



# 2023 Presentation Sample Slides

January 1, 2023



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**YOUR DEDICATED MPULSE  
VP OF SALES**

**Jay Brookes**

#### FUN FACTS

My wife and I love to travel.  
Our favorite country is Italy.

I played trumpet and almost  
turned professional with a  
band called “The Blues  
Other Brothers.”

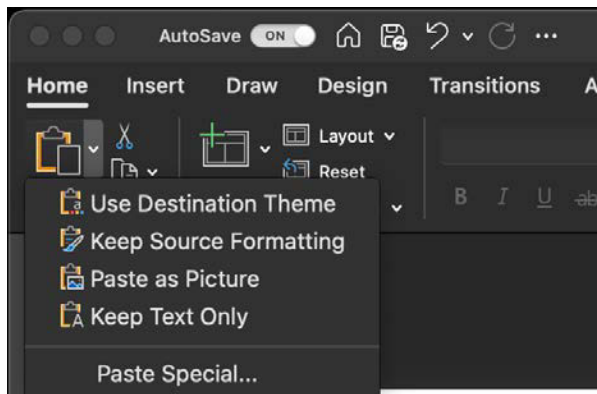
## Table of Contents

- Item 1
- Item 2
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# How to Convert Old Decks to the New Template

- 1. Copy slides.** Open a copy of this sample slide deck and the slide deck you wish to update. Select the old slides you wish to update and press Cmd-C to copy them.
- 2. Paste into new template.** In the Home tab tool bar, click on the Paste button drop-down and select “Use Destination Theme.” If the themes are similar, the new slides will appear using the new theme. If the old theme is very different from the new one, it will ignore the destination theme and paste the slides with their original theme.
- 3. Check layouts.** Go through the deck slides, making sure the right layout is selected for each slide. Change any layouts as needed.
- 4. Convert fonts.** In the format menu, select Replace Fonts... and replace any non-Mulish fonts with Mulish. (NOTE: Some standard fonts will still appear in the list after replacement.)
- 5. Delete remaining slides.** Remove any unused slides from the deck, particularly the divider slides to reduce the deck file size.



Step 2 – Paste button drop-down menu



# Speakers



**Brendan McClure**  
Senior Vice President,  
Marketing



**Melissa Palladino**  
Strategic Account Director



# How to Insert Headshots

- 1. Insert headshot.** Use one of the many options to insert a picture into PowerPoint (via Insert Menu or via Picture drop-down on Home tab or Insert tab) and select “Picture from File...” to open the desired headshot. image.
- 2. Make the headshot square.** Select the image. In the Picture Format tab, click on the Crop button. Resize the crop box until the height and width are the same. Then scale the image to show the person from the top of the head to base of the neck. Click the Crop button again to exit Crop mode.
- 3. Convert the square to a circle.** In the Graphics Format tab, click on the Crop drop-down menu and select Crop to Shape, then choose the circle shape.
- 4. Add Outline.** With the image selected, change the shape outline to grey.



# mPulse Logo and Font Guide



mPulse  
mobile



## Logos

The mPulse Mobile logo is our only authorized brand logo. **All legacy uses of the logos for The Big Know and HealthCrowd should be replaced with mPulse Mobile.**

Direct any questions about logo usage to the Marketing team.





# Fonts

Mulish will now be the main font used on all marketing materials including collateral, webpages, and presentations.

When Mulish cannot be used (in emails or other uncontrolled font circumstances), Arial will be the fallback font.

If you don't have Mulish on your computer, you can download it [here](#), then use the FontBook application to install all 16 fonts.

## Mulish

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ?!&%#\$@

Extra Light | Light | Regular | **Semi-Bold**  
| **Bold** | **Extra Bold** | **Black**

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ?!&%#\$@

Regular | **Bold** | **Black**





# Headers – Mulish Extra Light, 36pt, Blue

Content – Mulish Regular, 16pt, Grey, vertically  
centered manually on slide



# mPulse Color Guide



## Primary Brand Colors

<b>Blue</b> rgb 0, 158, 217 cmyk 75, 22, 0, 0 hex #009ed9	<b>Dark Blue</b> 0, 94, 140 100, 67, 29, 0 #005e8c		
<b>Grey</b> rgb 86, 93, 107 cmyk 69, 57, 43, 20 hex #565d6b	<b>Dark Grey</b> 32, 37, 44 78, 69, 58, 66 #20252c		

## Secondary Brand Colors

<b>Orange</b> rgb 255, 95, 20 cmyk 0, 77, 100, 0 hex #ff5f14	<b>Dark Orange</b> 209, 45, 0 12, 95, 100, 3 #d12d00		
<b>Purple</b> rgb 79, 79, 227 cmyk. 77, 72, 0, 0 hex #4f4fe3	<b>Dark Purple</b> 38, 38, 107 100, 100, 28, 15 #26266b		

## Colors

The brand colors have been tuned to provide better contrast and readability. We still use gradients and have codified this by making the darker shades tertiary colors.

Blue and grey are the primary colors for presentations.

Orange and purple and the darker colors should only be used when charts, tables, and graphics require multiple colors for clarity.





# Icons for Solution Groups



**Screenings &  
Prevention**



**Wellness**



**Acquisition &  
Retention**



**Condition  
Management**



**Access**



**Member  
Experience**



**Vaccinations**



**Medication  
Adherence**



# mPulse Solution Icons



Health Literacy



Closing Care Gaps



Screenings & Prevention



Health Plan Navigation



Health Engagement



Care Management



Emergency Department Utilization



Sustained Engagement



Medication Adherence



Quality & Satisfaction Surveys



Age In



Disease Management



Procedure Compliance



EPSDT



Health Engagement



Behavioral Health



Post-Discharge Engagement



Appointment Reminders



Referral Reminders



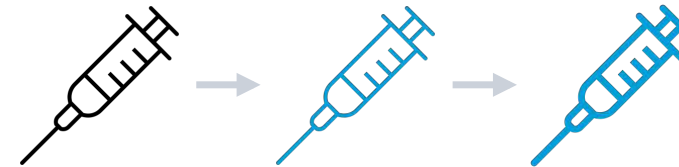
Telehealth Engagement



# How to Add More Icons

- 1. Access PowerPoint icons.** Use one of the many options to insert a picture into PowerPoint (via Insert Menu or via Picture drop-down on Home tab or Insert tab) and select “Stock Images...” At the top of the Stock Images window on the right, select “Icons.”
- 2. Find an icon.** Browse the library of icons or type a search term to narrow the options.
- 3. Select the right version.** All icons have two versions: solid and outline. Select the outline version to be consistent with mPulse branding, then click on the Insert button.

- 4. Recolor.** Ctrl-Click on the icon and select Format Graphic. Change the solid fill color to the preferred color, usually blue, grey, or white.
- 5. Add line thickness.** Change Line to Solid Line. Make the line color the same as the fill and the weight of the line the same number as the width or height. (For example, an icon that is 0.5” square should have a line of 0.5 pt.)





# Simple Slide Layout Examples



# Split Layout - Blank

See the template layouts for other colors and left and right options.



# Split Layout - Blank

See the template layouts for other colors and left and right options.



# Split Layout – Grey Box

See the template layouts for other colors and left and right options.



# Split Layout – Grey Box

See the template layouts for other colors and left and right options.



# Split Layout – Grey Circle

See the template layouts for other colors and left  
and right options.





# Split Layout – Grey Circle

See the template layouts for other colors and left and right options.



## Split Layout –Image/ Divider

Click on Image Icon to add image, crop to circle shape, resize image to fit

See “Sample Image Dividers” below for more image options







## Split Layout –Image/ Divider

Click on Image Icon to add image, crop to circle shape, resize image to fit

See “Sample Image Dividers” below for more image options



# 1-Column Layout – m Graphic Top Right

Use this layout with wide graphics.

# 1-Column Layout – m Graphic Bottom Right

Use this layout with wide graphics.



# 1-Column Layout – m Graphic Bottom Left

Use this layout with wide graphics.





# 1-Column Layout – m Graphic Top Left

Use this layout with wide graphics.



SECTION HEADER

# 1-Column Layout

This layout includes a section header for pages that fit under main sections. Use this layout with wide graphics.



# 2-Column Layout

Use this layout when presenting two equally important ideas.

Use this column for the second idea.



# 3-Column Layout

Use this layout when presenting three equally important ideas.

Use this column for the second idea.

Use this column for the third idea.





# 3-Column Layout With Icons/Images



## **Column 1 Title**

Use this layout when presenting three equally important ideas.



## **Column 2 Title**

Use this column for the second idea.



## **Column 3 Title**

Use this column for the third idea.



# Statistic Styles

Chart description.

↑ 3.3 PERCENTAGE POINT INCREASE

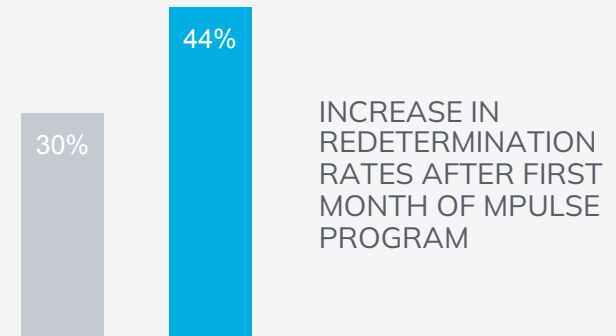
72% VERY POSITIVE FEEDBACK

2,000 NEW REFILLS WITHIN 3 MONTHS



# Graph Styles

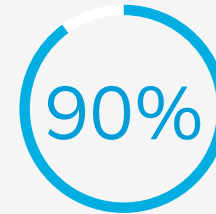
Chart description.





# Chart Styles

Chart description.



REPORTED  
SATISFACTION WITH  
PROGRAM



INCREASE IN MEMBER  
ATTENDANCE AT PLAN  
REDETERMINATION  
EVENTS



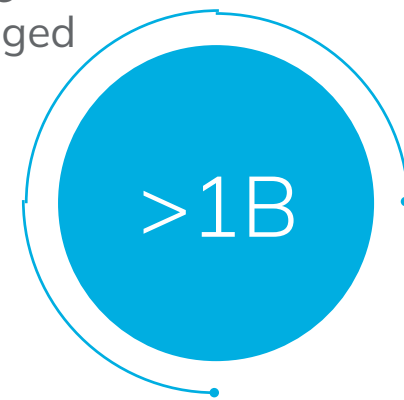
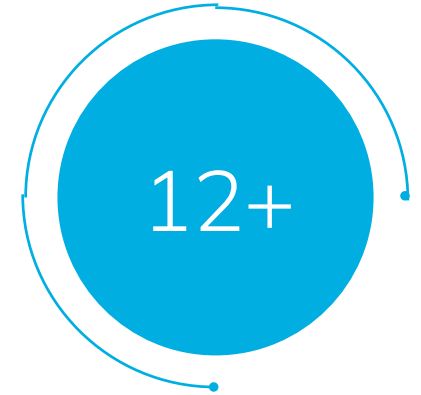
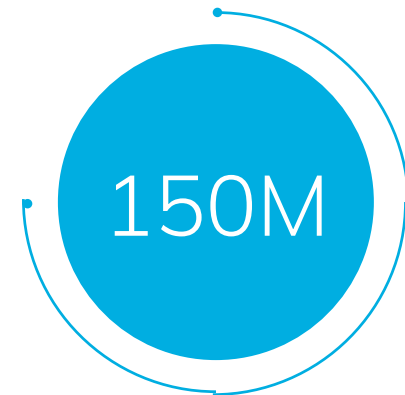
# Table Styles

Table description.

	Column1	Column 2	Column 3
Example	1	2	3
Sample	4	5	6

# Complex Slide Layout Examples

# 150+ Healthcare Customers Trust mPulse





# Omnichannel Message Mockup

The message bubbles are editable, both content and width.

Make sure you resize the text box only, not the whole group (which would distort the bottom triangle).

If you resize the text box, readjust the yellow corner rounding box so that the rounded corners line up with the text.

## EXAMPLE CONTENT FOR INITIAL REMINDER (SMS)

Path Health: Hi Steve, in the next few days you might be due for a refill. Just check your medication bottles and call 1.888.888.8888 to get your refill going.

Thank you!

You're welcome!





# mPulse Solutions Drive Outcomes



## Health Literacy

**82%** of members report confidence to **improve their health**



## Closing Care Gaps

**10pp improvement** in colorectal cancer **screening completions**



## Preventive Screenings

**48%** of unengaged members **completed screenings**



## Health Plan Navigation

**91%** of members found text messages **improved their knowledge of plan services**



## Health Engagement

**18%** of previously unengaged members **signed-up for the health portal**



## Care Management

**79%** of weekly therapy **signups** were **driven through SMS**



## Sustained Engagement

**52-minute average engagement time** per user



## Medication Adherence

**14pp increase** in Rx **refill rate** for Medicare population



## Satisfaction (CAHPS, etc.)

**60% response rate** after using a care service



## Age In

**30% click-through rates** for Medicare plan information



## Disease Management

**30% improvement** in care plan adherence



## Procedure Compliance

**50% reduction** in procedure **no-go rate**, & **85% improvement** in **readiness**

# Redetermination Program Lowers Churn with 3X Engagement

## PROGRAM AT A GLANCE

mPulse partnered with County Care Health, a leading Medicaid MCO in Illinois' Cook County with ~315,000 diverse members in the greater Chicago area.

## GOAL

Encourage eligible Medicaid members to renew their coverage and improve member awareness & use of "redetermination events"

## STRATEGY

1. **Tailor Outreach:** Message eligible members with targeted invitations to redetermination events
2. **Inspire Behavior Change:** Members who RSVPed for event received reminders and nudges to encourage attendance
3. **Overcome Barriers:** Members that were unable to attend were directed to the online renewal application and connected to a call-in number to answer questions

## RESULTS



### IMMEDIATE IMPACT

Increase in redetermination rates after first month of mPulse program

3.3 PERCENTAGE POINT INCREASE



### MEMBER ENGAGEMENT

Increase in member attendance at plan redetermination events

↑ 168%

