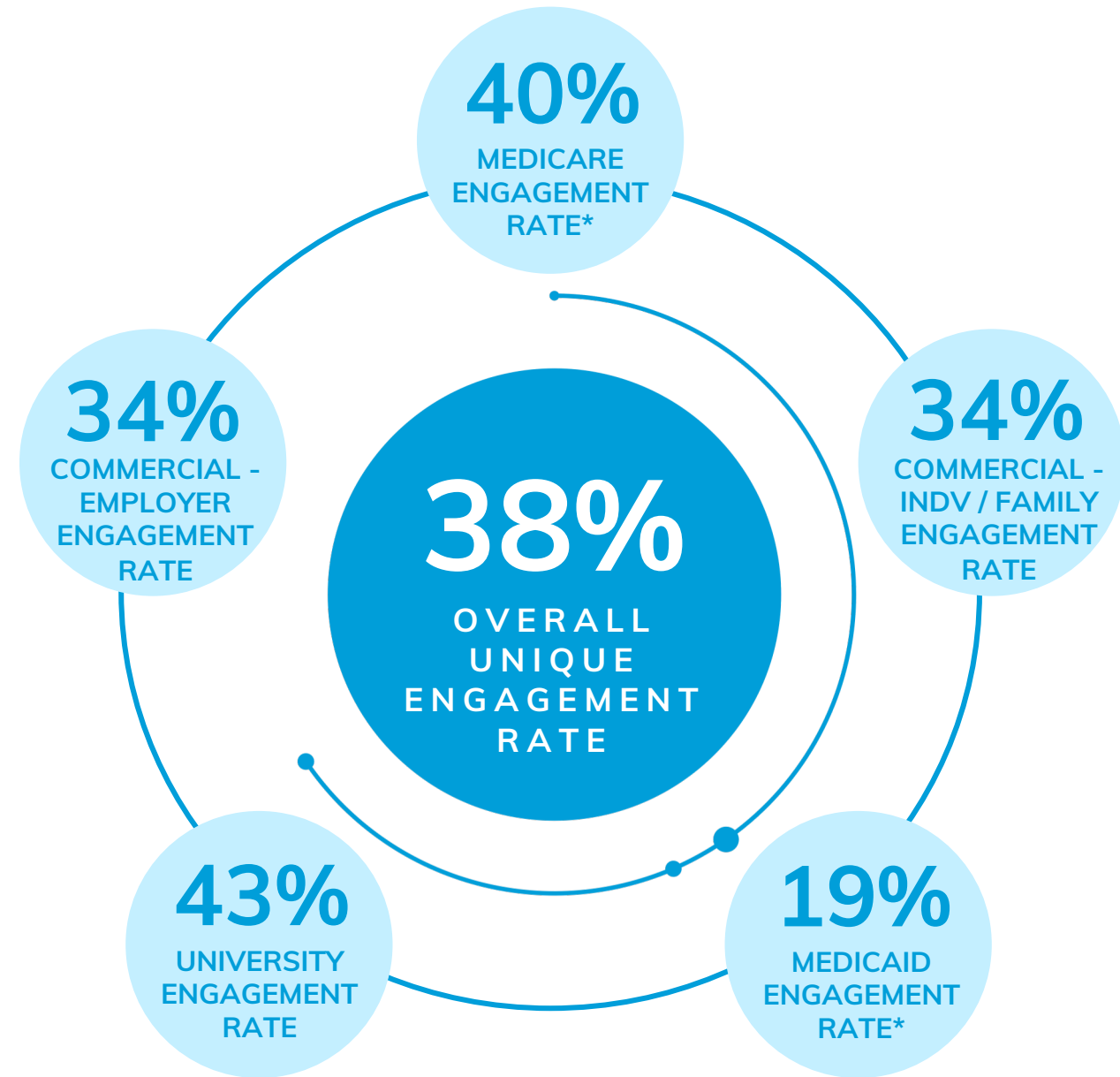




Our Engagement Drives Action

Our digital campaigns touch almost 81% of eligible patients with 38% of patients directly interacting through a text response.

mPulse has an average opt-out rate of less 2%!

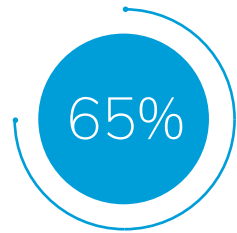


* Medicare Industry Average is 15%; Medicaid Industry Average is 5-7%

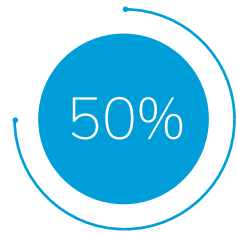


mPulse Program Engagement Results

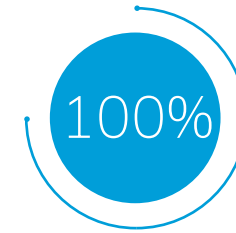
AVERAGE MEASURE IMPROVEMENT OVER CONTROL



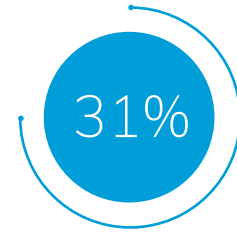
Annual Wellness Visits



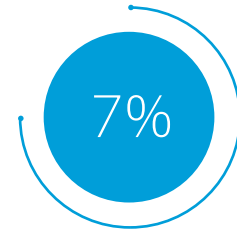
Emergency Dept Deflection



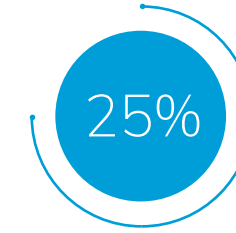
Making PCP Connection



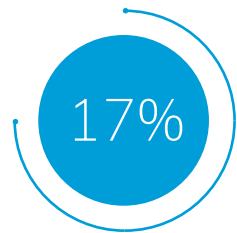
Adolescent Well-Care Visits (AWC)



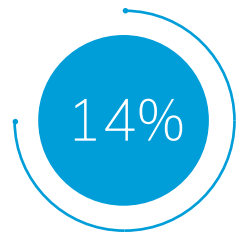
Comprehensive Diabetes Care



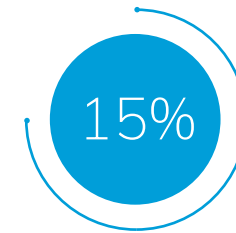
Post-Appointment Survey



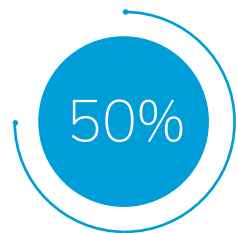
Breast Cancer Screening



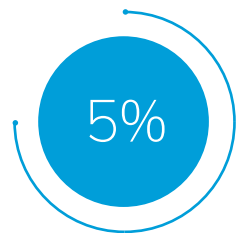
Controlling Blood Pressure



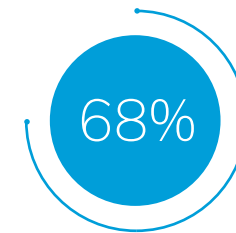
Medication Adherence



Cervical Cancer Screening



Flu Vaccinations



Refill Confirmation



IMPROVING PATIENT OUTCOMES WITH EQUITABLE HEALTH JOURNEYS

Why do only 8% of adults in the United States receive preventive care?



What's Getting in the Way of Seeking Preventive Care



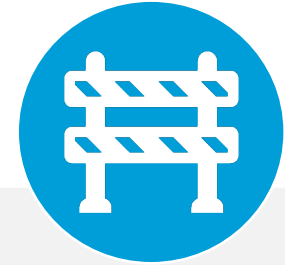
If a patient feels healthy, they simply may not see the need for regular preventive screenings



Access to healthcare providers can be limited (or non-existent). If access is there it a strained relationship can limit the desire to seek care



Fear and anxiety over health can prevent patients from seeking preventive services



Poor access, gaps in education, structural inequities, biases, and additional barriers play a critical role in missed preventive care screenings



IMPROVING PATIENT OUTCOMES WITH EQUITABLE HEALTH JOURNEYS

**Digital outreach can bridge the gap
between patient provider relations.**



Tailoring a Digital Patient Journey



According to Pew in 2021, **85%** of Americans own a smartphone, up from just 35% in 2011 ¹



Digital is lower-cost and scalable. Meet patients where they're at through multi-channel outreach.



No two patients are the same. So don't treat them the same. Avoid one-size fits all and opt for personalized journeys



Consider the world around you. Climate, economic, gender, health, racial, and social issues impact a patient's overall health comes.

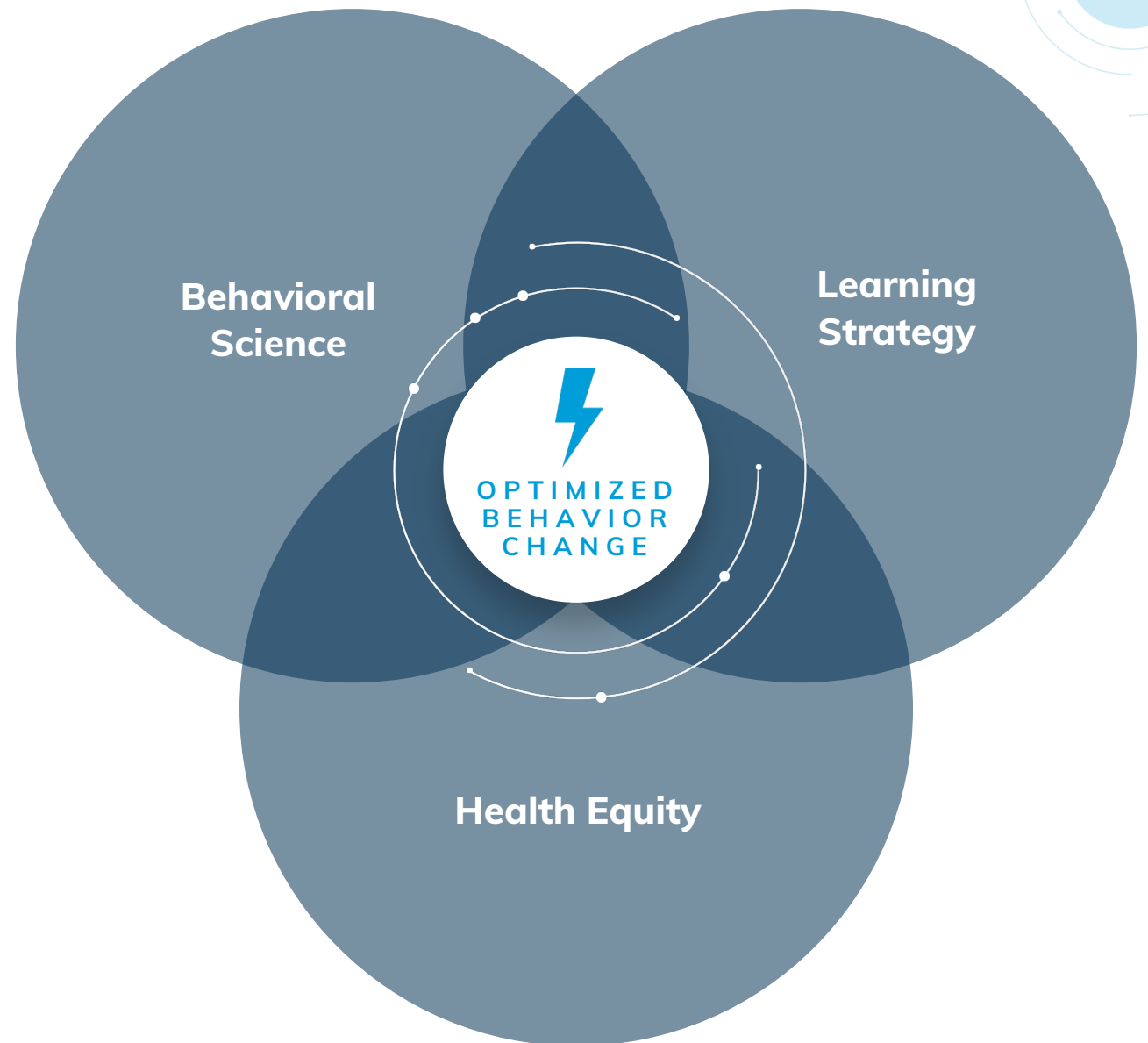
...But where to begin?

1. <https://www.pewresearch.org/internet/fact-sheet/mobile/>

mPulse's Proprietary Engagement Strategy

mPulse looks at [whole person health](#). Our in-house Engagement & Content team designs solutions with tailoring and personalization driven by behavioral science, learning strategy, and health equity:

- Understand behavioral barriers and challenges patients face
- Empower patients through captivating learning strategy
- Overcome barriers in trust, health literacy with culturally relevant messaging powered by mPulse's SDoH Index, high-impact content, and 150+ languages supported
- Gather rich insights to optimize tailoring and drive behavior change
- Partner with our Engagement & Content team to deliver meaningful solutions aligned to organizational goals





What is Health Equity?

Health equity is the state in which everyone has a fair and just opportunity to attain their highest level of health.

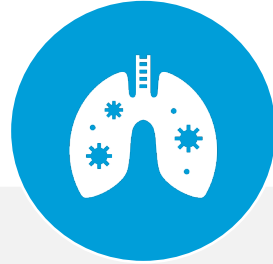




Ignoring Health Equity is Expensive



Unaddressed healthcare disparities will cost the US **\$1 trillion dollars** by 2040¹



High-cost chronic diseases such as asthma, cancer, diabetes, heart disease, etc. cost **\$320 billion dollars** in healthcare costs¹



Productivity loss estimates are around **\$42 billion dollars** due to health inequities¹



The Urban Institute estimates **\$15.6 billion dollars** would be saved addressing racial and ethnic health care disparities²

1. <https://www2.deloitte.com/us/en/blog/health-care-blog/2022/at-threetwenty-billion-dollar-a-year-we-cant-ignore-the-cost-of-health-inequities.html>
2. <https://medicareadvocacy.org/medicare-info/health-care-disparities/>

Overcoming the Challenges of Health Equity



Cultural Competency

Respond to and respect the beliefs, practices, and needs of diverse populations



Social Determinants of Health

Address the social, environmental and economic factors that shape health outcomes and experiences



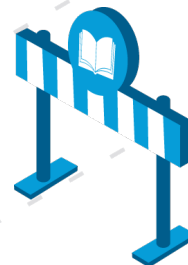
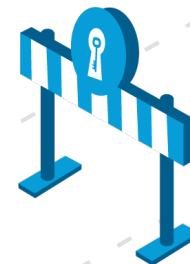
Accessibility

Remove barriers that keep patients from accessing health information and systems

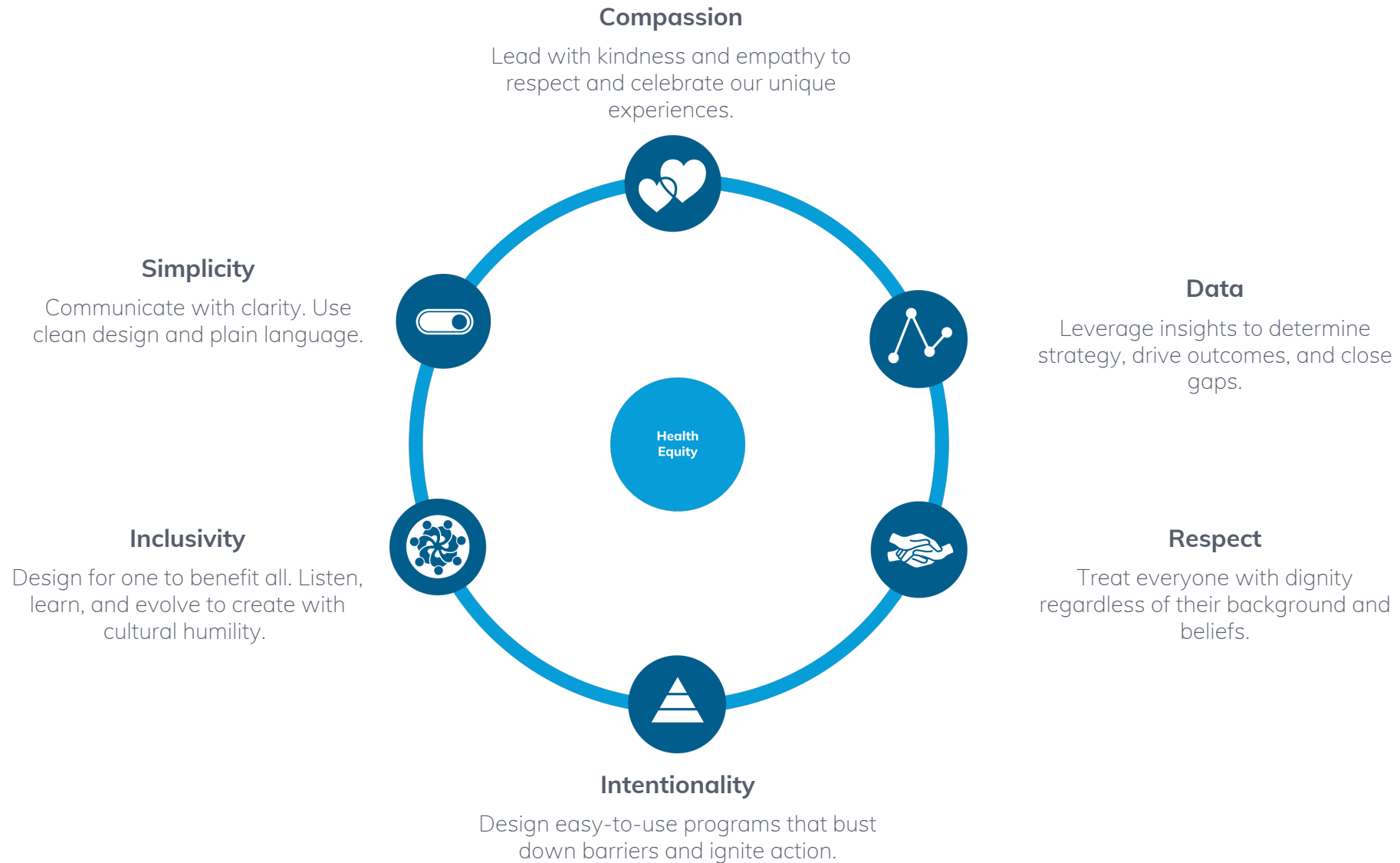


Health Literacy

Support a patient's need to find, understand, and use health information



Methods That Target & Address These Challenges

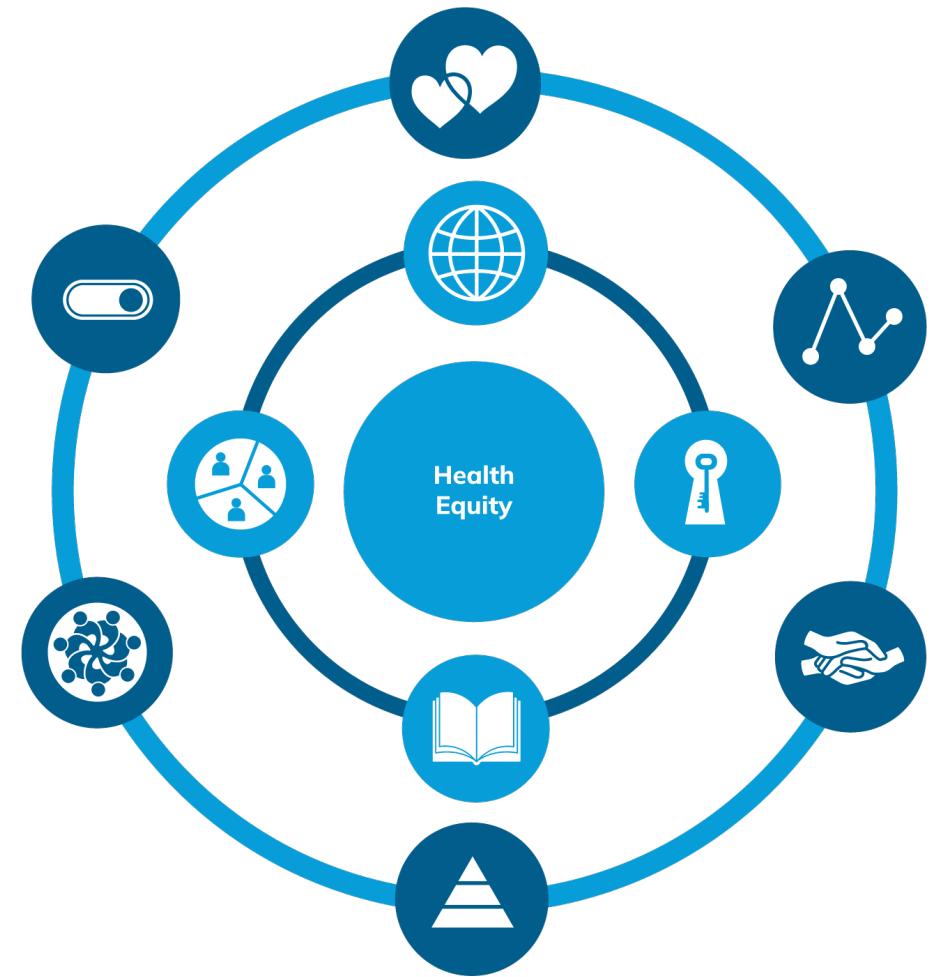


We Are Tackling Health Equity Head On.

By addressing these core challenges of health equity with our targeted methods, we remove barriers and drive preventive visits to improve outcomes.

mPulse is committed to helping reduce health disparities and inequities by designing our programs to be relevant, relatable and address the needs of the diverse communities our partners serve.

Our solutions are designed to be considerate to members of diverse backgrounds and abilities using multilingual conversations and content, tailored resources, communication preferences, and more.

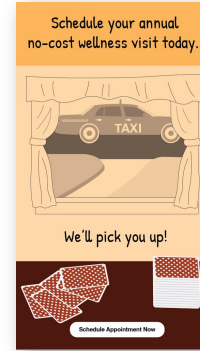
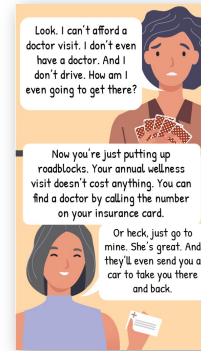


mPulse Health Equity Design Process



Tara

Generally healthy
40 years old
No car



Use compelling short videos to reinforce the importance of preventive screenings

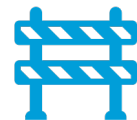
Path Health: Hey Tara, it looks like you're due for your yearly wellness visit. This visit is as no-cost to you! Call [1-234-567-8900](tel:1-234-567-8900) to schedule an appointment now. Watch this short video on why this appointment matters: awc.org/path

Raise awareness on needing a preventive screening

INTERVENTIONS

Connect patient to rides to and from appointments

Path Health: Hey Tara, if you need a no-cost ride to your appointment, call our partners at ModivCare to schedule a ride. Call [1-345-678-9012](tel:1-345-678-9012) now to get started.



Barrier

Inconsistent transportation & gaps in education on importance of preventive screenings



Scheduled Appointment

Member Journey

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



Brianna:
Email Only

Day 1 – Motivation Email



It's time for your annual checkup!



Clicks links to content and resources

Day 14



Nudge Email



Jane:
SMS Only

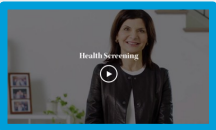
Day 1 - SMS Awareness Message



It's time for your annual checkup!



Streaming Content



Influence Health Beliefs



Harold:
Landline only

Day 1 – IVR



Motivate & Capture Intent



SMS - Motivation Close Intention-Action Gap



Day 2 –
Reminder SMS



Here's more information about this important visit



Will you protect yourself and schedule this test?

Day 7 – Reinforcement & Barriers Message Uncover & Address Barriers



Reinforcement Message

Will you schedule soon?
Text YES or NO

No



Tell us what's keeping you from scheduling?

No Car



Resource
Custom CTAs to drive action



Have you scheduled?
YES or NO?

Yes



Outcomes





IMPROVING PATIENT OUTCOMES WITH EQUITABLE HEALTH JOURNEYS

Digital Success Stories

Digital literacies and internet connectivity have an outsized impact on health outcomes and been termed the “super social determinants of health”

80-90%

Socio-economic factors, health-related behaviors, and environmental circumstances make up 80-90% of health outcomes while medical care make up only 11%

97%

Of Americans own a mobile phone making this a key channel to reach members



Collect, Analyze, & Optimize Your Data

mPulse's SDOH Index leverages rich data to gain insights, tailor conversations and improve outcomes for populations impacted by Social Determinants of Health (SDOH).

555-741-2467	Dolores Joy	779 Alton Road, Augusta, GA
555-394-3939	Aoki Yasuhiro	5 Wintergreen Dr., Hanover Park, IL
555-886-9950	Lila Nigam	279 Greystone Drive, Marcus Hook, DE
555-562-6154	Lyndon Bridger	8098 Brandywine Ave., Cottage Grove, IL
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 Philadelphia, OH
555-935-4403	Lazar Gusev	11 Rockland Rd., East Northport, NY
555-440-9852	Matsuyama Ken	7362 Sherman Street, Louisville, KY
555-663-3908	Chang Jianjun	9057 Kent St., Myrtle Beach, SC

SDOH Index

Combines industry public and private data sets with your existing data to create highly accurate predictions to tailor programs

SDOH calculated at the census tract level

Conversational insights continually enhance Index accuracy to optimize outcomes again and again

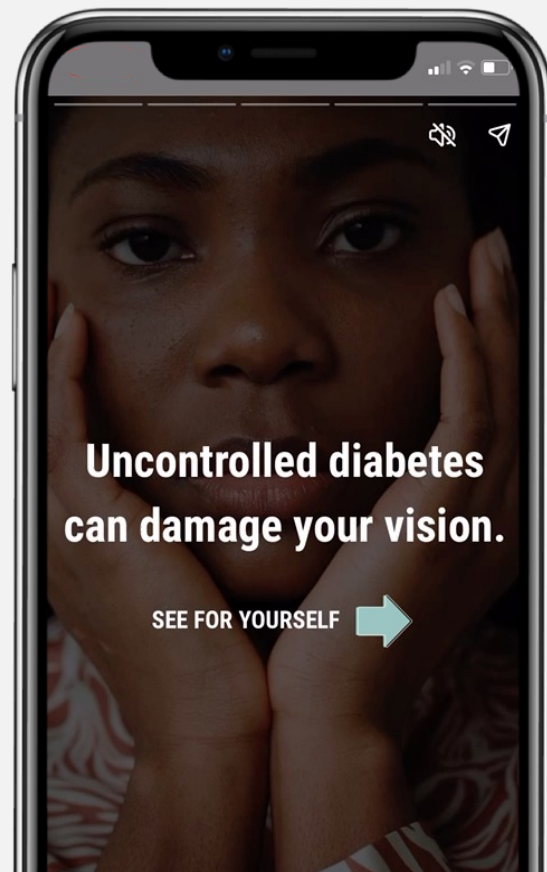
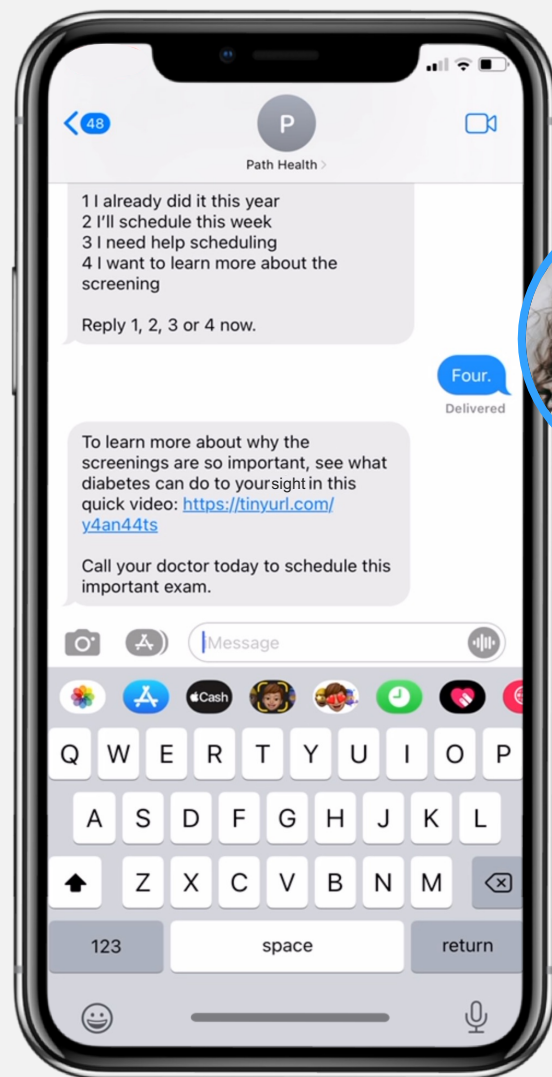
Conversational Insights

Barrier Identification

Open-ended or multiple-choice questions allow plans to identify individual barriers and follow-up with the right resources and education, while also validating and improving the SDoH index's score.

SDoH Survey

Our SDoH Survey is sent through text and deepens data by asking targeted questions to verify the SDoH Index's accuracy and improve programs to better address the unique needs of your population.





Optimizing Outcomes

Predictions from the SDoH Index allow our team of behavioral and learning scientists to curate highly tailored programs designed for impact.

Prescription Refills

Predict barriers to medication adherence

Tailor conversations to connect members with valuable support services and resources.

85%

Refill rate for members who opted in for SMS refill reminders

Patient 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

91%

Of members found texts improved their knowledge of plan benefits

Close Gaps in Care

Predict individual challenges to getting preventive care

Tailor messages to address disparities in access or health knowledge

48%

Of unengaged members completed screenings

ED Deflection

Predict high-utilizers and factors that influence their behaviors

Tailor educational messages about appropriate resources and services

69%

Reduction in ER visits across targeted high-utilizer population



You have reinforced to notice the beautiful things around me and to be thankful for the little things.

Extremely Helpful!
Thank You!!! 😊

Muchas gracias por su preocupacion Dios les bendiga

None but your assistance in calling to remind me to reorder has been very much appreciated.

Muy bien poco a poco ya me voy mejorando gracias por preguntar

by a short text, I feel very blessed and thankful for such wonderful kindness !
Thank you



The messages reminded me that we're all in this together and to find time to do good for my mind body and soul.



I appreciate the check-in. I'm always trying to improve my quality of life and proactive providers go a long way



It was nice to know that someone cares and we are not alone during this time. It made me think of myself more and do things to better my health and my life.

Muy buena experiencia si me ayudaron, muy bien

Yes, I am tobacco free, no resets, no patches since week 2. I feel amazing!

Being reminded to think of my current health status more and to be responsible
The little message reminders do help remind me

very helpful just knowing you were there to reach out to. You've given very helpful suggestions for coping thru these hard days



The texts were very positive and added to my happiness and contentment. The messages were written in a way that was like the perfect balance of social worker and friend. Thank you.



No thank you you guys are amazing seriously completely amazing

The messages reminded me to take time to take care of myself that I'm important thank you for that!





More importantly, addressing health equity is the right thing to do.

The UN High Commissioner of Human Rights and World Health Organization established access to health as a basic human right as early as 1966.



IMPROVING PATIENT OUTCOMES WITH EQUITABLE HEALTH JOURNEYS

Open Forum for Q&A



Visit Our Virtual Booth at VBCExhibitHall.com



Activate 2023

MINNEAPOLIS, MN | SEPTEMBER 27 - 28

Activate2023

mPulse Mobile's annual in-person industry conference for healthcare leaders to learn, network, and celebrate innovative health engagement.

[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 innovative engagement strategies.

Improve quality, improve experience, empower your teams



KEYNOTE SPEAKER

Ruha Benjamin

Equity & innovation expert at the intersection of race, justice and technology.



Subject Matter Experts

A convention of thought leaders from healthcare and beyond. Get the latest insights on digital engagement.



Connect & Collaborate

Opportunity to connect with forward-thinking leaders & collaborate on ways to elevate the health consumer experience.



Celebrate Innovation

Join together for Awards, a Happy Hour, a Dinner & Reception & an Off-Site Networking Activity.

Thank You For Joining Us!



SriVani Ganti, MSHC

Director of Health Equity
mPulse Mobile

srivani.ganti@mpulsemobile.com
LinkedIn: srivani-ganti



Christian Bagge

VP, Digital Engagement Strategy &
Development
mPulse Mobile

christian.bagge@mpulsemobile.com
LinkedIn: christian-bagge