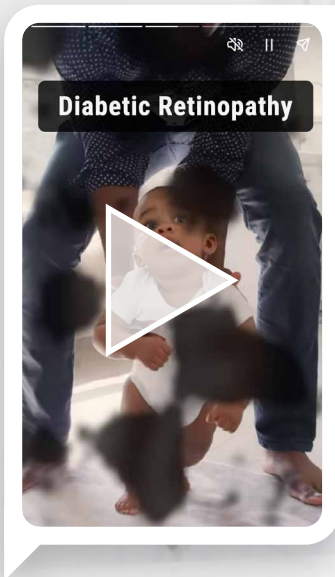


Tell me more



WHITE PAPER

6 Innovations in Streaming Health Content to Improve Member Experience

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Introduction

What do Netflix and TikTok dance challenges have to do with health literacy and gaps in care closures? More than you might think.

Engagement in healthcare continues to rely on old-school methods like pamphlets, newsletters, and other, er, less than compelling forms of content. What if, instead of viewing our audience as members and patients, we viewed them as the consumers they are, and looked to engage them in the ways that consumers are showing us they like, enjoy, and want?

Today's most powerful streaming platforms combine content, community, and data to anticipate what we want to watch, learn, and do next. They are a powerful example for healthcare to follow. Consumers have flocked to these content providers to be entertained, to be challenged, to learn new skills, to achieve new goals, and more, and platforms like these have revealed how consumers want to, or are willing to, engage.



Streaming Health Content: Don't Tell. Teach.

Currently, health outreach looks like SMS, email, and IVR. Using a conversational AI platform and proprietary engagement methods grounded in behavioral science, you can engage hard-to-reach members through tailored messaging to drive the health actions that matter most. However, even with this technology, health organizations still often struggle to remove barriers between home and care, motivation and healthy behaviors, and clinicians and patients. So, how can healthcare break through and inspire educational experiences that influence healthy behaviors?

Enter **streaming health education**. The logic behind it is simple. Just telling someone that it's time to get a mammogram or renew a prescription isn't always enough to get them to do it. There are numerous barriers to overcome: social determinants of health (SDOH) factors, health beliefs, the health literacy gap, apathy, and more. Sending a well-timed, well-written text message can sometimes do the job, but often we need to go further and help the health consumer understand *why* taking an action matters and how others are

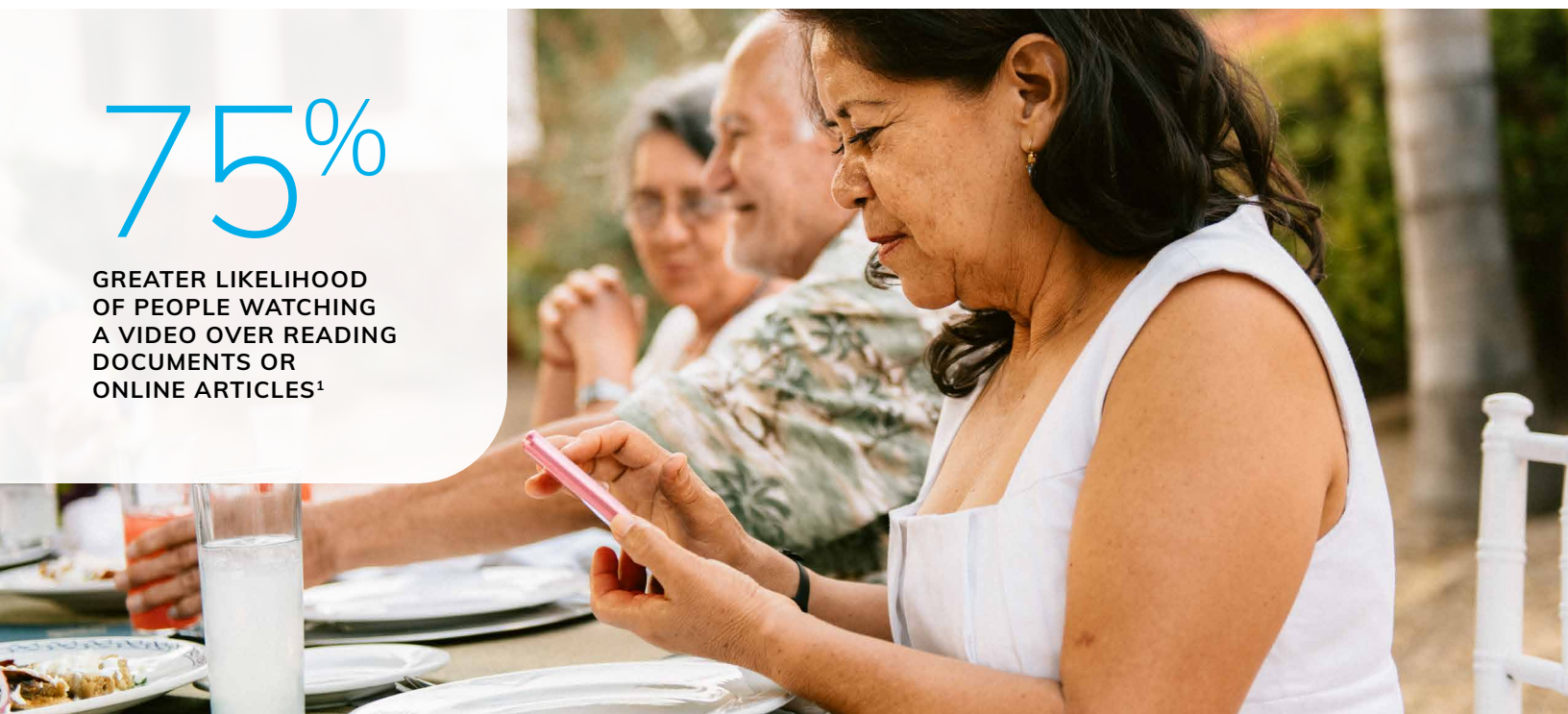
benefiting from acting. Or we simply need to get their attention for long enough to even hear us out.

Streaming health education, when thoughtfully integrated into engagement solutions, can achieve all these things. It infuses current and innovative types of content into member outreach in new ways. The same way we have experienced the biggest brands integrate streaming content, healthcare can mirror and change the way they interact with their populations and, more importantly, change the way their populations interact with them.

We can learn a lot from content trends outside of healthcare to inform how we use streaming content to engage health consumers. Before we do, we need to recognize that healthcare isn't engaging just to engage, but to drive meaningful action that can improve health outcomes. That requires a deep understanding of what it takes to change behavior, and that's where two disciplines of behavioral science and learning science converge to provide a framework that works.

75%

GREATER LIKELIHOOD
OF PEOPLE WATCHING
A VIDEO OVER READING
DOCUMENTS OR
ONLINE ARTICLES¹



Streaming Health Education by the Numbers

SURVEY RESULTS OF LEARNERS ACROSS MPULSE PROGRAMS
FOR SATISFACTION, CONFIDENCE, AND INTENT TO ACT

4.2 out of 5

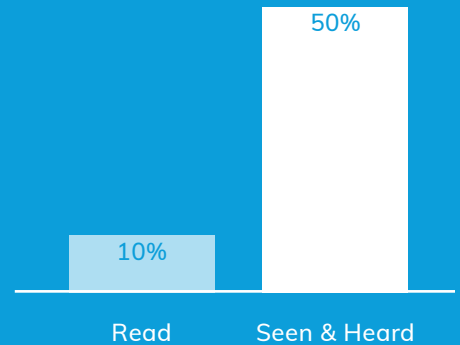


Satisfaction
Did they like it?

Confidence
Do they believe they can apply what they've learned

Intent to Act
Did we nudge them in the direction of change?

AMOUNT OF INFORMATION
RETAINED FROM
DIFFERENT SOURCES?



50+%

AVERAGE PERCENTAGE OF
LEARNERS COMMITTING TO A
HEALTHY ACTION THROUGH
INTENTION SETTERS EMBEDDED
IN OUR HEALTH CONTENT



"I absolutely love this course. It's brought me to yoga and meditation that's helping with back issues and acceptance of other issues I've been having."

– Learner, Mindfulness, Stress, and Sleep Health

30min

AVERAGE ENGAGEMENT
TIME PER USER

"Today I make a commitment to exercise every day and make a practice of meditating as if my life depends on it because it does. Thank you for this course!"

– Learner, Diabetes, Brain Power, Mindfulness

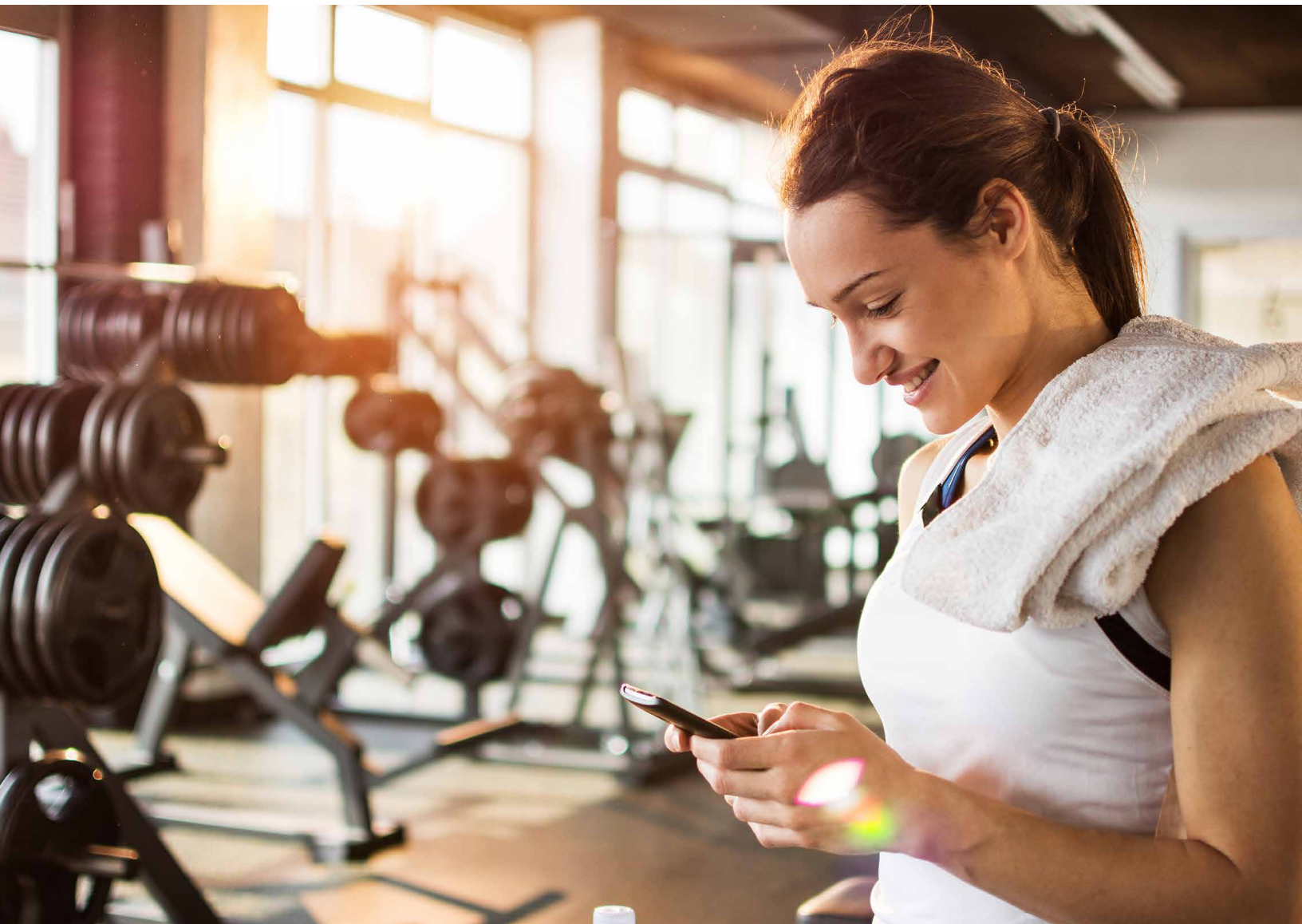
Behavioral Science Meets Streaming Health Education

It's easy to assume that if people are given the right information, they will make decisions in their best interest. But that isn't always the case. Behavioral economics teaches us: people are irrational, but in highly predictable ways. So, the key to driving action is to take advantage of that highly predictable irrationality and tailor your content for it.

For any solution we create, from a simple one-way text message reminding people to get their flu shot to a months-long omnichannel engagement campaign to get people to quit smoking, we identify and leverage the behavioral change techniques that are most

relevant. The creation process for the content included in those programs is no different. From affect to social proof to efficacy, every piece of content is specifically crafted with behavioral science techniques to ensure maximum effectiveness. And when you're trying to create content to drive behavior changes, that matters.

With that behavioral science framework in mind, you then can start layering innovative best practices for streaming content on top of it to give yourself the best chance at driving action. What are these innovations? Well, we've pinpointed six that we recommend using in health outreach starting with the type of content used.



INNOVATIONS IN STREAMING HEALTH CONTENT

Innovation 1: Types of Content

The most innovative aspect of content in the last few years just may be the format it's delivered in. Content we see around us every day is inspiration for the healthcare industry and can serve as a starting point to formulate new ways to meet health consumers where they are. If your members and patients are accustomed to watching bite-sized snippets of video, why not let that be the vehicle for delivering health education? Are they streaming all their favorite shows and news programs? Let them stream your content, too.

Overall, there are four major content categories we've seen work well when brought into healthcare outreach.

GIFs

GIFs have been around since 1987 despite only having gained in popularity in the last decade. But how can they transfer to educational streaming content in healthcare? Well, a lot can be said with a well-timed GIF, and using humor to capture attention, as GIFs usually do. They are an effective way to focus the member on a very real issue, such as fall safety in the example below.

Self-Produced Videos

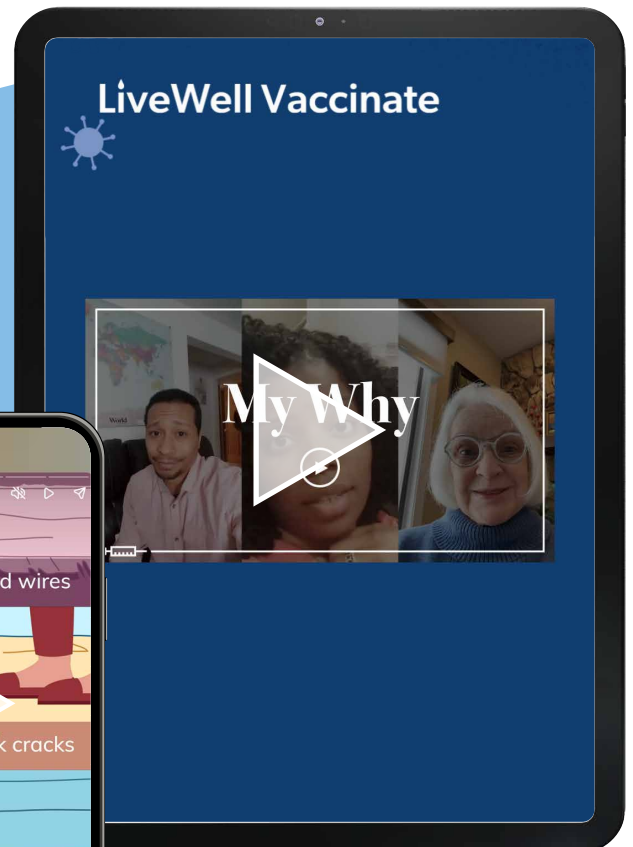
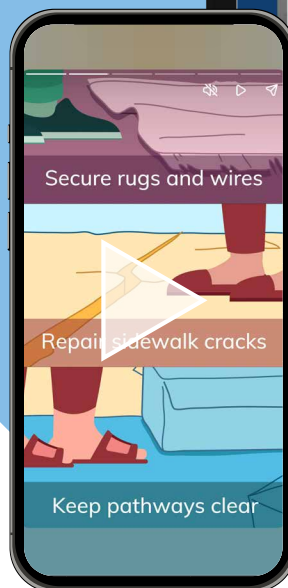
With the rise of Tik Tok, Snapchat, dancing videos, and trending challenges, self-produced videos have taken off in the last few years. We've been behind the scenes analyzing them beyond quick entertainment and through the lens of behavioral science and health communication.

Self-produced videos are often short, recorded in selfie mode, and have less focus on production value. These qualities make them more personal, fun, and more able to capture attention and connect the creator with the audience.

And as always, we're grounding it in behavioral science. The following piece uses social proof to move the viewer to action. Having other people explain the why behind getting vaccinated lets the members know they're not alone and identify with these people and their situation.



Click the images to watch the videos!



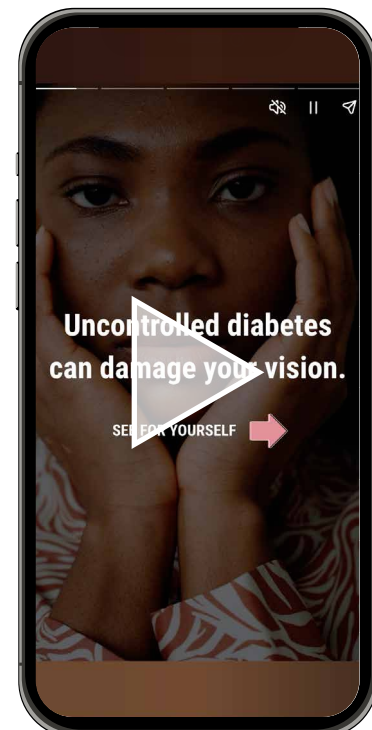
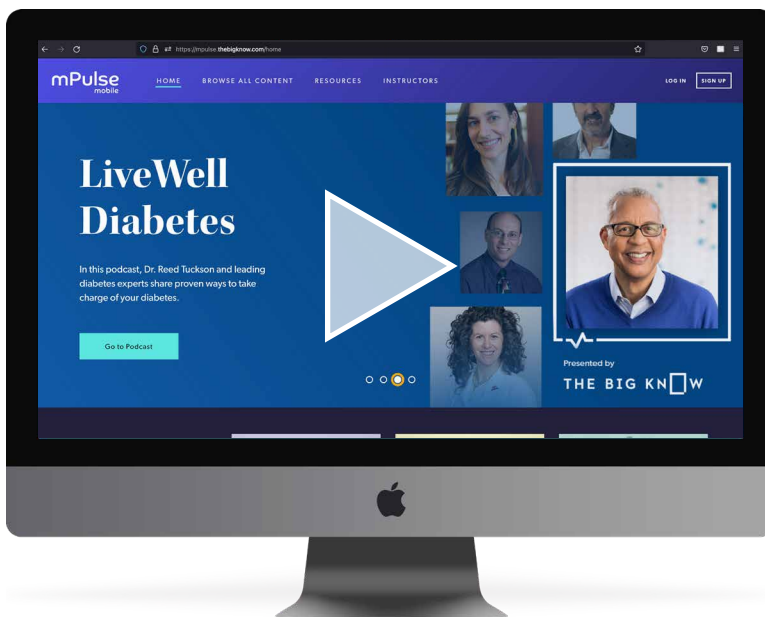
INNOVATIONS IN STREAMING HEALTH CONTENT

Licensable Streaming Content

Spotify, YouTube, Netflix, and more! Streaming is the main delivery method for content today and used by a huge amount of the population, but it somehow hasn't yet made a footprint in our health routines. We could be on the verge of seeing that change. With the option of licensable libraries of streaming health education content now on the market, healthcare organizations can enter the game and have a better chance of meeting members where they are and in the ways they already live their lives. Put simply: if your members are streaming content every day, why wouldn't you make sure some of that content is yours?

Stories

Started by Snapchat and copied by Facebook and Instagram, stories are now everywhere. Optimized for mobile delivery, they are auto-advancing snips of videos and images which pull together all the different types of content we've already talked about (video, gifs, and self-produced) into an interactive experience. Healthcare can take stories and use social media as another channel to communicate with their populations or repurpose them for SMS delivered solutions. Our diabetes eye exam story below was promoted to at risk populations and is a great example of how the use of stories can educate.





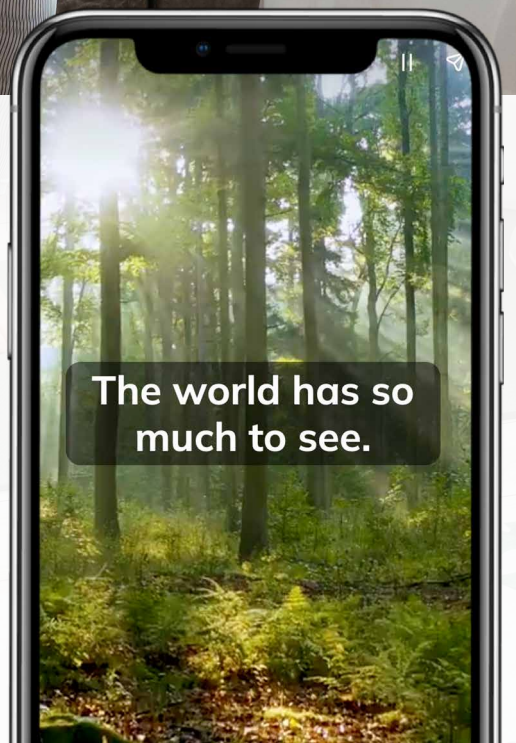
REAL WORLD OUTCOMES:

Humana Triples Click-Through Rates Using Streaming Education

mPulse partnered with Humana to encourage members to schedule their annual eye exam through SMS messaging, using behavioral science techniques, barriers assessment, and streaming education to drive link clicks.

270%

**INCREASE IN LINK CLICKS TO SCHEDULE EXAM
WHEN STREAMING EDUCATION WAS USED**



**The world has so
much to see.**

INNOVATIONS IN STREAMING HEALTH CONTENT

Innovation 2: Make the Ask

Now that you have your content format ready to go, you'll want clear, robust calls to action embedded within the streaming health experience, which is our second innovative best practice. Think about it this way: all the health content you deliver ultimately falls short if you aren't making the ask.

When crafting your call to action, make sure it is not only closely tied to the content being delivered but it is also specifically based on that recipient's needs.

And even better, the concept of including calls to action plays very well with our foundation of behavioral science. For example, for a plan launching a program to close gaps in care, including video content from a trusted health expert with a subsequent call to action infuses the behavioral concept of **Committed Device**, which is a choice that an individual makes in the present which restricts his or her own set of choices in the future. In other words, once the individual commits to scheduling, they will be more likely to follow through!

Another way to include calls to action with your content is to embed them directly into the streaming experience itself. One way to do this is with **Intention Setters**, which is a goal-setting feature. While taking the course, the viewer will be prompted to set an intention and a goal completion date. The plan or provider can then keep in contact with them regarding that intention, and the member can report back on its completion. Statistics of these can be tracked to see the percentage of people setting and completing them. On average, we see 6 in 10 learners commit to a healthy action through Intention Setters.



INNOVATIONS IN STREAMING HEALTH CONTENT

Innovation 3: Create Surround Sound

Being in the business of health communication, we are always discussing the concept of meeting health consumers where they are. Fortunately, with how content exists today, that isn't hard. Most of the daily lives of health consumers is digital—emails, websites, apps, social media, text messaging, phone calls, streaming content, and more. This makes it easy to apply our fourth innovative technique: create surround sound by producing a digital omnichannel experience.

In action, it might look like this: If we were heading into winter and you were trying to drive flu vaccinations, you might post an interactive FAQ to your organization's social media story, send the mini lesson video through email or text message, and have the full vaccine lesson available through your website portal. Your audience would likely run into your content multiple times, which serves to reinforce the educational message and makes it more likely they'll act on it.

When we think of popular brands who employ this concept, we might think of big box retailers who use shopping apps offering seamless pick-ups from the car, daily deals, and more to engage their consumers. Or maybe we think of a svelte exercise bike that engages consumers with on-demand videos featuring charismatic health coaches. Either way, we think of an effortless user experience. This is the **Spark Effect**. These big brands continue to see such an impressive growth rate because of that perceived effort. In simple terms, it is easy for the consumer to engage in the content and even easier to execute the implied action.

Deploying your streaming health content across the digital experience builds recall for your brand, shows your organization is proactive, and gives one more touchpoint to make your message memorable and meaningful.





REAL WORLD OUTCOMES:

Streaming Health and Wellbeing Education

United Healthcare, one of the leading health insurers in the United States with over 35 million covered lives, has licensed the mPulse Mobile streaming health education platform to deliver tailored rich learning experiences across 20+ topics configured to their Population Health engagement strategies. It includes interactive experiences to assess the health needs of individuals to tailor learning experiences and connect with 125,000 members on wellbeing topics that go beyond the transactions of healthcare.

95%

**SATISFACTION WITH
THE STREAMING HEALTH
EDUCATION COURSES**

51%

**CLICK-THROUGH RATE
TO RELATED CALLS-
TO-ACTION**

20%

**MEMBERS SPENDING
MORE TIME WITH EACH
PASSING QUARTER**

INNOVATIONS IN STREAMING HEALTH CONTENT

Innovation 4: Integrate Content into Your Programs

Traditional methods of communication used by healthcare organizations today help maintain the engagement needed to connect with their health consumers, but they don't necessarily reach the level of engagement needed to enact healthy behavior change. That's because telling someone it's important for them to do something and providing a way to do it may not always be enough to drive action. With today's average health consumer, something more is needed. Including streaming health content adds a layer of education and explains why someone should follow through on what you're asking them to do—not just how.

Let's take it a step further. When you then take it a step further by combining health content with conversational AI capabilities, you can uncover barriers to action through the consumer's responses and in turn deliver

bite-sized educational clips to address their specific obstacle. This way, you are not only educating them on why they should take a certain action, but you are delivering tailored content which educates around the specific reason that individual is not complying.

And because this is built on conversational AI technology, all of this is done at scale, yet individualized, for your entire population. In practice, this means Annie Doe, who tells us she isn't scheduling her doctor's appointment because of cost, will get different streaming health content than Jane Smith, who indicates she just doesn't have the time to make the call. This is highly personalized delivery of content at scale—and that might be just what is needed to drive the actions you're seeking.

Hi Annie, we noticed you still haven't filled your prescription for OPS***

We care about your health. Is there a reason you haven't filled yet?

I don't know why I need that med.

You should talk to your doctor if you are unsure if your medication is working. Learn more about the importance of talking about this with your care team in this short video: mp0.co/meds_video

Thanks!

Great vid! 🙌

You're welcome, Annie. Thank you for using Path Health.

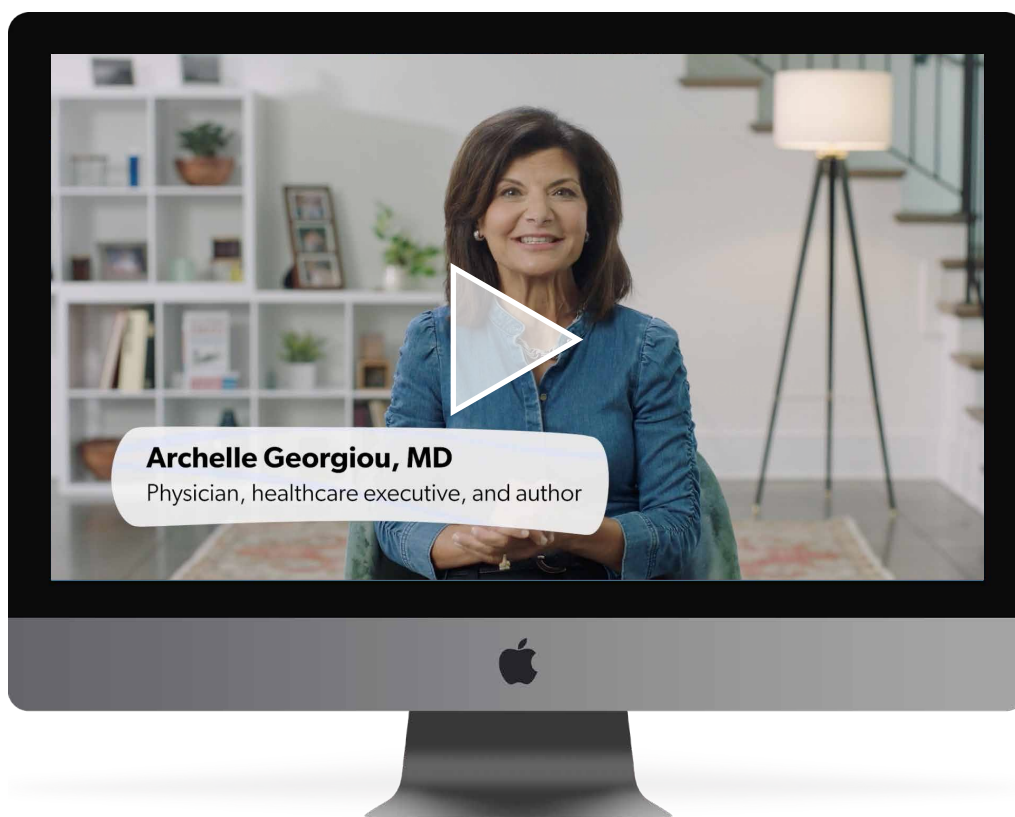
Archelle Georgiou, MD
Physician, Author, Health Reporter

INNOVATIONS IN STREAMING HEALTH CONTENT

Innovation 5: Target Your Content to Clear Business Goals

Your streaming health content is only as effective as it is in line with your goal. So, when producing and deploying content, you should tie it to the areas of your business you want to see an impact on—Health Outcomes Surveys (HOS), preventive screenings, diabetes prevention, and gaps in care just to name a few. Plainly, if your content isn't addressing the action you're trying to drive, you won't drive that action. That much is clear and generally understood. Having content at the scale and specificity that we are talking about, however, is not something widely adopted with healthcare organizations yet, which brings us to our next innovative best practice.

In the video below, Dr. Archelle Georgiou, physician, healthcare executive, and author, discusses how members can partner with their care team on the importance of their medication plan. If you're running a medication adherence campaign, this is exactly the kind of targeted and tailored content needed to align with your business and campaign goals. To be able to do that, healthcare organizations need to partner with a vendor who can consistently produce a large amount of very specific educational messaging (with behavioral science in mind) then subsequently tie in that content to their programs.



6 INNOVATIVE BEST PRACTICES IN STREAMING HEALTH CONTENT

Innovation 6: Data, Data, Data

The importance of our last innovative best practice cannot be understated because it's all about knowing whether your utilization of everything in this guide worked or not! At the beginning, we gave some concrete statistics of the data we've seen with streaming health content at large, but the most important numbers to you will be the specific outcomes from your own programs.

Metrics regularly tracked still apply, such as text messages delivered, response rate, and completion rate of the desired action. Integrating streaming health content into your outreach, though, broadens the data you have access to for outreach performance

and reporting. Now we can look at clickthrough rate to videos or activities, total views, engagement time, pages or lessons viewed per person, average number of course enrollments, average view time per piece of content, and so much more.

And with that added data comes more possibilities to tailor communication. If you are tracking these metrics, you can connect the way your health consumers interact with content back to your engagement strategies and the overall impact on your goals. This then gives you the option of incorporating the conclusions from it into future content strategies and outreach.

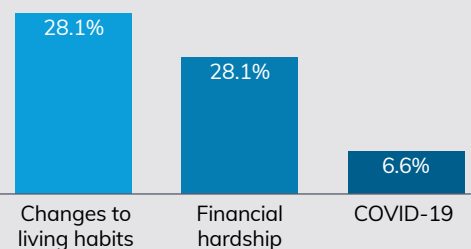
REAL WORLD OUTCOMES:

Social Isolation Outreach

Inland Empire Health Plan, a Medicaid and Dual Choice plan located east of Los Angeles with 1.6 million members, incorporated fotonovelas into a 7-week social isolation program deployed to over 90,000 members in both English and Spanish.

The goal was to uncover social isolation challenges for senior members and members with disabilities and to provide tailored support to ultimately improve mental wellbeing and establish meaningful connections between the plan and the member.

CHALLENGES REPORTED BY RESPONDENTS



40%

MEMBER ENGAGEMENT, AVERAGING 4 RESPONSES OR CLICKS PER MEMBER

15%

RESPONDENTS REPORTING NO REGULAR CONTACT WITH ANOTHER PERSON

85%

RESPONDENTS WHO LIKED OR LOVED FOTONOVELAS (CLICK-THROUGH RATES HIGHEST AMONG SPANISH SPEAKERS)

Takeaways

Low health literacy creates \$238 billion in health systems costs. Corporations spend nearly 7 billion to address these gaps and promote healthy behavior change, yet only 2% of health consumers access available programs. At the same time, the healthcare industry tends to still think of education as pamphlets, handouts, text documents, and short videos, but that's not true education—that's information.

When healthcare organizations take the innovative approach of creating educational health content (videos, bite-sized content, interactive FAQs, polls, quizzes, and more) and incorporate it in their outreach, we see much longer engagement times, the underlying problem of health literacy improve, and the fostering of stronger relationships between healthcare organizations and health consumers.

Our hope is this new frontier of educational health content creates a change in the health literacy of our society as a whole and improves the engagement and investment of individuals in their own health and well-being.

mPulse Mobile's Streaming Health Content Capabilities

mPulse Mobile's game-changing streaming content fuses together our dynamic technology with our behavioral science expertise to deliver health engagement solutions that drive outcomes.

Utilizing it as either standalone content or content which is fully integrated into our outreach solutions, our customers gain access to unrivalled engagement experience developed by behavioral strategists, learning strategists, content writers, and healthcare experts.

To learn more about mPulse Mobile's communication capabilities and health streaming content, schedule a demo at <https://mpulsemobile.com/request-a-demo/>.



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1. <https://blog.accel-5.com/leading-managing/value-of-video-in-your-corporate-learning-strategy/>
2. <https://elearningindustry.com/cone-of-experience-what-really-is>

About mPulse Mobile

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved health outcomes and business efficiencies by engaging individuals with tailored and meaningful dialogue. mPulse Mobile combines behavioral science, analytics and industry expertise that helps healthcare organizations activate their consumers to adopt healthy behaviors.

With over a decade of experience, 180+ healthcare customers and more than 500 million conversations annually, mPulse Mobile has the data, the expertise and the solutions to drive healthy behavior change.

To ask a question or request a call, go to: mpulsemobile.com/contact

