

Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, December 10, 2019, 6:00-7:00 PM
Santa Clara Family Health Plan, Redwood Conference Room
6201 San Ignacio Ave, San Jose, CA 95119

AGENDA

- | | |
|--|--|
| 1. Roll Call | Evangeline Pickell Sangalang |
| 2. Public Comment
Members of the public may speak to any item not on the agenda. | Evangeline Pickell Sangalang |
| 3. Meeting Minutes
Review September 10, 2019 Meeting Minutes. | All |
| 4. Health Plan Update
Briefing on current enrollment numbers and news pertaining to the health plan. | Christine M. Tomcala
CEO |
| 5. Behavioral Health Case Management Overview
Access to Behavioral Health Services. | Natalie McKelvey, LCSW
Manager, Behavioral Health |
| 6. Text Messaging Campaigns
Field testing for SCFHP text messaging campaigns. | Theresa Zhang
Manager, Communications |
| 7. Outreach Plan
Discuss outreach strategies for 2020. | Jocelyn Ma
Community Outreach Program Manager |
| 8. SCFHP Member Communications
Review SCFHP member communications. | Chelsea Byom
Director, Marketing & Communications |
| 9. Future Agenda Items
Discuss topic ideas for March 2020 meeting. | All |
| 10. Adjournment | Evangeline Pickell Sangalang |

Notice to the Public—Meeting Procedures

- Persons wishing to address the Committee on any item on the agenda are requested to advise the Recorder so that the Chairperson can call on them when the item comes up for discussion.
- The Committee may take other actions relating to the issues as may be determined following consideration of the matter and discussion of the possible action.
- In compliance with the Americans with Disabilities Act, those requiring accommodations in this meeting should notify Stephanie Lin 48 hours prior to the meeting at 408-376-1420.
- To obtain a copy of any supporting document that is available, contact Stephanie Lin at 408-376-1420. Agenda materials distributed less than 72 hours before a meeting can be inspected at the Santa Clara Family Health Plan offices at 6201 San Ignacio Ave, San Jose, CA 95119.
- This agenda and meeting documents are available at www.scfhp.com

Regular Meeting of the

Santa Clara County Health Authority Consumer Advisory Committee

Tuesday, September 10, 2019, 6:00-7:00 PM

Santa Clara Family Health Plan, Redwood Conference Room

6201 San Ignacio Ave, San Jose, CA 95119

MINUTES - Draft

Committee Members Present

Danette Zuniga

Rachel Hart

Tran Vu

Evangeline P. Sangalang

Committee Members Absent

Blanca Ezquerro

Rebecca Everett

Maria Cristela Trejo Ramirez

Staff present:

Chris Turner, Chief Operating Officer

Laura Watkins, Vice President, Marketing & Enrollment

Chelsea Byom, Director, Marketing & Communications

Mai Chang, Manager, Quality Improvement

Lisa FitzPatrick, Manager, Marketing Production

Charlene Luong, Manager, Customer Service

Janet Gambatese, Director, Provider Network Management

Stephanie Lin, Marketing Coordinator

1. Roll Call/Establish Quorum

Ms. Sangalang, Committee Chair, called the meeting to order at 6:07 PM.

2. Public Comment

There were no public comments.

3. Review and Approval of June 11, 2019 Meeting Minutes

Ms. Zuniga moved and Mr. Vu seconded the motion to approve the minutes from the meeting held on June 11, 2019. The motion passed unanimously.

4. Health Plan Update

Ms. Turner presented the enrollment update: As of September 1, Medi-Cal enrollment is 234,478; Cal MediConnect is 8,194; Healthy Kids is 3,512, for a total enrollment of 246,184 members. The decrease in total enrollment comes from Medi-Cal. The increase in Cal MediConnect can be attributed to SCFHP's Cal MediConnect outreach team, which recently added a fourth representative who is fluent in Spanish.

Ms. Turner shared regulatory updates: Public Charge Final Rule becomes effective on October 15th; Medi-Cal expands to undocumented adults 19 to 25 years old and raises income eligibility threshold from 122% to 138% for adults 65 and older on January 1, 2020.

Ms. Sangalang asked how the changes will impact the community. Ms. Turner responded that the low income community will be impacted by the expansion of the income eligibility threshold as more people will qualify. Ms. Watkins added that the expansion will help members who are age 65 and older or disabled adults maintain their eligibility after turning 65.

5. Healthy Kids CCHIP Transition

Ms. Watkins shared updates on the Healthy Kids CCHIP Transition. Effective October 1st, Healthy Kids members enrolled through CCHIP will transition into Medi-Cal program. They will have full Medi-Cal benefits and will keep their PCPs. Members have received notices from the Department of Health Care Services (DHCS) alerting them to the change, and those who enrolled in August and September will receive DHCS notices in their new member welcome packets. The second phase of the transition includes closing the Healthy Kids program by December 31st. The two non-CCHIP Healthy Kids members will have the option to apply for Valley Kids, a safety net coverage option offered by the Santa Clara Valley Health & Hospital System. Non-CCHIP members will receive notices and outreach from SCFHP.

Ms. Sangalang asked whether the non-CCHIP Healthy Kids members have raised any concerns or anxiety. Ms. Watkins responded that the first notice will be mailed to these members by end of September. The County Patient Access department will reach out to assist them with Valley Kids applications. Ms. Sangalang asked if there will be any change in their doctors. Ms. Watkins confirmed that their PCPs will change. Ms. Zuniga asked whether Liberty Dental will be closed as well. Ms. Watkins confirmed. Members who transition to Medi-Cal will have access to Medi-Cal Dental, and non-CCHIP Healthy Kids members will receive their coverage through Valley Kids.

6. Member Access to Telephone Services

Ms. Luong presented the differences between Customer Service, Case Management, and Nurse Advice. Customer Service: Acts as an advocate between Health Plan, Members, Providers and Prospective Members. Staff are not licensed healthcare professionals so they are unable to answer medical questions. Ms. Sangalang asked about the process for member concerns. Ms. Luong responded that when concerns are shared with Customer Service, the team will formally document the concern and try to resolve the issue if possible. The Grievance and Appeal department will assist further for issues unresolved by Customer Service.

Case Management: Some Case Managers may be registered nurses or social workers. Ms. Zuniga asked whether Behavior Health questions will be directed to the County's 1-800 number. Ms. Luong confirmed, and added that SCFHP's Behavior Health case managers can help if a member encounters issues accessing care through the County.

Nurse Advice: Licensed health care professionals that are available 24/7 to answer questions, and advise members regarding health concerns.

Ms. Zuniga shared a negative experience with the County's 1-800 number for Behavior Health where only one in-network provider was suggested by the helpline. Ms. Luong suggested that the issue could be escalated to the Behavior Health case managers through SCFHP. Ms. Sangalang suggested Ms. Zuniga to email the provider information to SCFHP staff.

Ms. Luong shared contact information for the three departments. Customer Service and Nurse Advice phone numbers can be found on member ID cards. Ms. Zuniga asked whether the Nurse Advice team is onsite at SCFHP. Ms. Turner responded that they are an offsite agency with whom SCFHP contracts for 24/7 coverage.

7. New Website User Testing

Ms. FitzPatrick presented the new mobile-friendly SCFHP website to the committee for feedback. Mr. Vu stated that the font weight used in the navigation menu is hard to read. Ms. FitzPatrick noted the concern and said this can be adjusted.

The plan is to launch the website by next month. Ms. Watkins added that announcements will be made when the website is rolled out. Ms. Hart asked if forms are downloadable from the website. Ms. FitzPatrick demonstrated the steps to download the forms from the website. Ms. Watkins asked whether the committee should review the content when they provide feedback through the survey. Ms. FitzPatrick responded that the review should focus on navigation and design.

8. SCFHP Member Communications

Ms. Byom reviewed recent and upcoming member communications, including summer newsletters, and a mailing to members under 21 about Early and Periodic Screening, Diagnostic, and Treatment Services. The purpose of the mailing is to notify members about a change in the benefit that requires Medi-Cal plans to provide more comprehensive preventive health care services for children under age 21. The definition of “medically necessary” is expanded for kids under 21 through this change. Care that treats or makes tolerable an issue discovered in a child’s developmental screening will now be covered by Medi-Cal. Ms. Zuniga asked whether these screenings are conducted through the PCP. Ms. Byom confirmed.

Ms. Sangalang asked if there are any process flow charts or information on covered services on the website. Ms. Turner responded that the Member Handbook, linked from the website, provides comprehensive information on covered and excluded services.

Ms. Watkins shared that SCFHP started a new mailing in August, targeting an estimated 4000 to 6000 members each month who lose their eligibility with SCFHP and are put into hold status. The mailing informs the members that they need to complete their redetermination in order to regain Medi-Cal eligibility. Over the coming months, SCFHP will monitor the impact of this outreach on the retention of members.

Ms. Byom shared events that SCFHP attended (e.g., Silicon Valley Pride) and dates for upcoming outreach events, including Day on the Bay.

9. Future Agenda Items

Ms. Watkins would like to discuss Medi-Cal benefit restoration if SCFHP has any further information by the next meeting. Mr. Vu suggested a discussion on transportation help for members. Ms. Sangalang brought up Ms. Everett’s past suggestion on bringing in a mental health representative. Ms. Byom will ask Natalie McKelvey, Manager of Behavioral Health, to present at the next meeting. Ms. Sangalang suggested to have an update on the regulatory changes. Ms. Watkins will provide an update on the SCFHP Community Resource Center. Additional suggestions can be sent to Stephanie Lin (slin@scfhp.com).

10. Adjournment

Ms. Sangalang adjourned the meeting at 6:57 pm.

Evangeline Pickell Sangalang
Chair, Consumer Advisory Committee



**Santa Clara Family
Health Plan™**

Consumer Advisory Committee

December 10, 2019

Agenda

- SCFHP Updates
- Behavioral Health Case Management
- Text Messaging Campaigns
- Outreach Plan
- SCFHP Member Communications
- Future Agenda Items

SCFHP Updates

Enrollment

- Total enrollment as of December 1, 2019
 - 242,425 members
 - 4.5% decrease since December 2018
- Medi-Cal – 233,995 (3.6% decrease since December 2018)
- Cal MediConnect – 8,428 (9.5% increase since December 2018)

Plan Updates

- January 1, 2020 – Medi-Cal expansion to undocumented adults 19-25 years old
- January 1, 2020 – Changes to Medi-Cal eligibility requirements for adults 65 and older – raising income eligibility threshold from 122% to 138%
- January 1, 2020 – Healthy Kids Program to close
- California Advancing and Innovating Medi-Cal (Cal AIM)
- Community Resource Center - lease signed

SCFHP Updates

Medi-Cal Benefit Restoration: Effective January 1, 2020

- Chiropractic services
- Podiatry services
- Acupuncture
- Audiology (hearing) services
- Occupational therapy
- Speech therapy
- Vision services
 - Routine eye exam every 24 months
 - Eyeglasses once every 24 months



Santa Clara Family
Health Plan™

Access to Behavioral Health Services

Natalie McKelvey, LCSW - Manager, Behavioral Health

Access to Behavioral Health Services

Santa Clara County Department of Behavioral Health

- Screening completed by County Behavioral Health
 - Specialty
 - Mild to Moderate
- Call **1-800-704-0900**
 - English
 - Spanish
 - Chinese
 - Tagalog
 - Vietnamese
 - Farsi

Access to Behavioral Health Services

Behavioral Health Services for Specialty Care are carved out to Santa Clara County

- You do not need a prior authorization for treatment- no formal referral is required!
- If you find a Behavioral Health provider able to treat you or that has treated you within the last year we can process the request
- Your Primary Care Provider can prescribe and maintain medications to treat mild to moderate symptoms
- Transportation is a benefit for eligible appointments with providers

The Holiday Season.....

Even Santa gets overwhelmed!

- The Holiday Season is not always the most joyful time of year for everyone



Still Have Questions? Or Would Like Help?

Contact SCFHP Behavioral Health Team

- Call SCFHP Customer Service
- Call the new SCFHP Case Management Access line at
1-877-590-8999
TTY/TDD 1-800-735-2929 or 711
- Talk to your Primary Care Physician



Still Have Questions? Or Would Like Help?

Contact Santa Clara County Behavioral Health Services

- Mental Health Services
1-800-704-0900
- Substance Use Services
1-800-488-9919
- Suicide and Crisis Hotline 24/7
1-855-278-4204 or
Text RENEW to 741741





Santa Clara Family
Health Plan™

Text Messaging Campaigns

Theresa Zhang - Manager, Communications

Text Messaging Campaigns

Program Overview

- The first text is free from the number **85636**
- Reply **YES** to opt in and you'll get a "thank you" text from **25389**
- All future messages will come from **25389**. Message/data rates may apply.
- Reply **STOP** at any time to stop getting texts.
- We won't send more than 5 texts per month.



Santa Clara Family
Health Plan™

Outreach Plan

Jocelyn Ma – Community Outreach Program Manager

Outreach Plan

Focuses on creating partnerships and engaging with members and prospective members, Community Based Organizations (CBOs), government agencies, and providers

2020

- Hold prospective Medi-Cal member presentations in the community
- Host new member orientations
- Open and promote Community Resource Center
- Launch advertising campaign

2019

- Launched Quarterly Community eNews in Summer 2019
- Implemented Salesforce to track contacts, outreach activities, events and sponsorships



Santa Clara Family
Health Plan™

Member Communications

Chelsea Byom – Director, Marketing & Communications

SCFHP Member Communications

Mailings

- Fall member newsletters
- Mailing to members under 21 about Early and Periodic Screening, Diagnostic, and Treatment Services

Website

- Board & Committee Meetings
 - Agendas, agenda packets, meeting minutes
- Member Materials
 - Provider Directories
 - Formulary
- New Website Update



Santa Clara Family Health Plan

WINNING HEALTH

FALL 2019 Medi-Cal/Healthy Kids HMO

Developmental screenings are important for your child

Children are always learning new things as they grow. Some examples of developmental milestones include:

- Taking a first step
- Waving goodbye
- Sitting up alone
- Building a block tower and knocking it down

Each child grows and gains skills at his or her own pace. It is common for a child to be ahead in one area but a little behind in another. This is why developmental screenings are important. They help you and your doctor check that your child is growing and developing as expected.

What happens at a developmental screening?

The doctor asks you how your child plays, speaks, and acts. Your answers help the doctor learn about your child. The doctor may also play or talk to your child to see if he or she has taken the same big steps as other children of the same age.

Developmental screenings are done at routine checkups (well-child visits). It's recommended for all children at the following months of age:

- 9 months
- 18 months
- 24 or 30 months

Resources: Visit www.cdc.gov/ncbddd/actearly/pdf/checklists/all_checklists.pdf to see more milestones at each age. You can also download the CDC Milestone Tracker app to track your child's milestones. Get it here: www.cdc.gov/ncbddd/actearly/milestones-app.html. And as always, talk to your doctor.

Call Us

Customer Service
8:30 a.m. to 5 p.m., Monday through Friday (except holidays)
1-800-260-2055

TTY/TDD
1-800-735-2929 or 711

San Jose, CA 95128
U.S. POSTAGE
Permit No. 1155

SCFHP Member Communications

Outreach Events

- **Events SCFHP Attended:**
 - Vietnamese Caregivers Conference – *Sep 21, 2019*
 - Gavilan Annual Health Faire – *Oct 2, 2019*
 - Disability Awareness Day – *Oct 3, 2019*
 - Santa Clara County Binational Health Week Kick-Off Event – *Oct 5, 2019*
 - Day on the Bay – *Oct 13, 2019*
 - PCNC Health Fair – *Oct 13, 2019*
 - Healthy Aging & Wellness Expo – *Oct 16, 2019*
 - Dia de los muretos Run/Walk – *Nov 2, 2019*
 - 2019 Vietnamese Alzheimer's Forum – *Nov 2, 2019*
 - Turkey Trot – *Nov 28, 2019*
- **Future Events:**
 - Grace Solutions' Holiday Health Fair – *Dec 14, 2019*
 - Posada Resource Fair – *Dec 14, 2019*
 - Labor Movement Holiday Party – *Dec 21, 2019*



2020 CAC Meetings

All meetings are held at SCFHP

Schedule

- Second Tuesday of the month from 6:00 PM – 7:00 PM
- Dates:
 - March 10, 2020
 - June 9, 2020
 - September 8, 2020
 - December 8, 2020

Topics suggestions for March 2020 meeting?



**Santa Clara Family
Health Plan™**

Questions?

General Welcome Message (Free-to-End-User)

Welcome message:

"Hi from Santa Clara Family Health Plan (SCFHP)! We would like to text you health tips, reminders & info about your health plan. Reply YES to enroll STOP to end messages, or HELP for help. This first text is free but msg&data rates may apply to future messages. We won't send more than 5 msg/month."

- a. If "YES", then the following text is sent:
"Thank you! All future messages will come from this number (25389). Msg&Data rates may apply."
- b. If "NO" or "STOP", then the following text is sent:
"You will not receive text messages from SCFHP. If you change your mind and want to get messages, reply RESUB."

**Well Child Visits (W15) and Childhood Immunizations (CIS10)
Parent/Guardian of Member 0-3 weeks**

Campaign message:

"Hi from SCFHP! From birth to 2 years, children need six well-visits with their doctor to make sure they are growing well, get their shots on time, and answer any questions you may have. Have you scheduled your baby's next well-visit yet?"

Reply HELP for help or STOP to end"

Follow-up message sent two weeks after campaign message:

"SCFHP: Has your baby seen the doctor for a well-visit? Reply YES or NO"

- a. If "YES", the following text message is sent:
"That's great!"
- b. If "NO", the following text message is sent:
"Remember, well-visits are covered by SCFHP. Call your baby's doctor today to schedule an appointment. The doctor's info is on the back of your baby's SCFHP member ID card."

Reply HELP for help or STOP to end"

Well Child Visits (W15) and Childhood Immunizations (CIS10)

Parent/Guardian of Member 1 month

Campaign message:

“SCFHP: It's time to schedule your baby's next well-visit! Your doctor may recommend shots. And this is a great time to ask questions about pumping, storing, and bottle-feeding breastmilk or other concerns. Have you scheduled your baby's well-visit yet?”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your baby seen the doctor for a well-visit yet? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“Wonderful! You're doing great!”
- b. If “NO”, the following text message is sent:
“Remember, well-visits are covered by SCFHP. Call your baby's doctor today to schedule an appointment. The doctor's info is on the back of your baby's SCFHP member ID card.

Reply HELP for help or STOP to end”

Well Child Visits (W15) and Childhood Immunizations (CIS10)

Parent/Guardian of Member 3 months

Campaign message:

“SCFHP: It's time to schedule your baby's next well-visit! Your doctor may recommend more shots. Your doctor can also answer any questions you may have about sleep training and teething. Have you scheduled your baby's well-visit yet?”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your baby seen the doctor for a well-visit yet? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That's great!”
- b. If “NO”, the following text message is sent:
“Remember, a well-visit will help you learn about your child's growth, development and milestones. Well-visits are covered by SCFHP. Call your baby's doctor today to schedule an appointment. The doctor's info is on the back of your baby's SCFHP member ID card.

Reply HELP for help or STOP to end”

Well Child Visits (W15) and Childhood Immunizations (CIS10)**Parent/Guardian of Member 5 months**

Campaign message:

“SCFHP: It's time to schedule your baby's next well-visit! Your child may need another round of shots. At your baby's 6-month visit, ask the doctor how to introduce solid foods. Have you scheduled your baby's well-visit yet?”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your baby seen the doctor for a well-visit yet? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great! Keep it up!”
- b. If “NO”, the following text message is sent:
"Remember, well-visits are covered by SCFHP. Call your baby's doctor today to schedule an appointment. The doctor's info is on the back of your baby's SCFHP member ID card.

Reply HELP for help or STOP to end"

Well Child Visits (W15) and Childhood Immunizations (CIS10)**Parent/Guardian of Member 11 months**

Campaign message:

“SCFHP: It's time to schedule your child's next well-visit! The doctor will recommend another round of shots and talk through any concerns you may have about your child's development. Have you scheduled your child's well-visit exam yet?”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your child seen the doctor for a well-visit yet? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great!”
- b. If “NO”, the following text message is sent:
"Remember, well-visits are covered by SCFHP. Seeing the doctor regularly can help your doctor make sure that your child is growing well. Call your child's doctor today to schedule an appointment. The doctor's info is on the back of your child's SCFHP member ID card.

Reply HELP for help or STOP to end"

Well Child Visits (W15) and Childhood Immunizations (CIS10)**Parent/Guardian of Member 14 months**

Campaign message:

“SCFHP: It's time to schedule your child's next well-visit! Your child will receive another round of shots. Ask the doctor about your child's eating habits, behavior (such as hitting and biting), and how to discipline your child. Have you scheduled your child's well-visit yet?”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your child seen the doctor for a well-visit yet? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great!”
- b. If “NO”, the following text message is sent:
"Remember, well-visits are covered by SCFHP. Seeing the doctor regularly can help your doctor make sure that your child is growing well. Call your child's doctor today to schedule an appointment. The doctor's info is on the back of your child's SCFHP member ID card.

Reply HELP for help or STOP to end"

Well Child Visits (W15) and Childhood Immunizations (CIS10)**Parent/Guardian of Member 17 months**

Campaign message:

“SCFHP: It's time to schedule your child's next well-visit! Your doctor may recommend more shots. Ask the doctor about your child's eating and sleeping habits, and any other concerns you may have. Have you scheduled your child's well-visit yet?”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your child seen the doctor for a well-visit yet? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great!”
- b. If “NO”, the following text message is sent:
"Remember, well-visits are covered by SCFHP. Seeing the doctor regularly can help your doctor make sure that your child is growing well. Call your child's doctor today to schedule an appointment. The doctor's info is on the back of your child's SCFHP member ID card.

Reply HELP for help or STOP to end"

Well Child Visits (W15) and Childhood Immunizations (CIS10)

Parent/Guardian of Member 23 months

Campaign message:

“SCFHP: It's time to schedule your child's next well-visit! If your child missed any shots, the doctor get him/her caught up. Ask your doctor about potty training and how to manage sleep problems. Have you scheduled your child's well-visit yet?”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your child seen the doctor for a well-visit yet? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great!”
- b. If “NO”, the following text message is sent:
“Remember, well-visits are covered by SCFHP. Call your doctor today to schedule an appointment. The doctor's info is on the back of your child's SCFHP member ID card.

Reply HELP for help or STOP to end”

Well-Child Visits (W34) (Parent/Guardian of Member 3-6) Text Messaging Campaign

Campaign message:

“Hi from SCFHP! Has your child seen the doctor yet this year? Checking in once every year helps your child stay healthy and strong. This visit is called a well-child visit and is covered by SCFHP. Complete a well-child visit and get a \$30 gift card! www.scfhp.com/rewards.”

Reply HELP for help or STOP to end”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your child seen the doctor for a well-child visit this year? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great! Find out how to get your gift card at www.scfhp.com/rewards.”
- b. If “NO”, the following text message is sent:
“Remember, complete this one well-child visit and you can get a \$30 gift card. Visit www.scfhp.com/rewards for more info. Doctor’s info is on the back of your child’s SCFHP member ID card.

Reply HELP for help or STOP to end”



Adolescent Well-Care Visit (Parent/Guardian of Member under 18) Text Messaging Campaign
Campaign message:

“Hi from SCFHP! Has your child seen the doctor yet this year? Checking in once every year helps your child stay healthy and strong. This is called a well-child visit and is covered by SCFHP. Complete a well-child visit and get a \$30 gift card! www.scfhp.com/rewards.”

Reply HELP for help or STOP to end”

Follow-up message sent two weeks after campaign message:

“SCFHP: Has your child completed a well-child visit this year? Reply YES or NO”

- a. If “YES”, then the following text is sent:
“That’s great! Find out how to get your gift card at www.scfhp.com/rewards.”
- b. If “NO”, then the following text is sent:
“Remember, complete this one well-child visit and you can get a \$30 gift card. Visit www.scfhp.com/rewards for more info. Doctor’s info is on the back of your child’s SCFHP member ID card.

Reply HELP for help or STOP to end”

Adolescent Well-Care Visit (18 years and older+) Text Messaging Campaign

Campaign message:

“Hi from SCFHP! Seen your doctor yet this year? Checking in with your doctor helps you stay healthy and happy. This is called a well-care visit and one visit is covered by SCFHP each year. Get a \$30 gift card for seeing your doctor: www.scfhp.com/rewards”

Reply HELP for help or STOP to end”

Follow-up message sent two weeks after campaign message:

“SCFHP: Have you seen your doctor for a well-care visit this year? Reply YES or NO”

- a. If “YES”, then the following text is sent:
“That’s great! Find out how to get your gift card at www.scfhp.com/rewards.”
- b. If “NO”, then the following text is sent:
“Remember, complete this one well-care visit and you can get a \$30 gift card. Visit www.scfhp.com/rewards for more info. Your doctor’s info is on the back of your ID card.

Reply HELP for help or STOP to end”

Immunizations for Adolescents (IMA2) Text Messaging Campaign

Campaign message:

“Hi from SCFHP! Has your child received all the shots recommended for their age? Shots can help protect your child from preventable diseases and help them stay healthy. Ask the doctor at the next checkup if your child needs any shots.”

Follow-up message sent two weeks after campaign message:

“SCFHP: Is your child up to date on all the shots recommended for their age? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great! Thanks for taking care of your child’s health :)”
- b. If “NO”, the following text message is sent:
“Remember, it’s important to stay updated on shots to help protect your child from preventable diseases. Call your child’s doctor today to schedule an appointment.

Reply HELP for help or STOP to end”

Breast Cancer Screenings (Member age 50-74) Text Messaging Campaign

Campaign message:

“It’s important to get a mammogram every two years to check for breast cancer after the age of 50. You can get a \$20 gift card if you complete a mammogram by <DATE>. Visit www.scfhp.com/rewards for more info.”

Follow-up message sent two weeks after campaign message:

“SCFHP: Have you seen your doctor for your mammogram? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great! Find out how to get your gift card at www.scfhp.com/rewards.”
- b. If “NO”, the following text message is sent:
“Remember, complete your mammogram by <DATE> and you can get a \$20 gift card. More info at www.scfhp.com/rewards

Reply HELP for help or STOP to end”

Prenatal Care Text Messaging Campaign

Campaign message:

“SCFHP has a Healthy Moms, Healthy Babies program to help members get the care they need for a healthy pregnancy. The program rewards moms for seeing their doctor each trimester. Register at <https://www.scfhp.com/healthy-moms-babies>.”

Follow-up message sent two weeks after campaign message:

“SCFHP: Have you registered for Healthy Moms, Healthy Babies? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great! For more information about the program, visit <https://www.scfhp.com/healthy-moms-babies>.”
- b. If “NO”, the following text message is sent:
“Remember that Healthy Moms, Healthy Babies rewards moms for seeing their doctor each trimester. Register at <https://www.scfhp.com/healthy-moms-babies>.”

Reply HELP for help or STOP to end”

Postpartum Care Text Messaging Campaign

Campaign message:

“Hi from SCFHP! Have you scheduled your post-baby checkup yet? Seeing your doctor helps ensure you’re recovering well. Your doctor can answer any questions you may have.”

Follow-up message sent two weeks after campaign message:

“SCFHP: Have you seen your doctor for your post-baby checkup? Reply YES or NO”

- a. If “YES”, the following text message is sent:
“That’s great! Thanks for taking care of your health :)”
- b. If “NO”, the following text message is sent:
“Remember that it’s important to take care of yourself post-delivery. Call your doctor today to schedule an appointment.

Reply HELP for help or STOP to end”

Diabetes Text Messaging Campaign

Campaign Message:

“Hi from SCFHP! Your doctor would like to see you for your next A1C test. This simple blood test will tell your average blood sugar level over time & can help you control diabetes. You can get a \$25 gift card if you complete an A1C test by <DATE>
Reply HELP for help or STOP to end”

Follow up message sent two weeks after campaign message:

“SCFHP: Have you scheduled an appointment for your A1C blood test, yet? Reply YES or NO”

a. If “YES”, the following message is sent:

“That’s great! Find out how to get your gift card at www.scfhp.com/rewards”

b. If “NO”, the following message is sent:

“Remember, complete your A1C by <DATE> and you can get a \$25 gift card. More info at www.scfhp.com/rewards

Reply HELP for help or STOP to end”

Late Drug Refill Text Messaging Campaign

Campaign message:

“Hi from Santa Clara Family Health Plan! Our records show that you are late for a drug refill. Text 1 to see the drug info.”

If member replies “1”, the following text message is sent:

“Ok, first, let’s confirm your birthdate. We have listed three different birthdates and only one of them is yours. Text 1 for the first date, 2 for the second date, or 3 for the last date.

1 1942-08-22

2 1941-09-18

3 1940-07-26”

If member replies with correct DOB, the following text message is sent:

“You are due to refill RX# [nnnnnnnnn] [drug name]. Please call your pharmacy [pharmacy name] at [pharmacy number] to request a refill.”

Hypertension (Blood Pressure) Text Messaging Campaign

Campaign Message:

“SCFHP: A quick blood pressure check from your doctor can help you stay healthy & prevent heart disease and stroke. Please call your doctor at [phone] to schedule your next blood pressure check. Reply HELP for help or STOP to end”

Follow-up message sent two weeks after campaign message:

“SCFHP: Have you scheduled your blood pressure check yet? Reply YES or NO”

a. If “YES”, the following text message is sent:

“That’s great! Thanks for taking care of your health. :)”

b. If “NO”, the following text message is sent:

“Call your doctor at [phone] to schedule your blood pressure check. Your doctor will check your blood pressure & help you keep it low. High blood pressure damages the body over time. Regular blood pressure checks can help. Reply HELP for help or STOP to end”

Flu Shot Text Messaging Campaign

Campaign Message:

“SCFHP: Your doctor recommends a flu shot to protect yourself & family from the flu. Get yours at no cost! Reply with your 5-digit zip to see a few nearby clinics. Or find a list of clinics at www.scfhp.com/get-your-flu-shot-now-find-out-how Reply STOP to opt out.”

If member texts valid zip code, three clinics in that zip code is sent:

##CLINIC_NAME## at ##CLINIC_ADDRESS## open on ##CLINIC_HOURS##

##CLINIC_NAME## at ##CLINIC_ADDRESS## open on ##CLINIC_HOURS##

##CLINIC_NAME## at ##CLINIC_ADDRESS## open on ##CLINIC_HOURS##

Follow up message sent two weeks after campaign message:

“Hi from SCFHP! Did you get your flu shot this flu season? Reply YES or NO”

a. If “YES”, the following text message is sent:

“Happy to hear it! Thanks for keeping you and your loved ones healthy. :)”

b. If “NO”, the following text message is sent:

“Ok, do any of these reasons describe why you haven’t gotten a flu shot?”

1 - Don’t know where to go

2 – Forgot

3 - No time

4 - Not sure it’s safe

Flu Shot Text Messaging Campaign Continued

If “1”, the following text message is sent:

“You can call your doctor to schedule one or walk in to your pharmacy. If you don’t know where to go, reply with your 5-digit ZIP to see a few nearby clinics. Or find a list of clinics at

<https://www.scfhp.com/get-your-flu-shot-now-find-out-how>

Reply HELP for help”

If “2”, the following text message is sent:

“We understand – it can be easy to forget! That’s why we’re here to remind you. Call your doctor to schedule one or walk in to your pharmacy today! Reply with your 5-digit ZIP to see a few nearby clinics. Or find a list of clinics at <https://www.scfhp.com/get-your-flu-shot-now-find-out-how>

Reply HELP for help”

If “3”, the following text is sent:

“Good news - getting a flu shot doesn't take much time! You can walk in to your pharmacy without an appointment, or call your doctor to schedule one. Reply with your 5-digit zip to see a few nearby clinics. Or find a list of clinics at <https://www.scfhp.com/get-your-flu-shot-now-find-out-how>

Reply HELP for help”

If “4”, the following text is sent:

“The Centers for Disease Control and Prevention recommends that everyone 6 months & older get a flu shot every year. You cannot get the flu from a flu shot. Talk to your doctor or pharmacist about your concerns.”

Follow up message sent one month after campaign message:

“Join the millions of people who get a flu shot because they care about keeping those around them healthy. Reply with your 5-digit ZIP to see a few nearby clinics. Or find a list of clinics at <https://www.scfhp.com/get-your-flu-shot-now-find-out-how>.

Reply HELP for help”