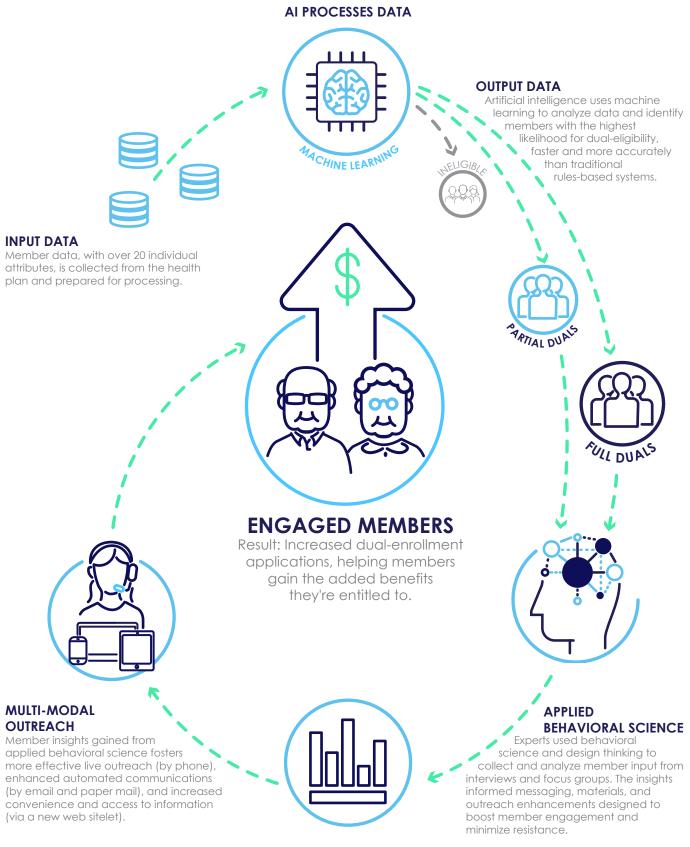
## Blending AI and Behavioral Science to Improve Dual Eligibility Advocacy

## Here's how it works.



## **MULTI-VARIATE TESTING**

Al rapidly tests many communication techniques, learning what content and channels work best to generate the fastest and most effective member actions.

