

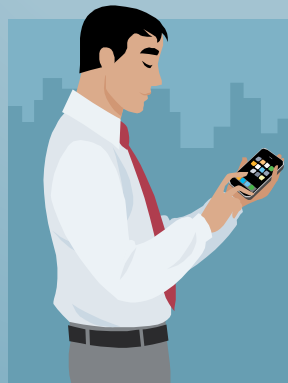
# TEXT OUTREACH AND YOU

*An overview of mobile messaging systems for OERU purposes.*



# TEXT MESSAGES GET READ

METHODS OF ENGAGEMENT	RATE OF OPENING/READING
Paper Mail Engagement	5%
Website Access/Email	6%
Phone Contact	10%
Text Messaging	~ 99 percent of text messages are read.



# OTHER ADVANTAGES OF TEXT MESSAGING

## Demographic Advantages

- *Texting is more common among lower income and minority groups.*
- *Latinos text more than any other demographic.*
- *Texting is used by the vast majority of people under age 65.*

## Other Advantages

- Good for aggregating data
- Texting is interactive
- Scalable almost infinitely
- Increasing in popularity as a way of doing almost everything.

### Texting

*% of cell phone owners who use their phone to send or receive text messages*

All cell phone owners (n=2,581)	80%
Men (n=1,163)	81
Women (n=1,418)	80
<b>Age</b>	
18-29 (n=451)	97***
30-49 (n=770)	92**
50-64 (n=710)	72*
65+ (n=599)	34
<b>Race/ethnicity</b>	
White, Non-Hispanic (n=1,586)	79
Black, Non-Hispanic (n=434)	80
Hispanic (n=351)	85
<b>Annual household income</b>	
Less than \$30,000/yr (n=690)	78
\$30,000-\$49,999 (n=456)	78
\$50,000-\$74,999 (n=345)	89**
\$75,000+ (n=646)	90**
<b>Education level</b>	
No high school diploma (n=187)	65
High school grad (n=681)	75
Some College (n=679)	85**
College + (n=1,020)	86**

Source: Pew Research Center's Internet & American Life Project, Summer Tracking Survey, August 7-September 6, 2012. N=2,581 cell phone owning adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones (1,206 cell calls were completed). Margin of error is +/- 2.2 percentage points.

\* indicates statistically significant difference compared with others in same grouping

# PART 1: ADVERTISING



## ADVERTISING MAY INCLUDE:

- *Billboards*
- *Radio*
- *TV*
- *Buses*
- *Newspapers*
- *Magazines*
- *In-House posters/flyers*
- *Facebook/Websites*
- *Other online advertising*



Each advertising venue comes with costs, advantages and disadvantages. Typically bigger advertising outreach is done for programs which intend to enroll new people into their systems. Ads are less necessary for retention and utilization campaigns.

# PART 2: THE MODULE



# CASE STUDY: TEXT4BABY'S MEDICAID MODULE

Figure 4: Medicaid Module Text Messages

Message sent 3 days after enrollment in Text4baby

(1/2) Text4baby wants you to know about free/low-cost health insurance. What type of health insurance do you have? Reply 1- No health insurance; 2- employer/Union; 3- Medicaid/CHIP; 4- Veterans/Military; 5- Other

**1 - No Health Insurance**  
Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids, it covers check-ups, sick visits, medicine, dentist visits & more. You may qualify if your family (of 4) income is below \$47,100 (maybe more). Call 877-543-7669 or go to [www.insurekidsnow.gov/state](http://www.insurekidsnow.gov/state) for info and to sign up.  
User marked as "CMS Interest"

**3 - Has Medicaid/CHIP**  
Free msg: Great! Don't forget to renew before coverage runs out. Look for your renewal notices in your mail. Have questions? Call 877-543-7669.  
User marked as "CMS Recipient"

**2, 4, 5 - Has Health Insurance**  
(1/2)Free msg: Thank you for response. If your situation changes, you can always call Medicaid/CHIP at 877-543-7668 or go to [www.insurekidsnow.gov/state](http://www.insurekidsnow.gov/state)

Follow-up message for moms interested in Medicaid/CHIP 10 days after enrollment

Send to users marked "CMS Interest"  
Free msg: Text4baby check in! Were you able to apply for free/low-cost health insurance called Medicaid/CHIP?  
Reply 1 for Yes or 2 for N.

**1 - Yes**  
Great job keeping your family healthy, Mom! You should hear back soon. If you haven't heard in 30 days, call 877-543-7669.  
User marked as "CMS recipient"

**2 - No**  
Free msg: Get peace of mind knowing that your kids have coverage. Call Medicaid/CHIP at 877-543-6779 or go to [www.insurekidsnow.gov/state](http://www.insurekidsnow.gov/state) to see if your family qualifies.

## TEXT4BABY'S MEDICAID MODULE RESULTS

- Majority of text4baby respondents report they are Medicaid/CHIP recipients:
  - Over half (54%) reported they are Medicaid/CHIP recipients
  - 13% reported they are uninsured.
- Respondents who receive messages in Spanish (vs. English) were 3.5x more likely to report they were uninsured:
  - 42% of Spanish respondents reported they were enrolled in Medicaid -vs. 54% overall

### Of 13 percent Uninsured...

- Over half of uninsured respondents report they applied for Medicaid/CHIP 1-2 weeks after receiving instructions from T4B.
- Medicaid/CHIP application rate higher among respondents who receive messages in English (vs. Spanish) and among pregnant women (vs. mothers)



# TEXTING CAN REALLY BE A CONVERSATION WITH YOUR CLIENTS

## TEXT4BABY'S FLU SHOT SURVEY

- In October 2011, 31% of participants responded to a text asking about their intention to get a flu shot.
- 55.7% of participants who indicated they were planning to get a flu shot and responded to a text asking if they wanted to receive a reminder (n=4,578) replied “yes.”
- High Response to Sensitive Topics:
  - Nearly three quarters (73%) of respondents not planning to get the shot were willing to provide a reason when asked, “why not?” via text.
  - Concerns reported by participants are consistent with a Centers for Disease Control and Prevention survey of pregnant women and illustrate the potential of Text4baby to obtain health information from hard-to-reach populations.

# THE BRONZE PLAN



- *For Retention + Utilization Only*
- *No Advertising other than In-House Materials and Facebook*
- *Very few messages. Low Cost. Possible Follow-Up for Effectiveness Tracking*
  1. *Client opts in at the time of enrollment*
  2. *Automated message requests zip code*
  3. *Message reminds client to utilize/renew services 2-5 times per year.*

## THE SILVER PLAN



- *For Basic Outreach, Enrollment and Follow-Up*
- *Advertising campaign in your geographic focus area.*
- *Gathers information on effectiveness of Text Outreach Program.*
  1. *Client sees Ad, Opts-in*
  2. *Automated Message System requests Zip Code and Insurance Status*
  3. *System Gives Phone Number of CHI Closest to the client to schedule an appt.*
  4. *System Follows-up after 30 days to see if they got enrolled. Client responds yes/no.*

### **SILVER PLAN PLUS:**

- *System sends client information to CHI for CHI to call the client, instead of the client calling the CHI.*

## THE GOLD PLAN



- *Combines the Bronze and Silver Plans for complete OERU.*
  - *Advertising Campaign in your geographic focus area.*
  - *Follow-up texts gather information on program effectiveness.*
1. *Client Sees Advertisement and Opts In*
  2. *Automated Messaging System Requests Zip Code and Insurance Status*
  3. *Client is referred to local CHI for enrollment resources or CHI calls the client.*
  4. *Follow-up message after 30 days verifies client has been enrolled, or re-refers them to available services.*
  5. *Further follow-up messages verify utilization after coverage has been confirmed.*
  6. *Plan would continue to follow-up for retention purposes on an annual basis or more frequently.*

## THE PLATINUM PLAN

- Complete OERU Plus Focused Health Tips/Data Gathering.
- Advertising Campaign in your geographic focus area.
- Follow-up texts gather information on program effectiveness.



1. Client Sees Advertisement and Opts In
2. Automated Messaging System Requests Zip Code and Insurance Status
3. Client is referred to local CHI for enrollment resources or CHI calls the client.
4. Follow-up message after 30 days verifies client has been enrolled, or re-refers them to available services.
5. Further follow-up messages verify utilization after coverage has been confirmed.
6. System would continue to follow-up for retention purposes on an annual basis or more frequently.
7. Health Tips and Data-gathering text messages would be sent on a regular basis to have an intended and measured effect on consumers' actions.
  - E.g. Remember to get your flu shot! > Did you get your flu shot?

# PROS AND CONS



- *Pros:*

- *Texts Get Read*
- *Effective in getting people enrolled*
- *Expandable as long as you have the \$\$*
- *Data Gathering, Retention, Utilization, Conversation*

- *Cons:*

- *Prices can get out of hand*
- *HIPAA expertise becomes necessary for extensive data gathering*
- *Advertising can be hard*

# CONVERSATION

