



## **Text Navigator** for 2-1-1 sites addressing The Affordable Care Act (ACA)

With two options,

**Hands Free** adapt this mobile platform and it automatically sends current ACA information....

.... Or combine with

**Hands On** allowing for efficient one-on-one I&R text exchanges supporting accurate and effective navigation services.

## Powered with PreventionPays Text Platform

**"Leading Tier-1 Short Code Messaging for Health and Human Services"**

*"Seamless to integrate into our existing operations"*

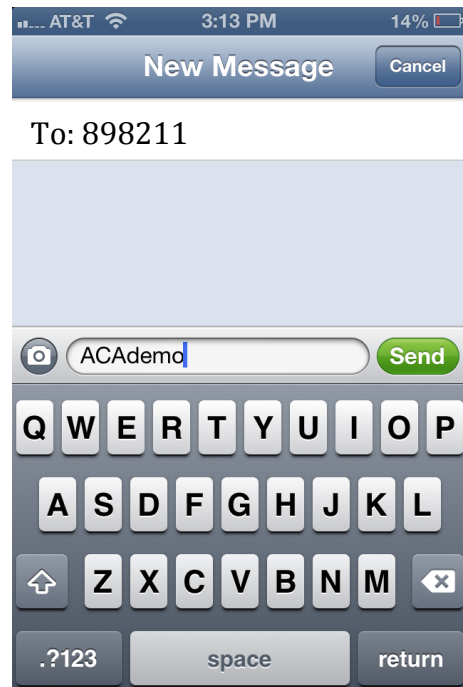
Caree Jewell, Director 2-1-1  
Heart of Florida United Way

The Affordable Care Act is quickly approaching with open enrollment starting October 1<sup>st</sup> 2013! 211 Contact Centers will inevitably be called upon to help the individuals in their communities find a medical home. 898211 provides Affordable Care Act information (including a library of text messages, education/tips about ACA) plus facts about enrollment to ensure those who text, are routed to the proper location.

211's across the country have shared thoughts regarding best practices and content recommendations. This has resulted in the ACA Texting Toolkit.

With an opt-in an individual will be triaged to their state and then provided with local-State ACA current information and will be asked to register for continuing alerts.

You can test a demo of the general opt in now by texting **"ACADEMO" to 898211**



***Texting is the fastest growing communication channel over the 2-year period ending 2012 for Health and Human Services. [MHealthAlliance.org](http://MHealthAlliance.org)***



## Text Navigator *Drives Toward Enrollments*



### OUTREACH

Web Updates  
and Web  
Banners, biz  
cards



### EDUCATION

Text alerts with  
tips, info that  
evolves as more  
info becomes  
available



### ENROLLMENT

A growing listserv  
that can be  
prompted at any  
point to begin  
enrollment or  
steered toward  
enrollment options

The ACA Text Navigator will help sites by streamlining encounters and effectively segmenting inquiries seeking general information from those seeking a health care navigation services. **Monthly text messaging volumes are increasing and with this method you can see results and report on findings.**

**Hands Free** (level 1-outreach) Works by including a web banner on your participating 211 website promoting the call to action. “Text ACA to 898211”

Sites may also elect to include this call to action on print materials and collateral.

*EMS will provide all requested web banners for participating site use only.*

This level is low intensity and will minimally impact your available resources yet by including the call to action on your website, your agency will benefit from monthly data demonstrating in a very real and quantitative way, your impact with the individuals served.

Participating sites will receive data for all opt-ins from their state, and if multiple 211’s are participating from the same state, data will be further sorted by zip code.

Individuals opting in can be prompted at any point for **additional markers** TBD (e.g. age, income level, if they are texting for business or family etc.)

Individuals will receive a library of fully automated messages specific to their state’s evolving market place (with information, links, and how-to guidelines) regarding status and enrollment. In addition to general ACA awareness (50% of Americans don’t know that ACA is an active law<sup>1</sup>) the alerts will help subscribers determine their exact level of need (80% of uninsured don’t know how the ACA can help them<sup>2</sup>)

**Hands On** (level 2-outreach plus live response)

Level 2 participating sites respond to texts from individuals who are seeking information and an enrollment solution and are texting from one of the zip codes in their service area.

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<sup>1</sup> ACA Watch <http://www.hcrwatch.com/news/153-new-national-campaign-aims-to-boost-aca-awareness>

<sup>2</sup> ACA Watch same link as in footnote 1



For example, as a level 2, the same 211 in Minnesota posts the call to action. But also, receives text traffic for their state or region in the form of “live” I&R requests. Responding to ACA traffic will help 211s provide direct services to the target population and quantify those services with data from each 2-way encounter.

*EMS will provide training on PPTP uses to participating sites*

### Things to consider in the next several weeks!

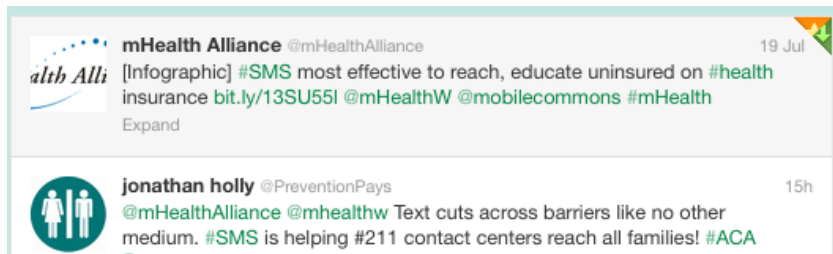
The Affordable Care Act affects virtually every American in some way. But it doesn't affect individuals equally — its rules and regulations apply differentially based on a dizzying number of factors. Insurance status, age, income and family size are among the most important distinctions. The apparent complexity of the law is in large part driven by the complexity of the population it serves — there are many potential groups, experiences, and concerns that need to be addressed.

Today, organizations launching mobile messaging campaigns as part of their ACA outreach can reach a large and diverse audience — an audience that will surely contain individuals that are quite different from one another. Yet it remains true that the most relevant, informative, and useful message content is crafted with specific audiences in mind. This presents something of a challenge. How can we provide useful content to a broad audience who may be exposed to a mobile messaging campaign while simultaneously assuring the core audience gets targeted content specific to their needs?

PreventionPays Text Platform (PPTP) supports an **intelligent mobile triage** – fully automated, opt-in sensitive demographic questions to ensure messages are being sent to exactly the right people. The mobile triage is a critical piece towards creating groups to reflect their most relevant and pressing health care needs.

PPTP phone to text makes it easy to send text referrals and/or follow-up to individuals (who come to you by voice). Text Referral and Follow-up tools are allowing increases in call volume for all 211s by saving time and decreasing common errors (stemming from dictating referrals over a voice call).

**SMS (i.e. texting) is most effective tool for educating and enrolling the uninsured (see Mhealth Alliance Tweet below)**



**Case studies, peer-reviewed articles and PreventionPays Text Platform (PPTP) use data:**

*PreventionPays Text Platform offers instant communication that increases help-seeking behaviors with young people as reported.*

2011      Text Today      Study University of Nevada Reno  
2013      Text Today      **JOURNAL OF COMMUNITY PSYCHOLOGY,**  
Vol. 41, No. 4, 471–487 (2013)

*Users of PPTP two-way texting are more than twice as likely to have new service exchanges when compared to phone users.*

2013      211Info Oregon      program data 2013

*Sites using PPTP combined one-way and two-way texting have been shown to delight and empower the individuals they serve at rates of over 95% when measured at one-year intervals.*

2012      WIC Santa Barbara      program data 2011-12



## Summary

898211 (txt211) is a text message short code certified and recognized for uses with 2-1-1 sites providing Information & Referrals and Regional Alert Services in the US and Canada. [www.educationalmessageservices.com](http://www.educationalmessageservices.com)

PreventionPays Text Platform (PPTP) is a bundle of software and enterprise servers powering 898211 by joining mobile carriers with Internet applications for Health and Human Services program delivery.

Since 2009 PPTP has been 99.79% reliable (measured over 4-years 24/7), sustainable (92% client renewal rate measured over 3-years), and AIRS recognized for offering leading network and text platform presence.

Educational Message Services, Inc. (EMS) wholly owns PPTP and HIPAA, MMA and COPA regulations concerning privacy standards and data security are in place. See [www.texthotline.org](http://www.texthotline.org)

Anyone in the US can use their zip code to reach local 211 sites by text. PPTP works by combining zip code and short code i.e. "text your zip code to 898211 for support", and once united...

PPTP provides for all subsequent text communications and organizes mobile users for further message services. This includes both one-way and two-way supported formats.

PreventionPays Text Messaging Service is a Tier 1 (Short Code-protocol) enabled service, which is the only recommended texting service protocol by National Health and Human Services Text Task Force<sup>3</sup>.

The Affordable Care Act (ACA) and United Way 2-1-1's and separate 2-1-1's are collaboratively responding to the Federal RFP;

### **Support Navigators in Federally-facilitated and State Partnership Exchanges**

In support of boosting ACA awareness and enrollment Educational Message Services, Inc. EMS is providing **complimentary** access and secure credentials now for staff and directors of 211 sites for uses of the PreventionPays Text Platform. Terms of Use Agreement found at <http://www.emse.org/TOUA211m.pdf> Sites will have full access to all PPTP features and capacity.

EMS will provide for up to 30 independent sites as ACA-trial participants. EMS will provide all the necessary orientation for PPTP operation (web in-service training) and secure credentials for 211 site logins by authorized staff.

**2-1-1 site sign-up and trials are set to begin between now and October 2013.**

**Sign-ups close September 15<sup>th</sup>.**

**Interested sites can email for more information** [info@preventionpaystext.com](mailto:info@preventionpaystext.com)

## **ACA Text Navigator Webinar**

Texting has been strongly recommended by Health and Human Services because people are increasingly turning to their mobile environment for information. Health and Human Service providers are increasingly being asked to become expert users of text channels in an effort to improve access and efficiency.

Participants of this webinar will be able to appreciate the enterprise capacity that a text platform provides and how it can be marshaled to help meet health and safety objectives in several agency program models. Participants will also learn how other public health agencies (since 2010) have integrated this new channel into direct services.

**When? Tuesday, September 3, 10 AM PST, 1 PM EST**

**REGISTER NOW:** <http://preventionpays.wufoo.com/forms/z7x4m1/>

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<sup>3</sup> <http://www.hhs.gov/open/initiatives/mhealth/projects.html>