

CASE STUDY

AI-Powered Outreach Drives 20% Increase in Maternal Health App Enrollment



THE CLIENT

A maternal health organization providing doula and lactation support services sought to increase enrollment and engagement in their app among eligible members. Despite existing outreach efforts through traditional mail and SMS, enrollment numbers were not meeting their growth targets.

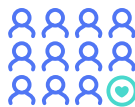
OUR SOLUTION



**EmpowerActivate
Solution**



**Voice/Text
Modalities**



**Medicaid
Members**

To strengthen their enrollment strategy, the client partnered with us to drive greater app engagement and utilization. Our solution centered on educating both current and prospective members about the app's features and benefits, while equipping them with the tools needed to facilitate enrollment.

We conducted an initial targeted outreach campaign to 7,000 individuals using a strategic two-touch engagement model. The initiative began with personalized voice calls designed to inform members about the program benefits and guide them through available app resources. This was followed by an SMS message containing a direct download link to the app, making it easy for members to take immediate action.

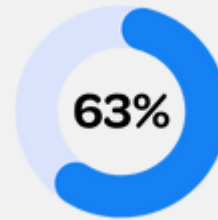
By integrating our virtual health assistant into the client's existing outreach efforts, we delivered a more comprehensive and streamlined experience. The combination of a personal touch through voice calls and the convenience of digital follow-up significantly enhanced member understanding and boosted conversion rates.

THE OUTCOMES

Among the **7K** members:



Of members reached, were engaged



Engaged members completed the call



Increased enrollment in app-based program

Data: Feb 2024-June 2025

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can help your population?**

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