

Alternatives to Face to Face Visits, Part 2 of 3

# Interactive Text Messaging for a Healthier Population

January 26, 2017

Welcome!

All lines are muted.

Please use chat to ask questions  
or to comment at any time.



California  
Health Care  
Foundation

California  
**Improvement**  
**Network** Better Ideas  
for Care Delivery

# Housekeeping

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- This session will be recorded.
- Slides and recording will be posted on CIN site [www.chcf.org/cin](http://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



A Public Entity

Inland Empire Health Plan





Thomas Pham

Inland Empire Health  
Plan

Senior Director,  
Marketing & Product  
Management



Jared Teo

Health Innovation Fund  
California Health Care  
Foundation

Senior Program Officer



Heather Winters

mPulse Mobile

National Director, Healthcare  
Accounts



Paige Mantel

mPulse Mobile

Senior Vice President,  
Marketing



# Outline



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**Value of Mobile  
for Medicaid  
Population**

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**IEHP Business  
Objectives**

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**Case Study:  
Approach &  
Results**

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**Solutions for  
Providers**

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**Questions and  
Answers**

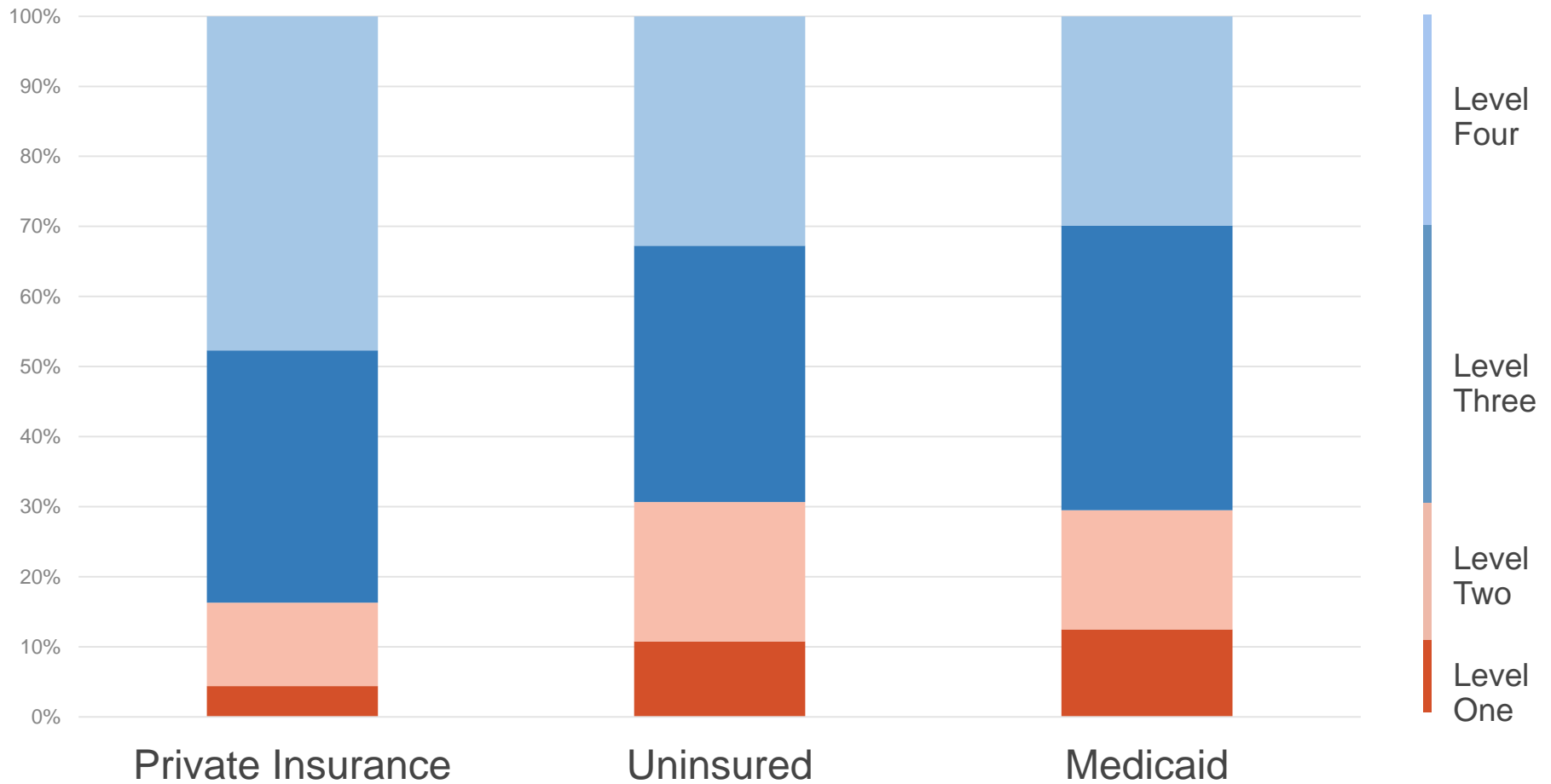
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**Text MEDICAID to 42039  
to get a copy of the IEHP research study**

A photograph of a woman with long brown hair and a young child with dark hair, both smiling and looking at a smartphone held by the woman. They are outdoors, with a blurred background of green trees and hills. A dark blue horizontal band is overlaid across the middle of the image, containing the title text.

# Value of Mobile for Medicaid Populations

# Medicaid Members Have the Lowest Activation



Hibbard JH, Cunningham PJ. How engaged are consumers in their health and health care, and why does it matter? Res Brief. 2008 Oct;(8):1-9.

## Medicaid vs Private Insurance

**2x**

Prevalence of chronic conditions<sup>1</sup>

**2x**

Use of the emergency department<sup>2</sup>

**2x**

Prevalence of mental health issues<sup>1</sup>

How to choose a doctor

It is time to get a preventive screening

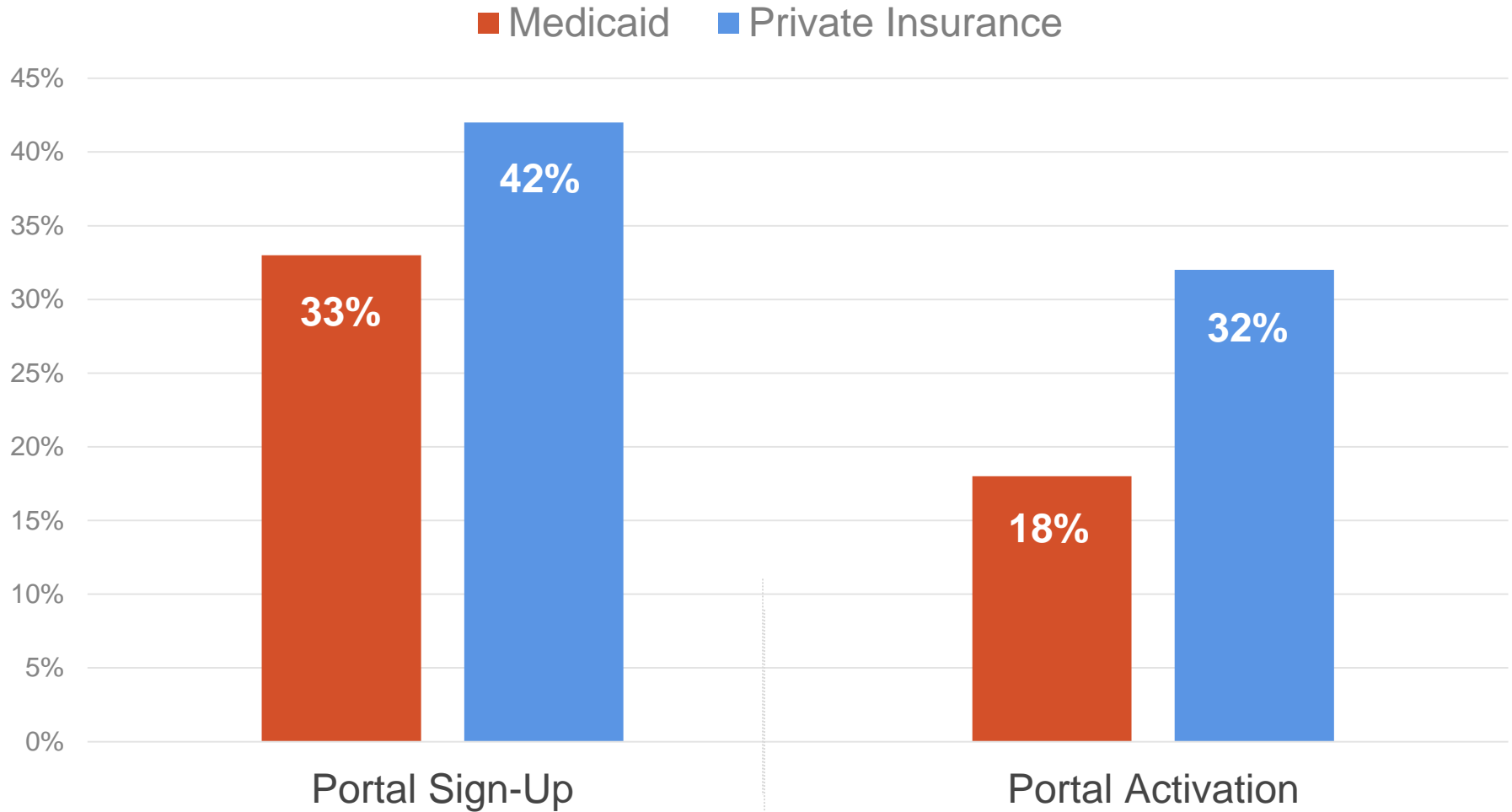
There are free resources for mental health

There is a 24-hour nurse helpline

<sup>1</sup>[gallup.com/poll/161615/preventable-chronic-conditions-plague-medicaid-population.aspx](http://gallup.com/poll/161615/preventable-chronic-conditions-plague-medicaid-population.aspx)

<sup>2</sup>[www.medicaid.gov/Federal-Policy-Guidance/Downloads/CIB-01-16-14.pdf](http://www.medicaid.gov/Federal-Policy-Guidance/Downloads/CIB-01-16-14.pdf)

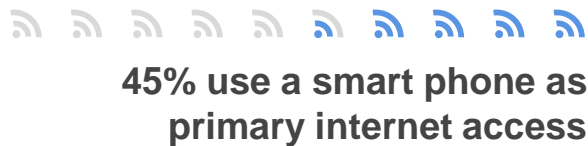
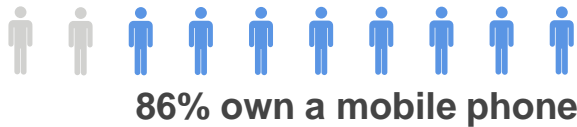
# But Portals & Apps Aren't the Only Solution



Ketterer T, West DW, Sanders VP, Hossain J, Kondo MC, Sharif I. Correlates of patient portal enrollment and activation in primary care pediatrics Acad Pediatr. 2013 May-Jun;13(3):264-71.

## 2014

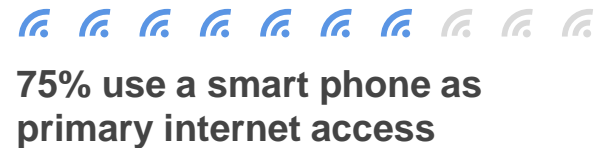
Pew Industry Survey Low Income Individuals



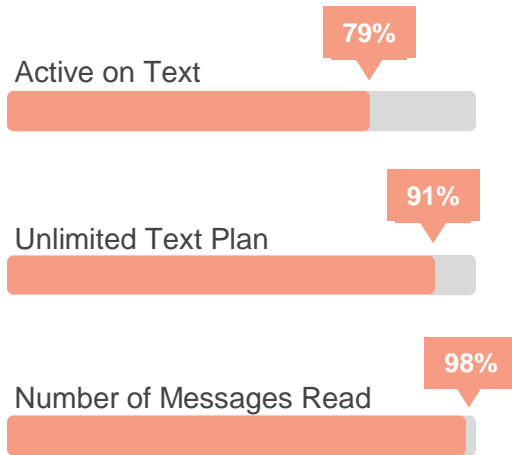
## 2016

Survey of Medi-Cal Plan

Survey was of mobile phone owners



## Text Usage



## 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



# IEHP Business Objectives





## IEHP

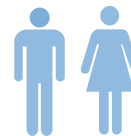
Not-for-profit, rapidly growing Medi-Cal and Medicare health plan in California.

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

## Knowledge

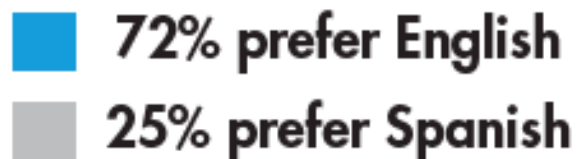
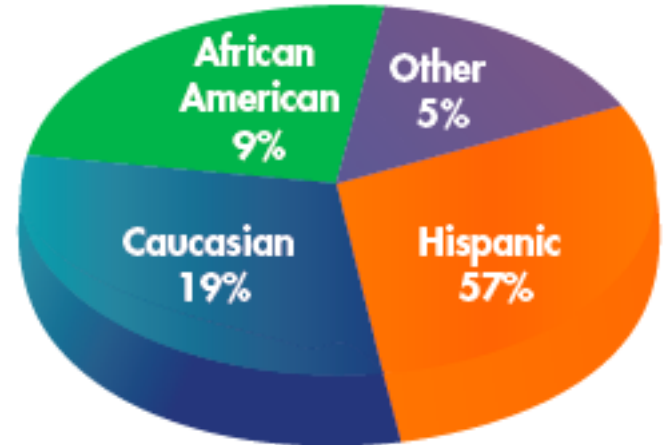
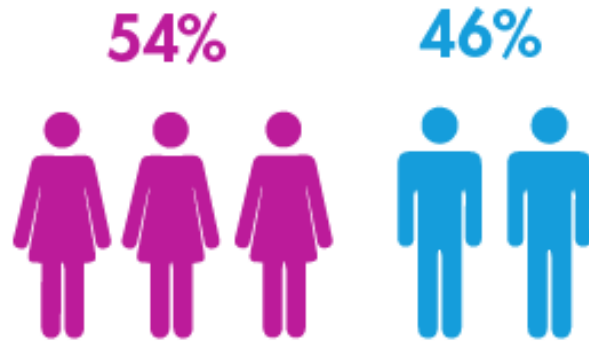
Increase member activation and improve knowledge of IEHP benefits and services

## Content

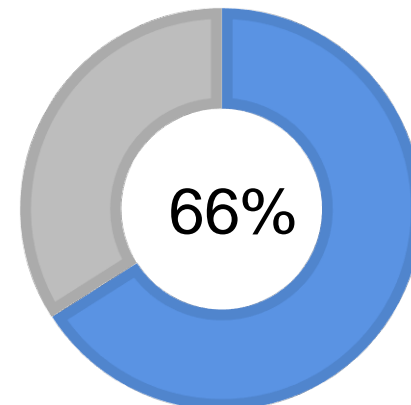
Content areas include nurse line, choosing a doctor, urgent care, health tips, and health challenges

## Interactive

Explore the benefits of interactive messaging compared to one-way, primarily informational messaging



## MOBILE PHONE



# Crawl

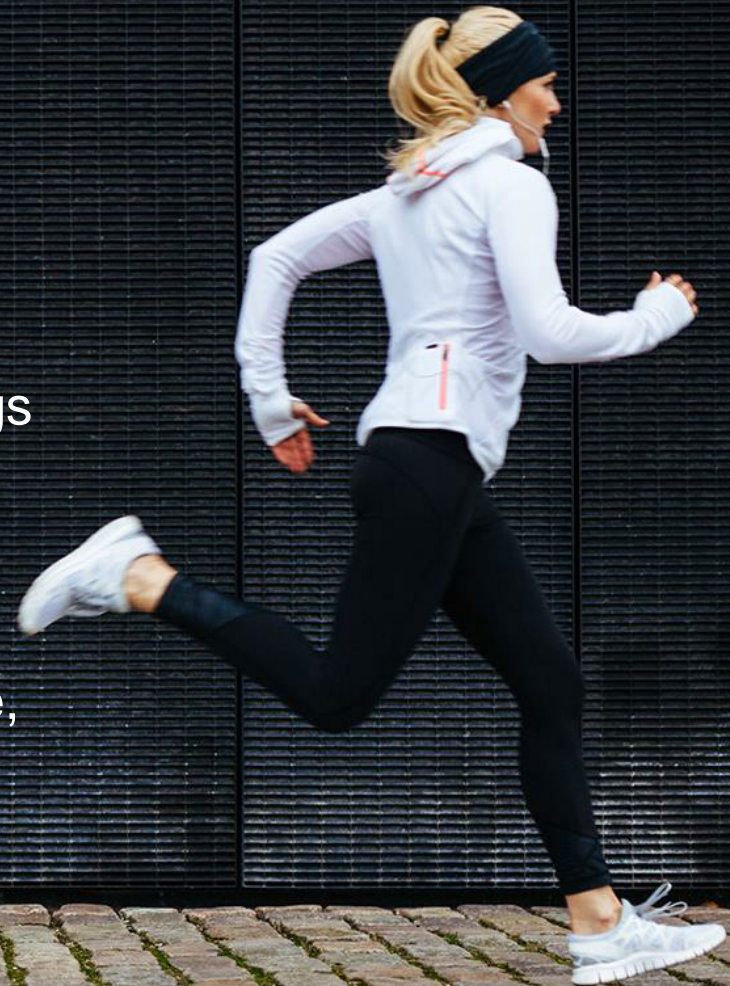
Introduce members and staff to texting

# 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



A group of five office workers are smiling in a modern office environment. In the foreground, a blonde woman in a teal top is seated and looking towards the camera. Behind her, a man in a blue shirt is also smiling. To the right, a woman in a red top is seated and looking over her shoulder. In the background, another woman is partially visible. The office has large windows and a bright, airy feel.

# Case Study: Approach & Results

## Participants

Study group consisted of 17,000 newly-enrolled IEHP members

## Targeting

Member segments were targeted with segmented message workflows

## Measurement

Click rates, sentiment, response rates, engagement, activation levels and actuation scores were compared between study group and control group

## Language

All messages were dual language (English/Spanish)

Use data from the population to improve communication personalization



## Build tailored and contextual content



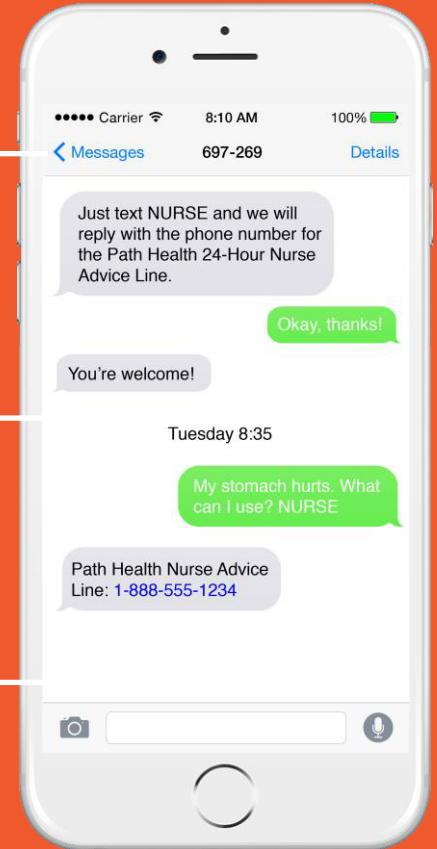
Set delivery times  
based on  
demographics



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

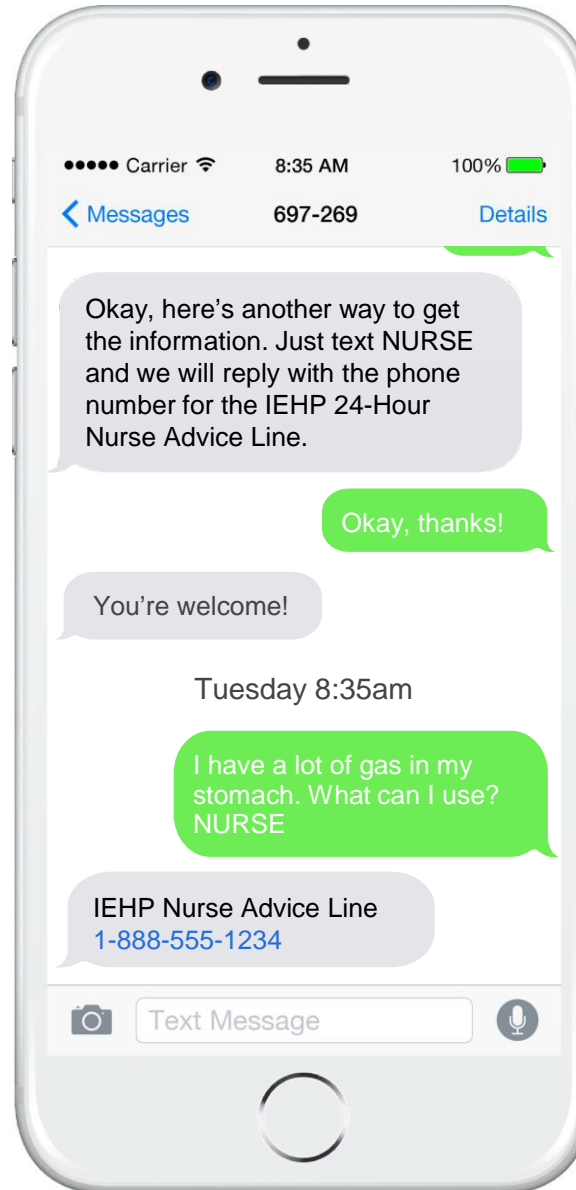
## On-demand Resources and Challenges

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!

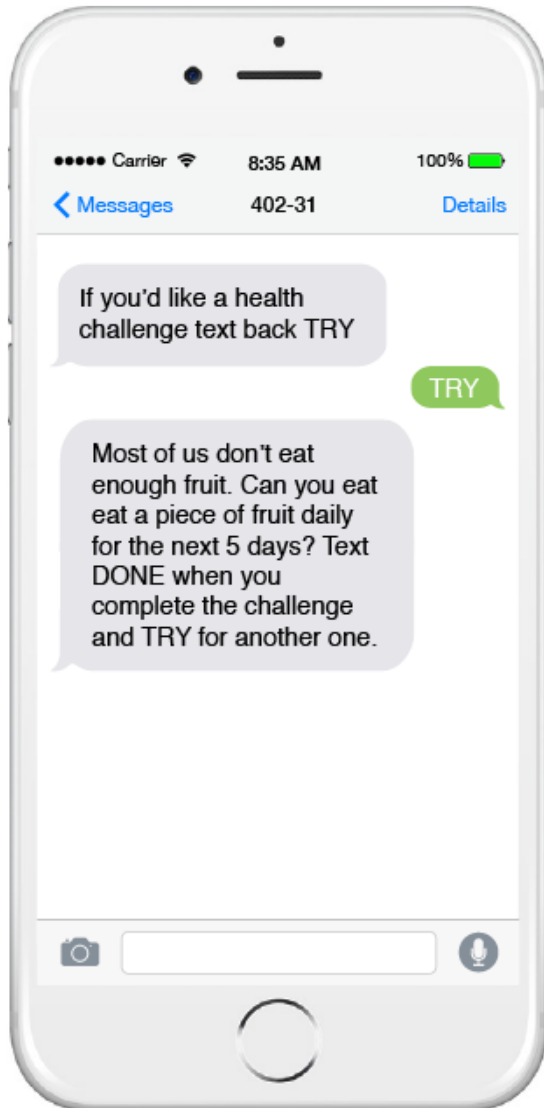
# Activating Members To Use Health Resources



# Humanizing Healthcare Communications



# Health Challenges Had High Response Rates



IEHP MEMBERS RESPONDED VERY POSITIVELY TO A HEALTH CHALLENGE

10%

AVERAGE RESPONSE  
RATE

33%

COMPLETION RATE

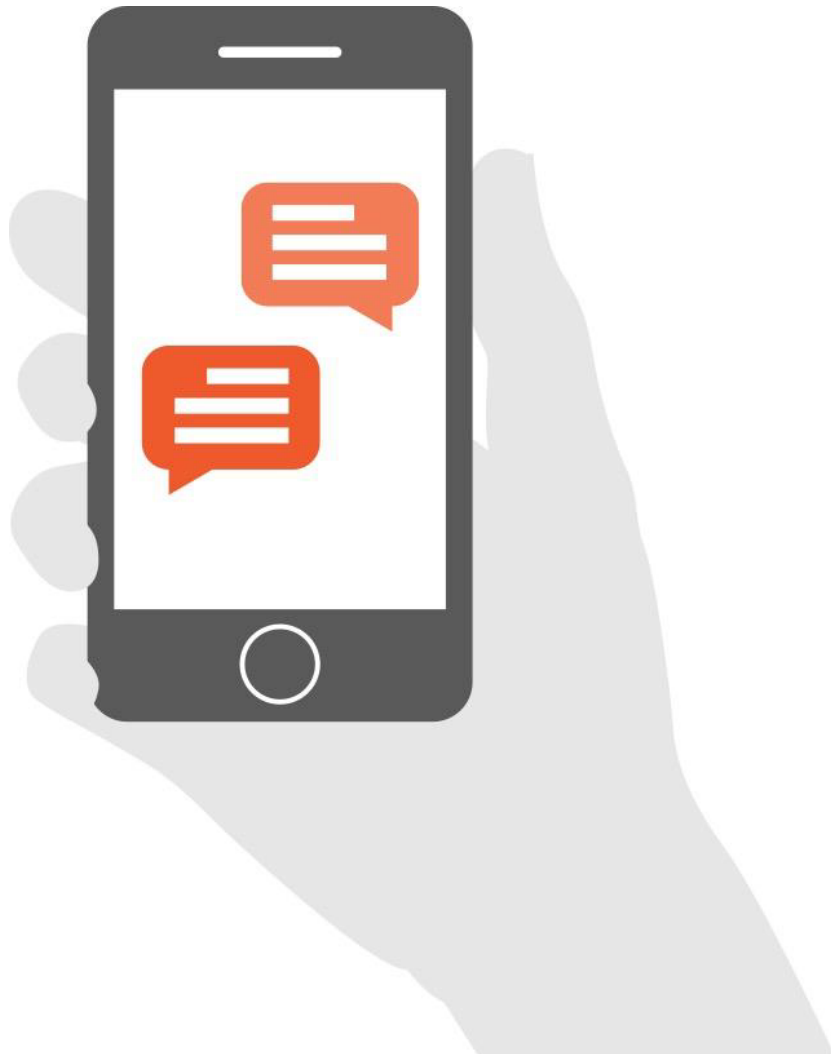
BREAKOUT OF RESPONDENTS:

28%  
WOMEN  
45-60

14%  
WOMEN  
30-44

12%  
MEN  
20-29

11%  
WOMEN  
20-29



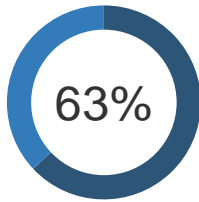
**Opt-out Rates**

**Response Rates**

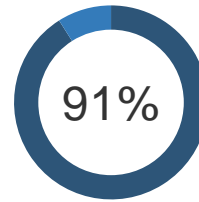
**Click-through Rates**

**Average Sentiment**

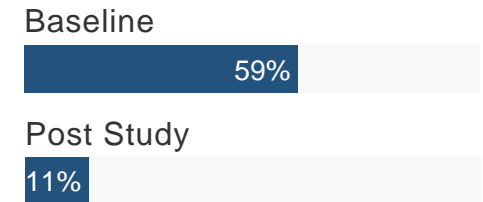
**Online Survey**



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

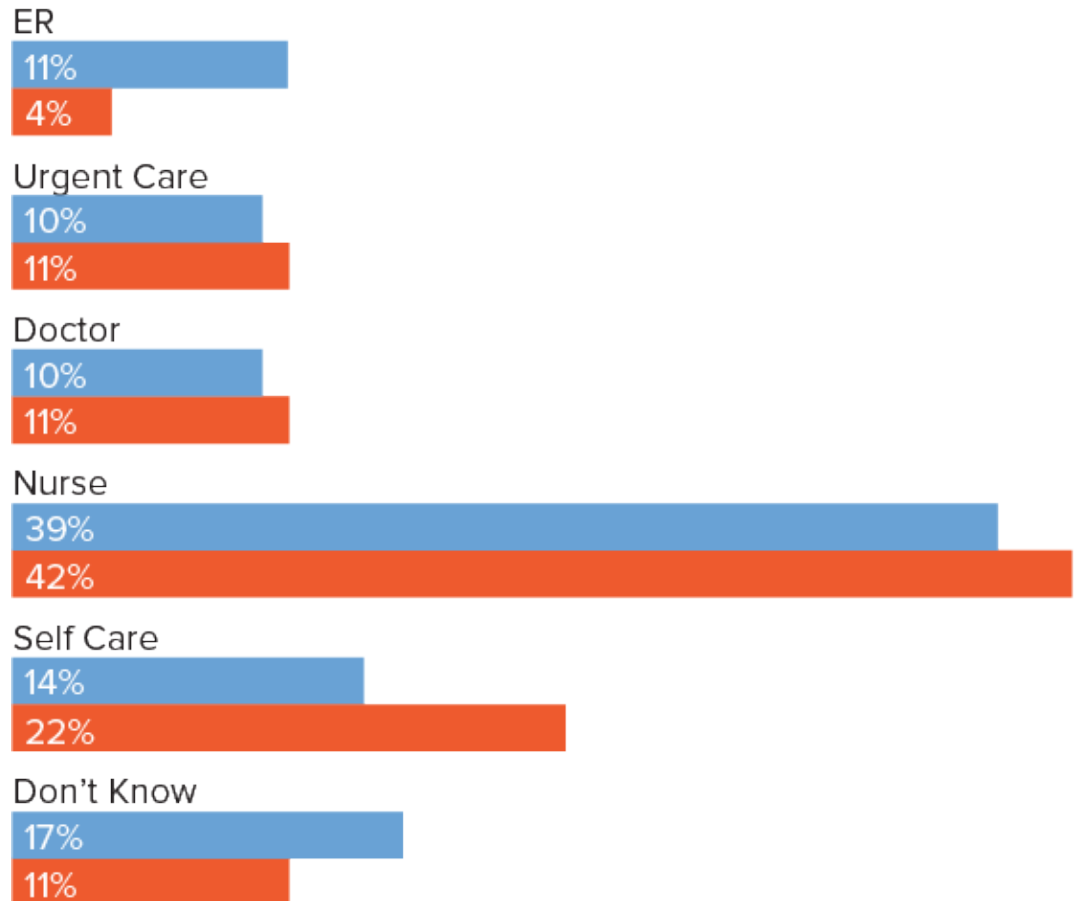
# Improved Member Self-activation



## Effective use of IEHP Services

Members were asked how they would use IEHP resources when sick with a mild condition

■ Control Group  
■ 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.





## Drive Member Portal Registration

- Higher registration for those who received a text message



39%

## 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

**AWAITING MORE DATA FROM THOMAS**

A close-up photograph of a person's hand holding a silver smartphone. The hand has pink nail polish and a ring on the ring finger. The phone is held over a laptop keyboard. In the background, another person's hand is visible, also holding a phone. The scene is set on a wooden desk.

# 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.



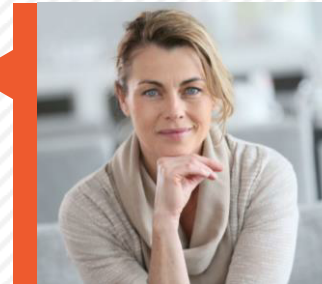
### Patient Centered Care

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



## **SURGERY IS SCHEDULED**

Jennifer receives all logistical information for her upcoming procedure

- + Ensure Patients are Prepared for Surgery

## **TWO DAYS BEFORE PROCEDURE**

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

- + Promote pre-procedure preparation

## **TWO WEEKS PRIOR TO PROCEDURE**

Before the procedure Jennifer receives texts with a link to the hospital portal to complete a pre-procedure questionnaire.



- + Free Nurses from time consuming calls

## DAY OF PROCEDURE

Jennifer arrives for procedure on time and prepared



## 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

## DISCHARGE

Jennifer and her caregivers receive text messages with links to complete post-op instructions



+ Reinforce post-op instructions

## CONTINUING CARE

Jennifer receives text message reminder on follow-up appointment to ensure proper healing and patient care



+ Improve continuing care and patient satisfaction

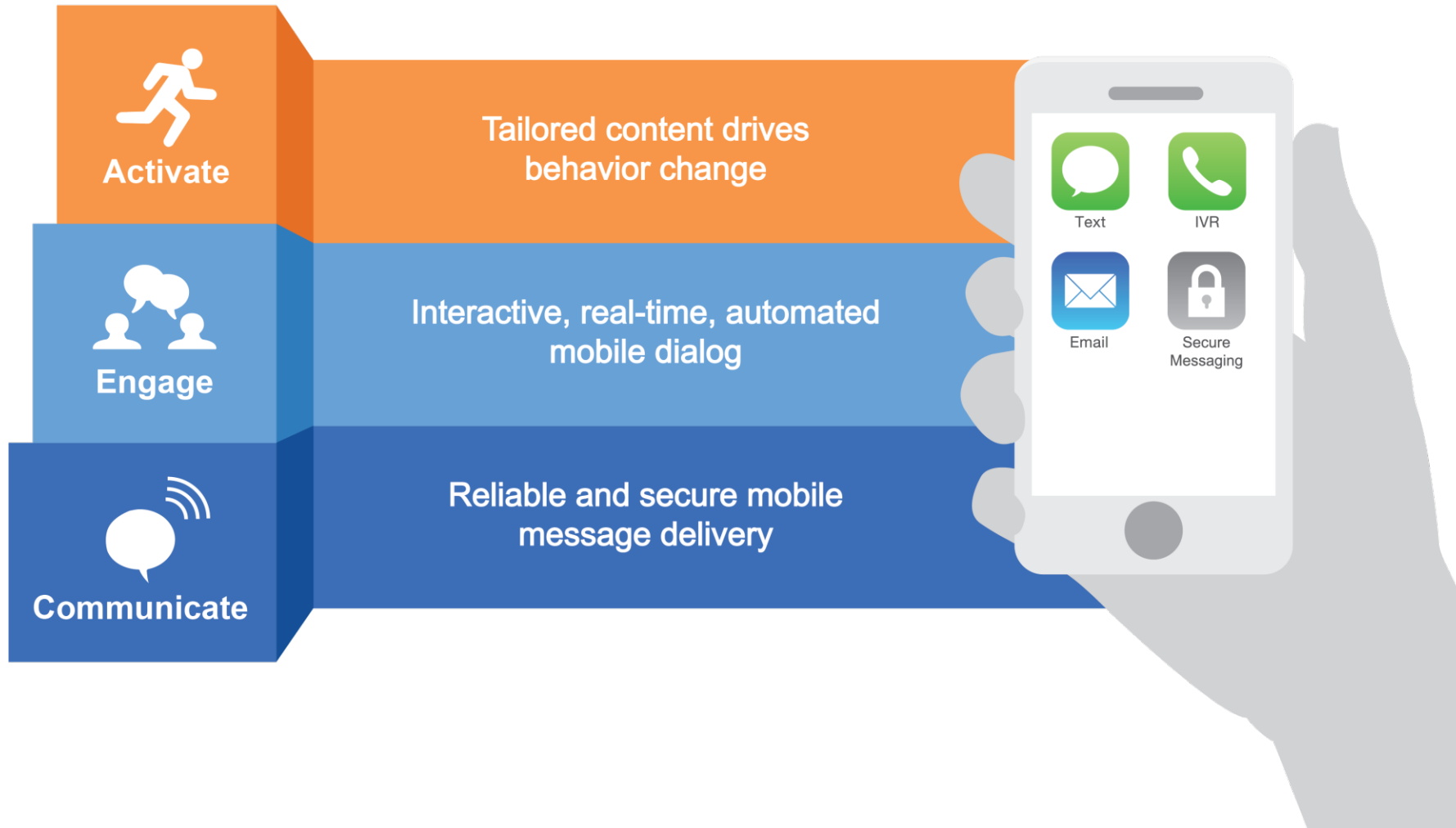
## HOME CARE PLAN

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







**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](http://mpulsemobile.com)



# California Improvement Network News

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[www.chcf.org/cin/webinars](http://www.chcf.org/cin/webinars)

- 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](http://www.chcf.org/cin)

