Welcome!
All lines are muted.
Please use chat to ask questions or to comment at any time.
Housekeeping

• This session will be recorded.
• Slides and recording will be posted on CIN site www.chcf.org/cin
• To ask a question:
  – Logistical questions: Use CHAT to the Host
  – Questions for Speakers: Use CHAT to ALL
• Survey: Please look for quick online survey to let us know what you think.
Interactive Text Messaging for a Healthier Patient Population

A Medi-Cal Health Plan Case Study
Introductions

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Outline

- Value of Mobile for Medicaid Population
- IEHP Business Objectives
- Case Study: Approach & Results
- Solutions for Providers
- Questions and Answers

Text MEDICAID to 42039 to get a copy of the IEHP research study
Value of Mobile for Medicaid Populations
Medicaid Members Have the Lowest Activation

The Need to Inform and Educate

Medicaid vs Private Insurance

- Prevalence of chronic conditions\(^1\)
- Use of the emergency department\(^2\)
- Prevalence of mental health issues\(^1\)

How to choose a doctor

It is time to get a preventive screening

There are free resources for mental health

There is a 24-hour nurse helpline

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\(^1\)gallup.com/poll/161615/preventable-chronic-conditions-plague-medicaid-population.aspx
But Portals & Apps Aren’t the Only Solution

Medicaid Use of Mobile Channels

2014
Pew Industry Survey Low Income Individuals

- 86% own a mobile phone
- 50% own a smart phone
- 45% use a smart phone as primary internet access

2016
Survey of Medi-Cal Plan

- 90% own a smart phone
- 75% use a smart phone as primary internet access

mPulse Mobile- Data on File
Text is a Significant Area of Opportunity

Text Usage

- Active on Text: 79%
- Unlimited Text Plan: 91%
- Number of Messages Read: 98%

Take Full Advantage of Text

- Text is highly adopted and delivered immediately with high read rates
- A phone number scrub is important to identify mobile phones
- Mix text only content with links to rich content
- Data requirements need to be considered

mPulse Mobile- Data on File
CTIA
IEHP Business Objectives
About IEHP

IEHP
Not-for-profit, rapidly growing Medi-Cal and Medicare health plan in California.

mPulse Mobile and IEHP have been working together since early 2015

5,000 Providers
Size of network

1.2m Members
Growing from 600k prior to Healthcare Reform
## IEHP Business Objectives

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Content</th>
<th>Interactive</th>
</tr>
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<tbody>
<tr>
<td>Increase member activation and improve knowledge of IEHP benefits and services</td>
<td>Content areas include nurse line, choosing a doctor, urgent care, health tips, and health challenges</td>
<td>Explore the benefits of interactive messaging compared to one-way, primarily informational messaging</td>
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IEHP Member Profile

54% women, 46% men

72% prefer English, 25% prefer Spanish

MOBILE PHONE
66%
Crawl
Introduce members and staff to texting

Walk
Increase engagement with 2-way dialogs

Run
Text-based intervention for gaps in care, clinical programs

Successful Text Program Highlights
1. Text messages sent: 5.8 million
2. Total programs promoted: 24
3. Only 11% Opt-out per campaign
Case Study: Approach & Results
## Case Study: Methodology

<table>
<thead>
<tr>
<th>Participants</th>
<th>Targeting</th>
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<tbody>
<tr>
<td>Study group consisted of 17,000 newly-enrolled IEHP members</td>
<td>Member segments were targeted with segmented message workflows</td>
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<table>
<thead>
<tr>
<th>Measurement</th>
<th>Language</th>
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<tr>
<td>Click rates, sentiment, response rates, engagement, activation levels and actuation scores were compared between study group and control group</td>
<td>All messages were dual language (English/Spanish)</td>
</tr>
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</table>
Use data from the population to improve communication personalization.

- Language: ES
- Gender
- Age
- Location
Build tailored and contextual content

- Set delivery times based on demographics
- Measure changes, sentiment and activation at each interaction
- Direct participants to existing resources
Multiple Message Types to Engage Members

**Informational Messages**

Call IEHP at 888-123-4567 if you need health advice and want to talk to a nurse.

**Interactive Polls**

Do you know who your doctor is? Reply YES or NO

**On-demand Resources and Challenges**

If you need urgent care, text URGENT for information about a nearby IEHP urgent care clinic" or “For new ways to take care of your health, text TRY and we’ll send you health tips and challenges.

**Open-ended Questions**

Imagine that you wake up in the middle of the night with a sore throat. How would you use IEHP to get care? Please reply in your own words. Thanks!
Activating Members To Use Health Resources

Okay, here’s another way to get the information. Just text NURSE and we will reply with the phone number for the IEHP 24-Hour Nurse Advice Line.

Okay, thanks!

You’re welcome!

Tuesday 8:35am

I have a lot of gas in my stomach. What can I use? NURSE

IEHP Nurse Advice Line
1-888-555-1234
Humanizing Healthcare Communications

IEHP has been sending you about 5 text messages a month. Would you like to receive more messages, less messages, or keep it the same? Reply MORE, LESS or SAME.

Same, thank you

That's great! We will keep sending you messages and hope you are finding them helpful!

Your efforts make me feel not alone. Thank you.

You are very welcome

I still want to know who you are. You are a person, not a number but all I know about you is 90902.
Health Challenges Had High Response Rates

IEHP MEMBERS RESPONDED VERY POSITIVELY TO A HEALTH CHALLENGE

10% AVERAGE RESPONSE RATE 33% COMPLETION RATE

BREAKOUT OF RESPONDENTS:

28% WOMEN 45-60 14% WOMEN 30-44 12% MEN 20-29 11% WOMEN 20-29
Measuring Outcomes & Results

- Opt-out Rates
- Response Rates
- Click-through Rates
- Average Sentiment
- Online Survey
Study Results

63% reduction in intent to utilize ER for a mild condition

91% found knowledge of benefits & services improved

48 point reduction in patients unsure of how to get care with IEHP

Baseline: 59%
Post Study: 11%
Effective use of IEHP Services
Members were asked how they would use IEHP resources when sick with a mild condition

- Control Group
- Study Group

- ER
  - 11% (Control Group)
  - 4% (Study Group)

- Urgent Care
  - 10% (Control Group)
  - 11% (Study Group)

- Doctor
  - 10% (Control Group)
  - 11% (Study Group)

- Nurse
  - 39% (Control Group)
  - 42% (Study Group)

- Self Care
  - 14% (Control Group)
  - 22% (Study Group)

- Don't Know
  - 17% (Control Group)
  - 11% (Study Group)
**Evidence of Improved Knowledge**

Using a scale of 1 (strongly disagree) to 5 (strongly agree) members rated the text messages very highly on providing content relating to IEHP services and on health tips and challenges.

- I received information on how to use the 24-hour nurse advice line: 4.4
- I learned about how to choose a primary care doctor: 4.2
- I was reminded about the need to schedule routine care and physicals: 4.4
- I learned about how to find an urgent care clinic: 4.2
- I found out about the IEHP Community Resource Center or CRC: 3.9
- I enjoyed getting health tips and challenges: 4.2
- The text messages improved my overall knowledge of IEHP services: 4.3
Post-Study Programs

Drive Member Portal Registration
• Higher registration for those who received a text message

Drive Nurse Advice Line use
• Sent to 742k members

Drive Urgent Care Clinic use
• Sent to 411k members

HEDIS Measures
• Mammogram screenings
• Cervical cancer screenings

39%

AWAITING MORE DATA FROM THOMAS
Mobile Solutions for Providers
Mobile Engagement Solutions

mPulse Mobile delivers innovative mobile communication solutions that promote patient engagement throughout the care continuum.

Population & Community Health
Identify opportunities to improve healthy behaviors and use the reach of mobile communications to motivate patients to take action.

Care Coordination
Provide communications to patients and families throughout the procedure process to reduce staff burden and improve patient satisfaction.

Patient Centered Care
Use mobile channels to deliver individualized information and tools that enable patients to take more self-ownership of their care plan.
The right communications transform how patients engage with their treatment plan.

Let’s follow Jennifer, who is having knee surgery, through her care transitions.

Text Keyword “Knee” to 42039

Jennifer is a busy professional who juggles her life from her mobile phone using apps and texting, like 94% of adults.
Before the procedure, Jennifer receives texts with a link to the hospital portal to complete a pre-procedure questionnaire.

**TWO WEEKS PRIOR TO PROCEDURE**

Leading up to the procedure, Jennifer receives time-based reminders about pre-procedure preparation.

**TWO DAYS BEFORE PROCEDURE**

Ensure Patients are Prepared for Surgery

Free Nurses from time consuming calls

Promote pre-procedure preparation
DURING PROCEDURE

Provide meaningful updates to family members and loved ones so they feel informed about the procedure, and do not feel the need to request updates

Automate updates to family and friends

DAY OF PROCEDURE

Jennifer arrives for procedure on time and prepared
Jennifer receives text message reminder on follow-up appointment to ensure proper healing and patient care

**DISCHARGE**

- Reinforce post-op instructions

**CONTINUING CARE**

- Improve continuing care and patient satisfaction

**HOME CARE PLAN**

- After surgery, Jennifer receives well-timed, text message reminders about medication, procedure care instructions, and patient care actions

+ Reduce readmission rates
Using Mobile Channels to Drive Healthy Behaviors

Activate

Tailored content drives behavior change

Engage

Interactive, real-time, automated mobile dialog

Communicate

Reliable and secure mobile message delivery
Medicaid Population Insights

- High mobile usage
- 2-way messaging with NLP drives engagement
- Interactive messaging impacts behavior change
- Multiple message types provide richer insights
Questions?

Text MEDICAID to 42039 to get a copy of the research study

or visit mpulsemobile.com
This session’s recording
Alternatives to Face to Face, Part 3: Telehealth, Feb/March
Medication-Assisted Treatment series
New Partner Report online: Community Partnerships
Join the network: www.chcf.org/cin