

TEXTING FOR BETTER CARE

FUNDED BY CENTER FOR CARE INNOVATIONS

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Who are We and Who do We Serve?

- 25 FQHC in Merced and Stanislaus Counties
- Over 100,000 patients a year Almost 400,000 encounters
Founded in 1972 - 3400 square miles, rural/semi-rural/urban
 - Migrant, School-Based, Mobile Unit, & Homeless Center
- 32% Agricultural Workers or Dependents
- 44% Patients with Limited English Proficiency (LEP)
- 80% of Staff are Bilingual (Language Proficiency Level)
- Joint Commission-Accredited since 1998
- Patient Centered Medical Home, Level III since 2014
- Medical, Dental, Behavioral Health, Podiatry, Optometry
OB/GYN, Psychiatry and Geriatrics

Appointment Reminder System



- By Telephone

 - “Phone Tree”

 - 48 hours

- By Text

 - “Twilio”

 - 24 hours

Key Departments



- Operations
 - ▣ Site Level Management
- Information Systems
 - ▣ HIT Operations & Programming
- Call Center
 - ▣ Manager & Line Staff

Text Messaging Content



- English & Spanish
- 160 characters
- Identifies Clinic
- Information re: Appointment Date, Time & Location
- Instructions to Confirm or Cancel
- Thank you message for informing us
- Resend is instructions were not followed

HIPAA Compliance



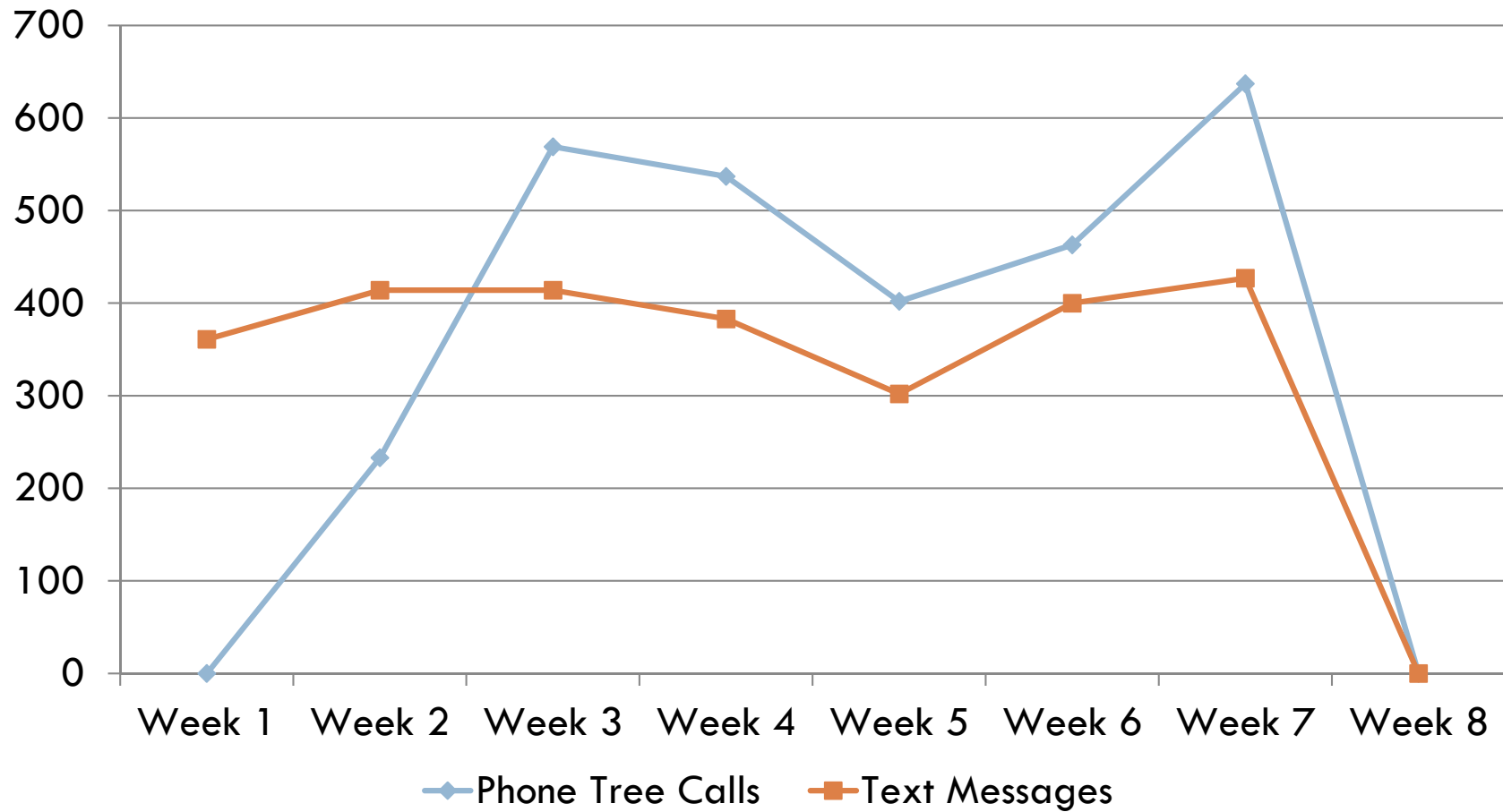
- Consent to Treat Form
- Website Language

Roll Out Plan

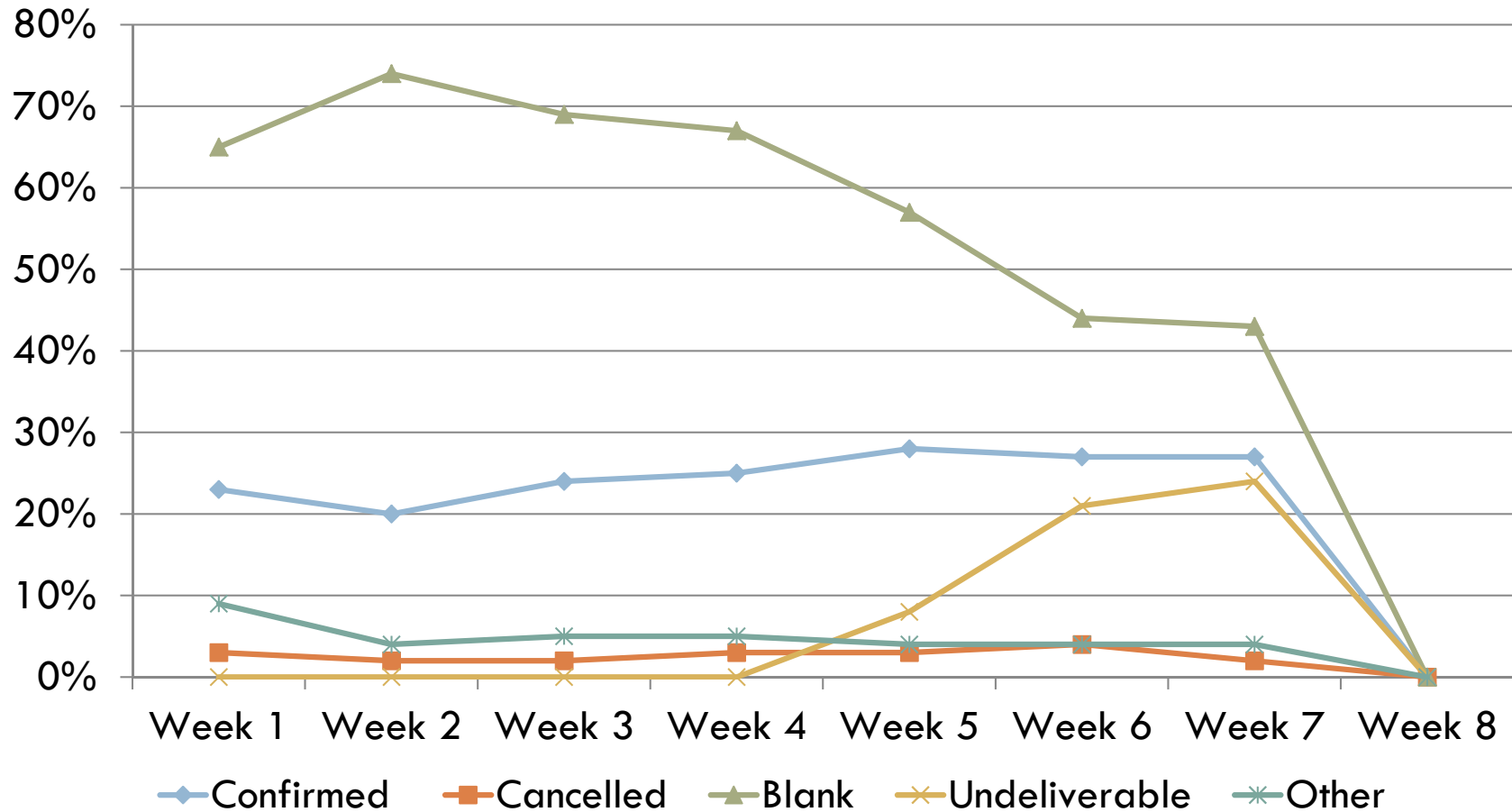


- WHO:
 - ▣ All Sites
- WHAT:
 - ▣ Text Messaging Appointment Reminders
- WHEN:
 - ▣ September 2, 2014
- WHY:
 - ▣ Pilot Test Results
- HOW:
 - ▣ Work Instruction/Scripts

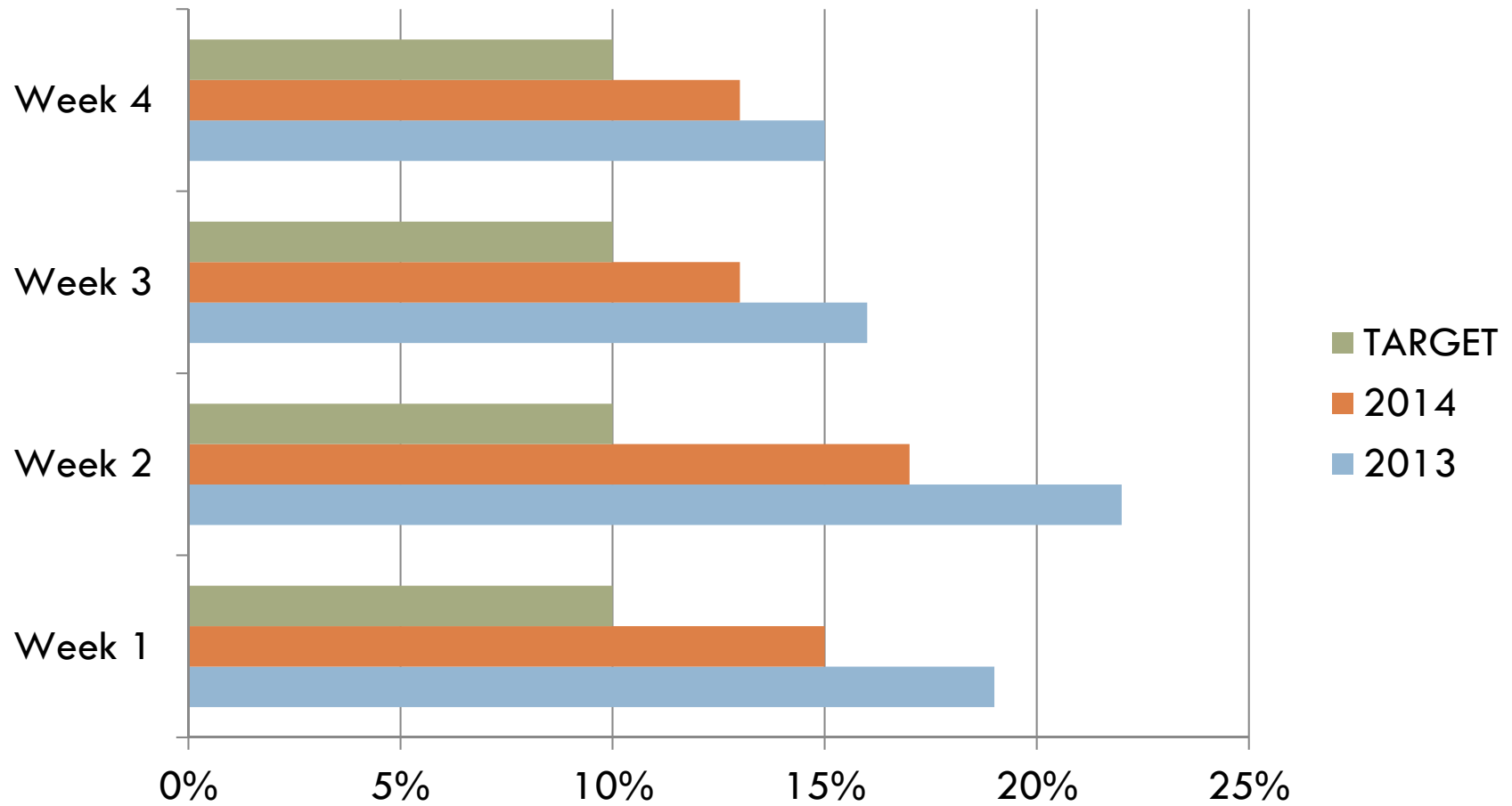
PILOT TEST RESULTS: Response Rates



PILOT TEST RESULTS: Texting Outcomes



PILOT TEST RESULTS: No Show Rate



PILOT TEST RESULTS: Patient Survey (n=43)



- 88% reported that a **receptionist verified their information** upon check in
- 93% **received a phone tree appointment reminder**
- 84% **have cell phones**
- 97% **can send and receive text messages**
- 100% are **ok with being contacted** by cell or home phone for appointment reminders

PILOT TEST RESULTS: Patient Survey (cont.)



- **56% received** a text message appointment reminder
 - 100% reported that they found the **text message helpful**
 - 100% reported that the **message was clear and easy to understand**
 - 100% reported that they were **able to follow the directions to Confirm or Cancel** their appointment

PILOT TEST RESULTS: **Employee Survey** (n=30)



- 50% reported that **patient information is verified** upon check in
- 37% believed that **patients get a telephone appointment reminder**
- 83% believe that the **phone call appointment reminder is helpful**

PILOT TEST RESULTS: **Employee Survey** (cont.)



- They believe **90% of patients have a cell phone**
- **50%** believe patients **get a text message** appointment reminder from GVHC
- **77%** believe **text message appointment reminders are helpful**

PILOT TEST RESULTS: **Employee Survey** (cont.)



- 40% believe the **biggest barriers to patients keeping appointments** are associated with:
 - *Transportation, Remembering the appointment, They forget, School, Work, Something comes up*

- 17% believe its related to a **change in phone number**

PILOT TEST RESULTS: **Employee Survey (cont.)**



- **90% did not know their site's current No Show Rate**
- **50% knew what the site does to help reduce the No Show Rate**
 - *Confirm appointments, Call patients, Call them 1 day before, Confirm appointments if 2 family or more are scheduled, Make aware to please give office 24 hour or more notice to cancel or reschedule*

HOW



- Policy
- Procedure/Work Instruction
 - Appointment Reminder System
 - Phone Tree
 - Text Message
- Scripts
 - Front Office
 - Call Center
- Consent Form