Patient Engagement Through Text Messages

Redwood Community Health Coalition
Promising Practice

LONG VALLEY
HEALTH CENTER

PROMISING PRACTICE OVERVIEW

At the beginning of 2020 Long Valley Health Center (LVHC) decided to text-enable all patients to explore how they could send mass communications about available health care services.

As the Covid-19 pandemic began to take effect, they moved forward activating patients in mid-March for voice that didn't have cellular text capabilities. Once this group of patients was enabled, LVHC began sending messages. Over the course of the year they continued to implement numerous text and voice (phone) campaigns, targeting specific patient populations.

Utilization of the messaging campaigns helped kickstarted LVHC's telehealth work, which would come to include Doxy.me for video visits.

LVHC capitalized on the timing of the pandemic and figured out the most effective way to communicate with patients in that moment.

AIM

To communicate in near real-time about the status of available health services and provide virtual health services to patients using mass text or voice communication.

RESULTS TO DATE

LVHC has received positive feedback around the use text messages to include the Doxy.me link for patients Video Visits. Patients indicate the included link makes it easy to connect for their appointment, the implementation was well-timed and the communications are timely, important and not overused. Gathering data on the impact of these communications is difficult but LVHC continues to be amazed at how many follow up calls from patients are received in the 48 hours following sending a message.

There have been instances when the same number is associated with multiple patients. This results in the number receiving multiple communications which can increase the potential for duplicative and conflicting communications.

LESSONS LEARNED

LVHC has upgraded to the paid version of Doxy.me, using a reduced nonprofit rate. This has provided a better video quality and other features including the ability to receive photos from patients. LVHC will also conduct another big push to all users to continue the projects momentum.
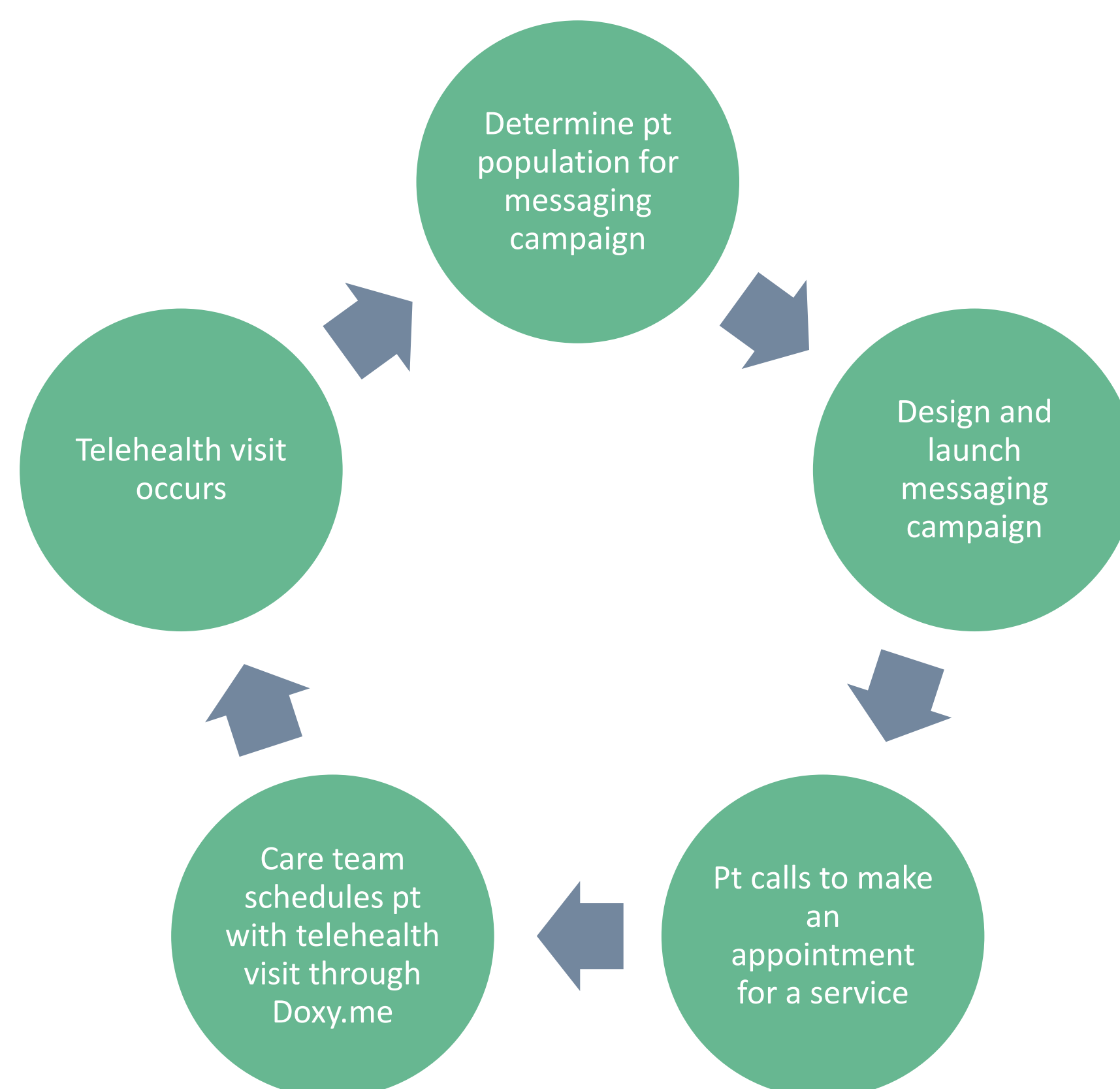
LVHC found that wording matters. When they created campaigns with open-ended messaging, they were less likely to receive a response from patients. Messaging with a specific ask or action for patients to take, resulted in more connection with patients wanting to schedule telehealth visits.

Care teams also found that the use of presumptive language when talking to patients about scheduling telehealth visits is helpful.

ACTIONS TAKEN

- Text enabled patients in mid-March, and sent out messaging about Covid-19 using a registry including patients over 18 seen in the last 2 years
- Sent multiple campaigns in April via text and voice in English and Spanish including Covid resources and TeleHealth appointments
- Set up Doxy.me troubleshooting links and Iphone specific troubleshooting
- Created message templates for each provider, including Doxy.me links
- Conducted chiropractic and acupuncture outreach in July, focused on prior patients
- Completed their Community Health Needs assessment over the summer including robocalls and texts to patient soliciting feedback on what makes a healthy community. The messaging directed patients to an online survey (in English and Spanish).
- Sent multiple campaigns in the fall addressing fire season health concerns, Telehealth Visit Surveys and information on two virtual groups for Chronic Pain and Parenting

WORKFLOW

Determine pt population for messaging campaign → Design and launch messaging campaign → Pt calls to make an appointment for a service → Care team schedules pt with telehealth visit through Doxy.me → Telehealth visit occurs

MEASURES

Visits Type by Week Throughout 2020

Count — week — 1/1/20 — 12/31/20

■ Office visit - dental ■ Office visit - medical ■ Phone ■ Video