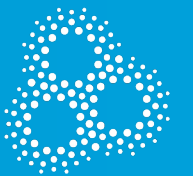




mPulse

Designing Equitable Solutions to Increase BCS Completions Across Diverse Populations

VBCExhibitHall
.com



Educational Webinar Series



Today's Speakers



Eden Brownell
Director of Behavioral Science
mPulse



SriVani Ganti, MSHC
Director of Health Equity
mPulse

Today's Agenda

- Understanding the state of breast cancer amongst diverse populations
- How Behavioral Science & Health Equity address common barriers
- Solutions for Moving Forward
- Q&A



Our Topic

Breast cancer remains to be the leading cause of cancer death amongst American women.

While rates of cancer have slowly declined, there are still disparities amongst diverse communities that prevent many from seeking timely, potentially life-saving screenings.





Disparities Amongst Breast Cancer Screenings



The 5-year survival rate of Black women from breast cancer is **81%** compared to **White women at 92%**

Poverty limits access to providers, transportation, fresh food, and safe recreational activities, increasing cancer rates

Women with a disability are less likely to receive breast cancer and cervical cancer screenings due to various barriers



Breast cancer is the most common cause of death in Black and Hispanic women between the ages of 45 to 60 years old.



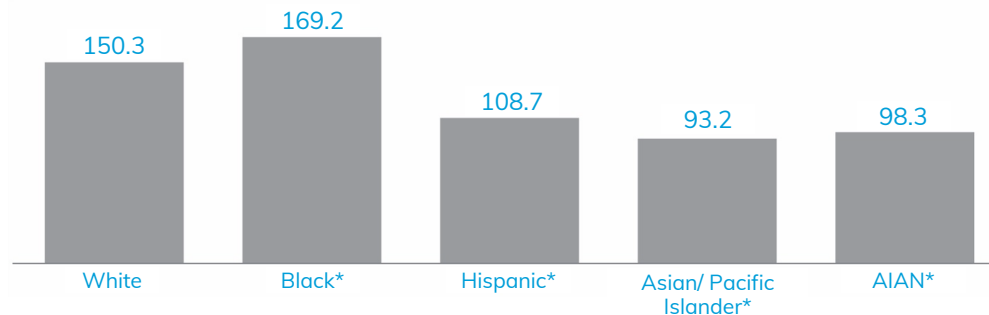
30%

Of Hispanic women are 30% less likely to be diagnosed with breast cancer compared to non-Hispanic white women

40%

Black women have a 40% higher mortality rate for breast cancer

CANCER DEATHS PER 100,000 BY RACE/ ETHNICITY



Trans women and "non-binary people who are assigned male at birth (amab)" may require screenings **based on years of estrogen use for gender affirming care.**



Common Barriers to Screening Completion

HEALTH LITERACY BELIEFS

- Lack of understanding around options for genetic testing
- Misunderstanding and confusion about screening methods
- Fears about radiation exposure
- Cultural and linguistic barriers

CULTURAL BELIEFS & BARRIERS

- Strong beliefs in faith and God to protect oneself from cancer
- A strong history of medical racism creates a strong sense of distrust
- If lumps are pressed/touched they can turn into cancer
- Screenings don't matter, breast cancer will kill

SDOH BARRIERS

- Financial concerns over cost of screening and treatment
- Lack of access to specialists who can help define risk
- Lack of access to facilities, transportation, and accommodations for disabilities
- Lack of childcare and/or available support system to join in screenings

Source: <https://www.breastcancer.org/research-news/black-women-barriers-preventive-care>

Source: [Conway Medical Center](#)

Source: [National Library of Medicine](#)

The Problem

When barriers such as poor experience, lack of access and respect, and cost are coupled with conflicting cultural beliefs, it becomes increasingly difficult to expect breast cancer screening rates to increase amongst diverse, underinvested in communities.



Potential Solution

Through the power of **behavioral science**, **health equity**, and **health literacy**, we can create comprehensive, whole-person, solutions, we can remove barriers to increase breast cancer screenings in at-risk populations.

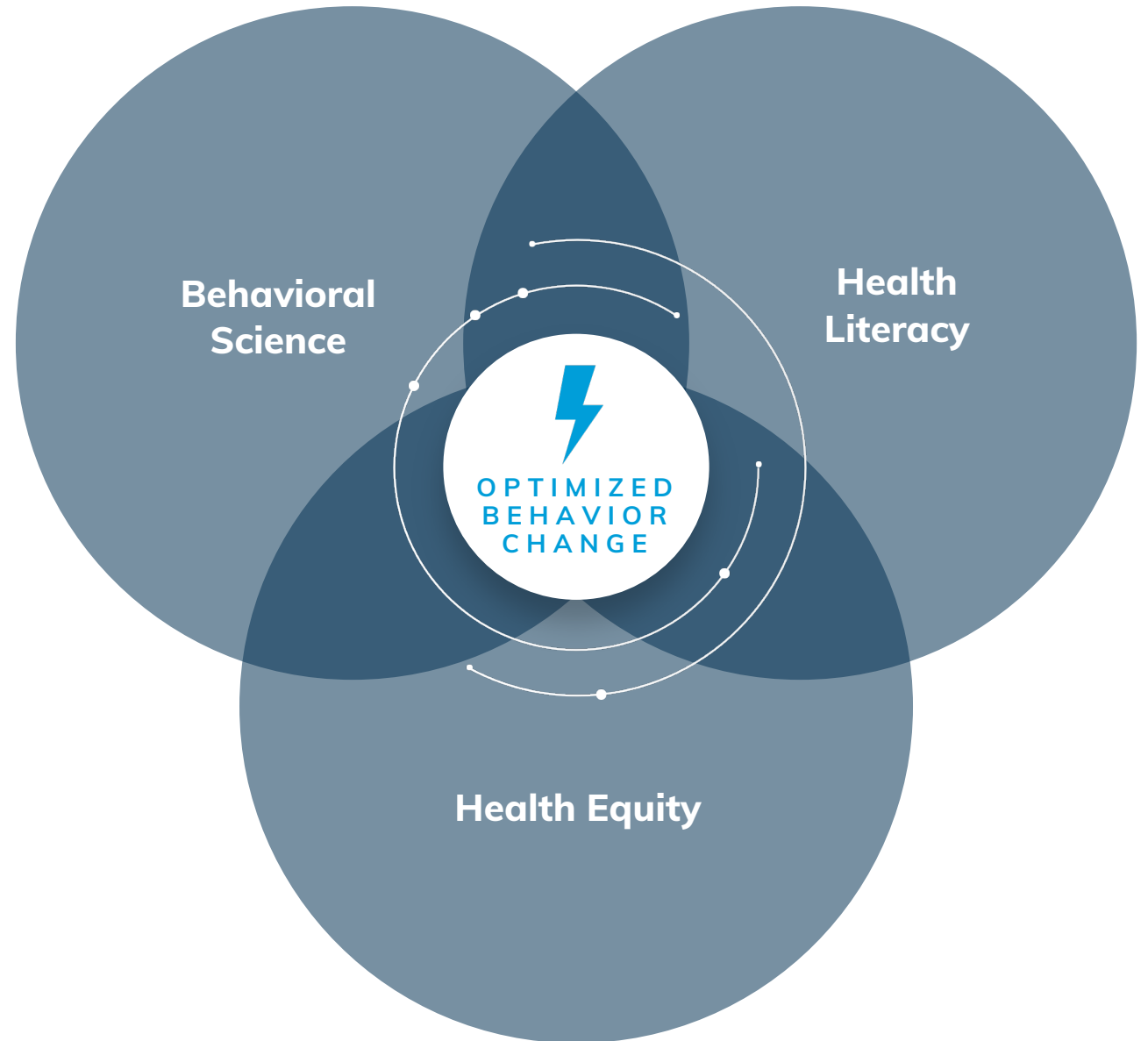




mPulse's Proprietary Engagement Strategy

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

- Understand behavioral barriers and challenges members face
- Empower member through captivating health literacy
- 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 Content & Creative Services team to deliver meaningful solutions aligned to organizational goals



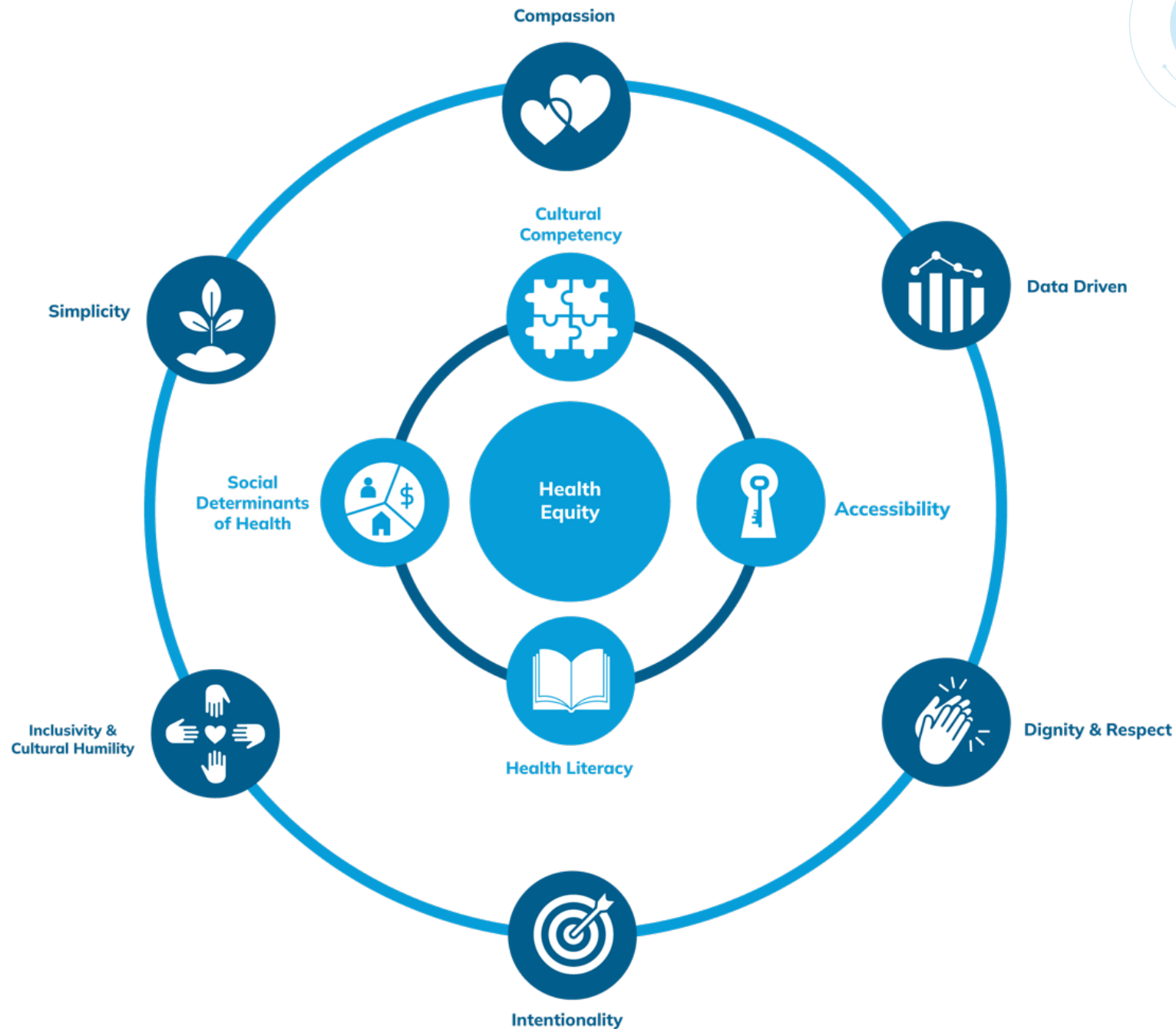


What is Health Equity?

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



Health Equity in Health Communications & Engagement

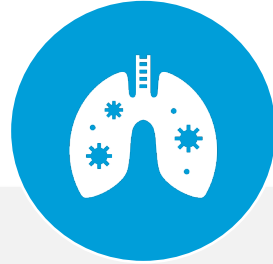




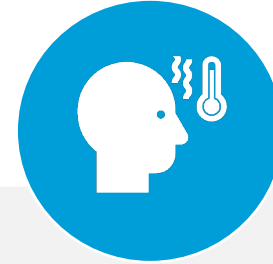
Ignoring Health Equity is Expensive



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/>



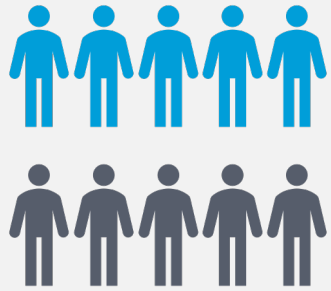
What is Health Literacy?

Health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.





The Truth About Health Literacy



50%

Nearly 90 million Americans lack sufficient health literacy.



8th Grade

46% read below 8th grade level

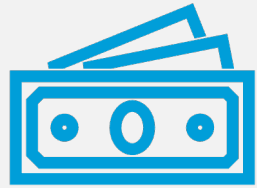


12th Grade

Is avg reading level for health content



The Truth About Health Literacy



\$238B

Annual cost of low health literacy

Compared to those with proficient health literacy, adults with low health literacy experience:



4 times

Higher health care costs



6%

More hospital visits



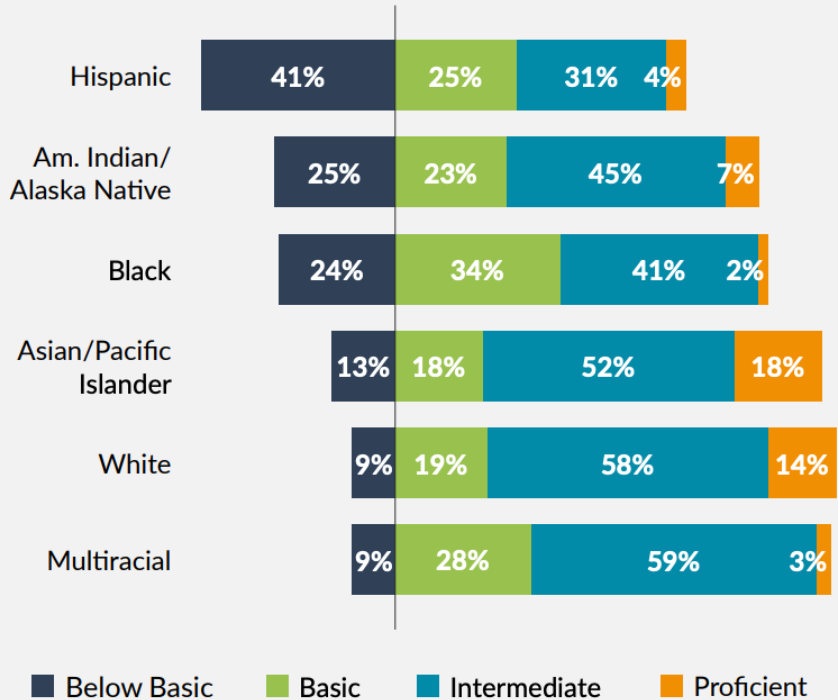
2 day

Longer hospital stays



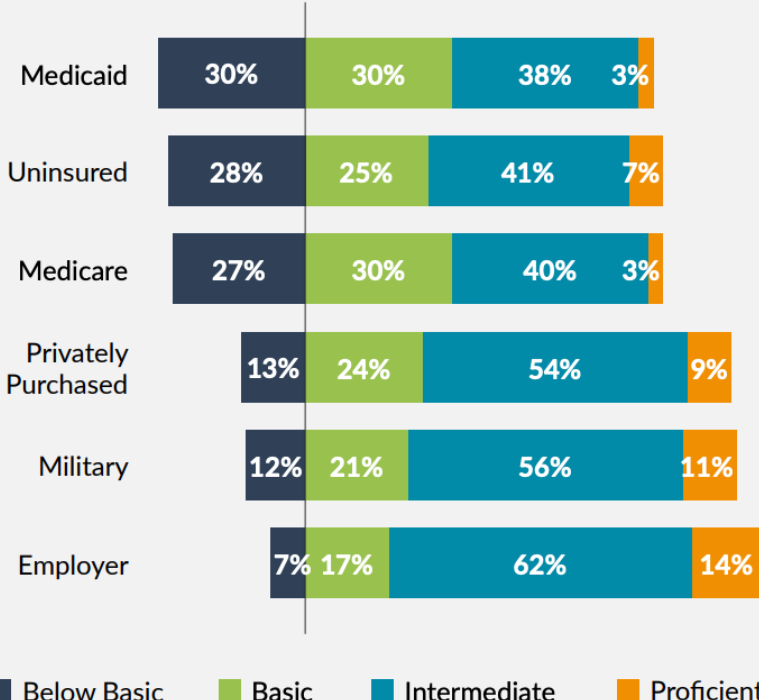
Health Literacy and Healthy Equity

Figure 1B. Health Literacy Level by Race/Ethnicity




Source: NAAL (2003); Kutner et al. (2006)

Figure 1D. Health Literacy Level by Insurance



Source: NAAL (2003); Kutner et al. (2006)



Creating Equitable Solutions for Breast Cancer Screenings

Behavior Change Design

Behavioral science

Behavioral science is the study of human behavior. It looks to explain why people do what they do.

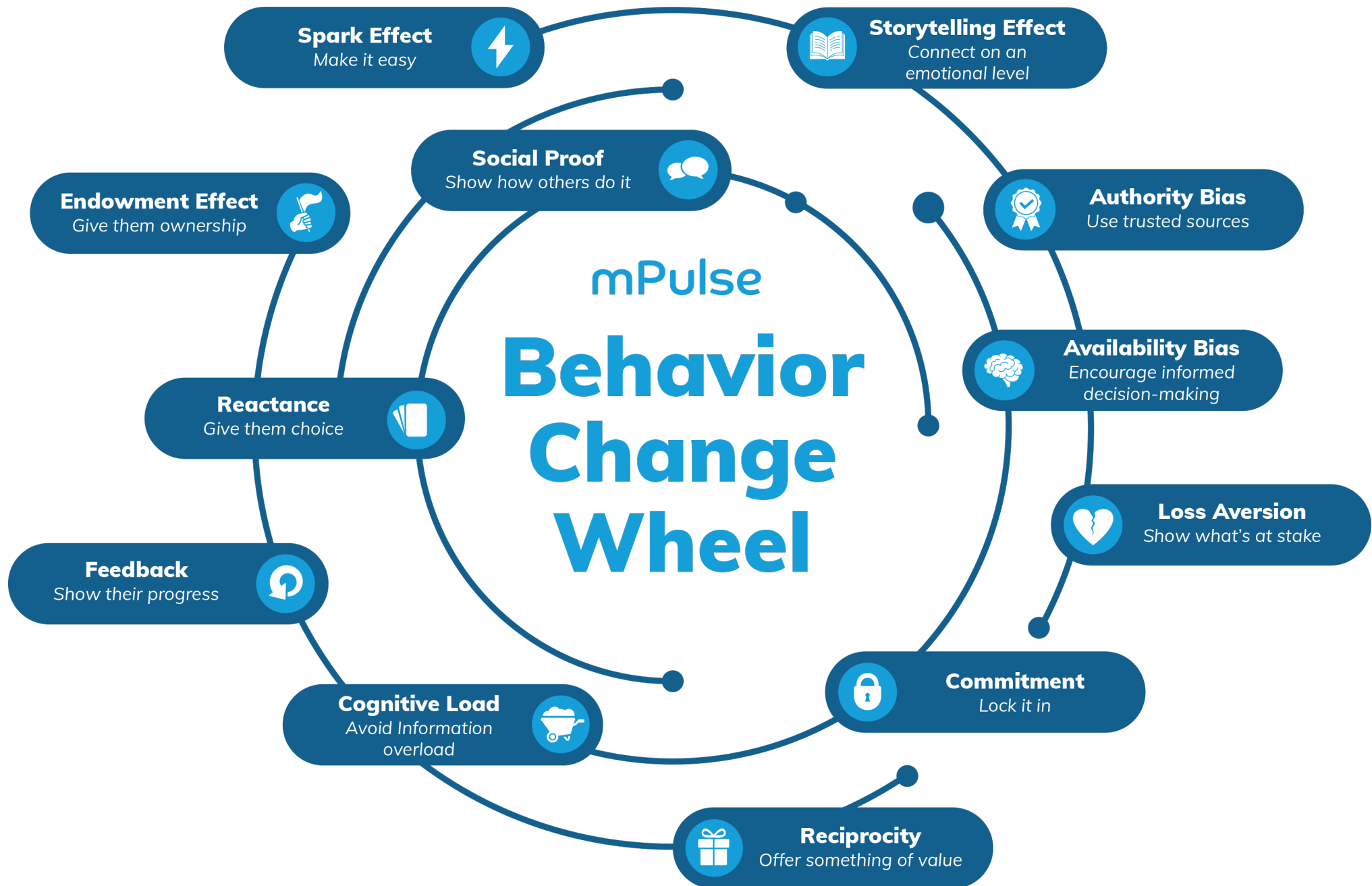
Behavior change techniques

mPulse designs solutions using behavior change techniques to help members take action for their health.

Behavior change design

Our process of designing effective, science-backed solutions that are proven to improve health outcomes.

Behavioral science.....points us towards behavior change techniques...to design effective engagement solutions.





BCTs for Breast Cancer Screenings



Social Proof

Show how others do it

Explain that most women get their screenings. Use specific language for diverse groups to create a sense of relatedness.



Endowment Effect

Give them ownership

Emphasize that they are taking charge of their health. Schedule your mammogram vs a mammogram.



Storytelling Effect

Connect on an emotional level

Members are motivated to schedule and attend mammograms when they learn from the experiences of others like themselves.

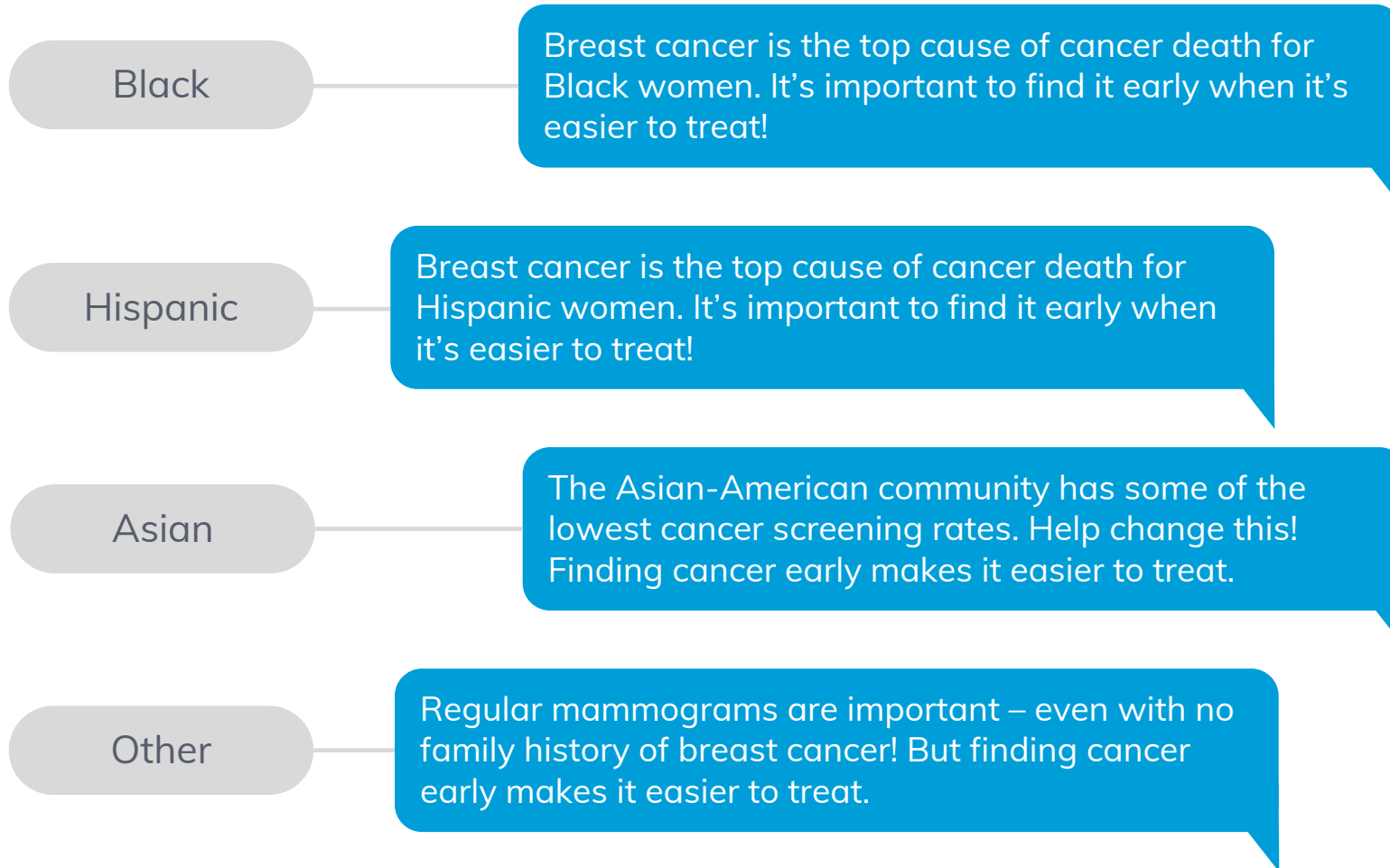


Spark Effect

Make it easy

Make it as easy as possible to schedule and have a clear and simple call to action

🏥 Breast Cancer Screenings | Personalized Content



Breast Cancer Screenings | Barriers



TRANSPORTATION

"I don't have a car."



mPulse solutions offer dynamic content where health plans can promote key resources such as low cost or ride share programs



MOTIVATION

*"I don't need it."
"I'm really busy."*



mPulse solutions educate and empower members around why routine screenings are important with links to motivational streaming content to empower members to take health action



A mammogram is an X-ray that may detect breast cancer, even years before you show signs or symptoms.

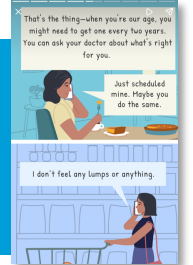


NERVOUS OR ANXIOUS

*"I'm scared they'll find something."
"I've heard the test hurts."*



mPulse reassures members that what they're feeling is normal, and they're not alone. We emphasize that early detection is critical to ensuring the best health outcomes. Streaming content is also used to build confidence.

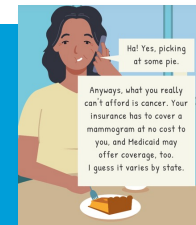


COST

*"I can't afford it."
"It's too expensive"*



mPulse solutions inform members this screening is covered by their health plan and can also include rewards incentive language to drive action.



Doctors recommend a mammogram every two years for people ages 50-74.

Women ages 40-49 should talk to their doctor to see if a mammogram is right for them.



Addressing Barriers



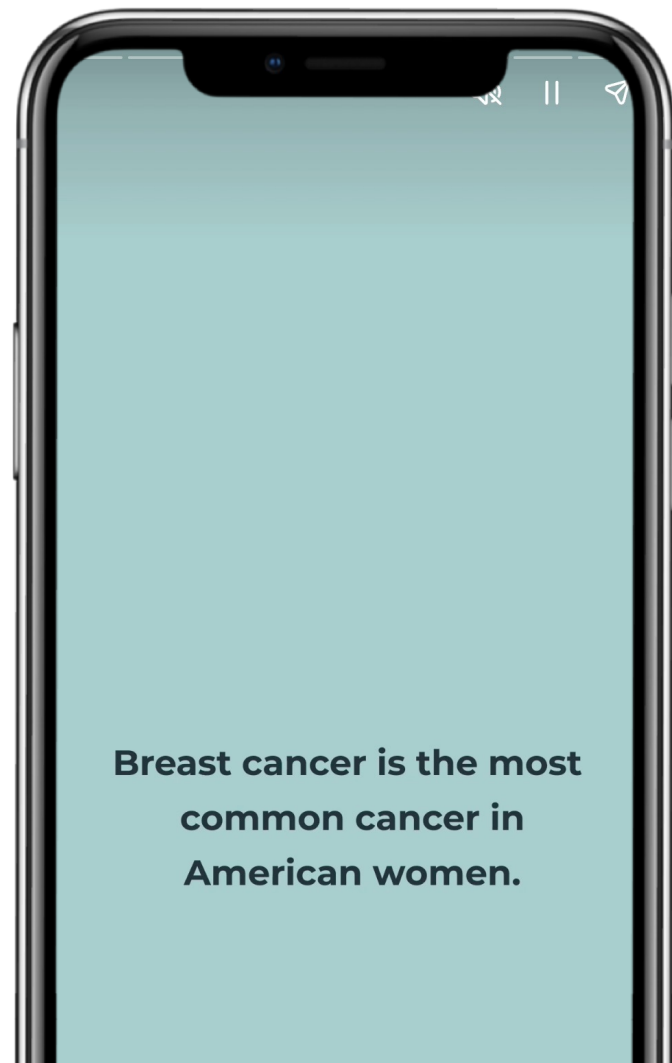
I'm too busy to get this done right now

We understand you're busy, Adrian. But mammograms can save lives by detecting cancer early when it's easiest to treat. In 20 minutes, you can care for yourself and the people who count on you. Call your provider at 123-456-7890 to make an appointment now.

Want to know what to expect at your mammogram? We made you this story to show you. <http://shortened.url>



Breast Cancer Screening Streaming Content



Experience streaming content for yourself!



Recommendations



- Connect with users through storytelling narratives to decrease fear and other concerns.
- Concisely explain the definition of mammograms, their immediate benefits, and their low to no cost.
- Emphasize how common mammograms are.
- Make it as easy as possible to schedule BCS and send appointment reminders.
- Assert that by getting their BCS, users are taking charge of their own health.
- Remind users that they do not want to miss the opportunity to learn more about their health status and prevent cancer.
- Use short, educational videos with trusted doctors to explain why getting BCS is worthwhile.
- Employ a positive, uplifting tone in message design.
- Frame getting BCS as the default option.
- Give straightforward calls to actions: “Call your PCP at [#] to schedule your mammogram now!”

The background features a collection of circular images, each depicting a different scene of human interaction. These include a woman hugging a child, a man and woman with children, an elderly man smiling, a woman reading, a man with a child, a woman holding a baby, a man with arms crossed, a woman laughing, a man and woman with a child, a woman in a uniform, a man smiling, a man and woman with a child, and a woman smiling. The central text is overlaid on a larger, semi-transparent circular image of a woman and child.

Open Forum for Q&A

Activate 2024

presented by mPulse

DALLAS, TX | SEPTEMBER 24 - 25

Activate2024

presented by mPulse

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

Theme

From Insights to Intervention

Creating Consumer-Centric Digital Experiences

This year's conference will explore the way the healthcare industry can develop enhanced digital health experiences for all populations through the optimization of data, use of technology, and innovative engagement strategies.

[VISIT THE WEBSITE →](#)

THE ADOLPHUS, DALLAS | SEPTEMBER 24 - 25



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

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



Visit our virtual booth at VBCExhibitHall.com



Thank You For Joining Us!



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