



mPulse

Conversational AI and digital engagement platform for healthcare organizations to drive better health outcomes and operational efficiency.

<https://mpulse.com/solutions/medicare/>

Overview

mPulse is a leading Health Experience and Insights (HXI) platform that utilizes Conversational AI, behavioral science, and advanced analytics to create personalized, omnichannel engagement journeys for healthcare consumers. The platform is designed to help healthcare organizations, including health plans, health systems, and pharmacies, activate their populations to adopt healthier behaviors, improve health outcomes, and increase operational efficiencies.

Key Capabilities and Features:

Conversational AI & Omnichannel Engagement: Delivers tailored, two-way conversations at scale across preferred channels, including SMS/MMS, email, Interactive Voice Response (IVR), and mobile web. The NLU-powered AI interprets consumer responses to guide the conversation and drive action.

Predictive Analytics & Insights: The platform features predictive models powered by AI and machine learning to measure risk, pinpoint health needs, and create enriched, longitudinal member profiles. This data is used to inform enterprise strategy and optimize care delivery.

Streaming Health Content: Provides educational resources, including microlearning and health education videos, to close knowledge gaps and empower individuals to make informed health choices.

Configurable Health Portals: Offers digital navigation modules and self-service tools that can be configured to specific business and population needs, supporting seamless data sharing and a streamlined consumer experience.

SDOH Indexing: Proprietary Social Determinants of Health (SDOH) Indexing helps organizations understand how social factors impact members' health to customize communication strategies.

Enterprise-Grade Compliance: Built on a foundation of robust security, the platform is HITRUST-certified, SOC 2 Type 2 certified, and HIPAA compliant.

Target Users and Use Cases:

mPulse is primarily targeted at **enterprise-level healthcare organizations** such as Medicare/Medicaid plans, Commercial Health Systems, ACOs, VBCs, MSOs, and Pharmacies. Primary use cases include:

Medication Adherence: Driving higher prescription refill rates and improving Star Ratings.

Screenings & Prevention (HEDIS): Closing gaps in care by encouraging the completion of preventive services.

Population Health & Wellness: Proactively reaching out to members to drive the adoption of health and wellbeing programs.

Member Acquisition & Retention: Enhancing the consumer experience to improve member satisfaction and retention.

Access to Care: Facilitating appointment management and reducing no-shows through real-time integration with systems like Epic Cadence.

Key Features

- Conversational AI & NLU
- Omnichannel Engagement (SMS, IVR, Email)
- Predictive Analytics & Risk Scoring
- Streaming Health Content
- SDOH Indexing
- Configurable Health Portals
- HIPAA X12 & HL7 Data Integration
- Engagement Console for Staff

Pricing

Model: enterprise

Custom, value-based, and subscription-based enterprise pricing model. Annual contract values for similar health tech solutions typically range from \$50K to over \$1M, tailored to the client's service needs and scale.

Target Company Size: enterprise

Integrations

Epic (Cadence module), Salesforce, EHR/EMR Systems, Claims Administration Systems, Pharmacy Systems, Analytics Platforms, Telehealth Systems

Compliance & Certifications

HIPAA, HITRUST, SOC 2 Type 2, HITECH, FIPS 140-2, NIST CSF, TCPA

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