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| Readme |
| Overall Flesch-Kincaid Readability Level:  |
| Welcome Message & HIPAA Light Warning |
| A welcome message will be sent to each member. This will be a generic message that informs the member that they will be receiving text messages from the health plan.  |
| A HIPAA “light warning” will be sent to those members participating in measures that may contain potentially sensitive PHI. Here, the member will be prompted to acknowledge the warning by texting ‘OK’. If a member does not acknowledge the warning, she will no longer receive further messages. |
| Each member will be notified that they have the option to opt out by texting 'STOP'. They will also be notified of applicable message and data rates.  |
| A recipient will also have the option to text back 'WRONG' if she is not the intended recipient. |
| Message Frequency and Responses  |
| Members will be sent approximately 2-3 messages each month.  |
| If we are expecting a response from a member for a particular message, it is specified within parentheses under the 'Condition' column |
| Keyword Alerts |
| This page has all the keywords that trigger an automatic action depending on the incoming keyword. |
| Custom Key Legend |
| The custom key legend shows all of the custom values used throughout the campaign. These values will be populated with the appropriate information at the time of the campaign.  |
| *Custom Key* | *Definition* |
| {HealthPlan} | **MetroPlus Health Plan** |
| {HealthPlanAbbr} | **MetroPlus** |
| {MbrNameFirst}, {HoHNameFirst} | Member’s first name, parent/guardian’s first name |
| {MemberServicesNum} | The plan’s Member Services phone number: 1-844-452-4988 (Medicaid), 1.855.809.4073 (Shop, QHP & EP), 1.866.986.0356 (Medicare), 1.877.475.3795 (Gold)[This will route through HealthCrowd’s tracking number] |
| {MemberServicesDays} | **M-Sa (English)****L-Sa (Spanish)****L-Sa (Creole)** |
| {MemberServicesHours} | **8am-8pm (All Languages)** |
| {PharmacyNum} | Member’s pharmacy phone number  |
| {IvrSourceNum} | Phone number shared in voicemail for member to call back and retrieve IVR message. Each campaign will have a different callback number. [This will route through HealthCrowd’s tracking number] |
| {LanguageSwitch} | {Para continuar en Español, oprima 2} – English message{Pou kontinye nan kreyòl, peze 3} – Creole message{To continue in English, press 4} – Spanish message |

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| HIV Refill Reminder - IVR |
| Greeting  | Messages |
| GreetingIf 1, move to “Goodbye.” If 2, continue in Spanish. If 3, continue in Creole.Else, move to “Member Confirmation” | Hello, this is <HealthPlan>, your health plan. We’re calling today to make sure you’re getting the care you need from us. If you don’t wish to continue this call, press 1, or you can just hang up if you want this call to end. {LanguageSwitch} | CWPA\_1AFullPlanCWPA\_1B EnglishSwitchSpanishSwitch |
| Good-bye | Okay, good-bye! | CWPA\_2 |
| Member ConfirmationIf yes, move to DOB Confirmation. If No, move to Wrong Person. | Before we start, is this {MbrNameFirst}? Press 1 for yes or 2 for no.  | CWPA\_3ACWPA\_3B |
| Wrong PersonIf 1, go to Wait. If 2, go to No.  | Okay, if the right person is available to speak and can come to the phone, press 1. If we called the wrong number, please press 2.  | CWPA\_4 |
| WaitIf any key, move to DOB Confirmation | We’ll wait. Please press any key to continue. | CWPA\_5 |
| NoEnd call | We’re sorry, we seemed to have reached you in error. We will update our records. Thank you for your time. Good-bye! | CWPA\_6 |
| DOB Confirmation If confirmed, move to “Call-to-Action” | Great! To protect your privacy, use your keypad to enter your date of birth. For example, if it is January 1, 1986 enter 0-1-0-1-8-6.  | CWPA\_7 |
| DOB Invalid If correct, move to “Call-to-Action”If still invalid, move to “DOB Invalid 2x” | I’m sorry, your answer doesn’t match our records. Please try again. Use your keypad to enter your date of birth. For example, if it is January 1, 1986 enter 0-1-0-1-8-6. | CWPA\_8 |
| DOB Invalid 2xIf 1, “Transfer to Member Services”Else, End call | Hmm...I’m sorry, this still doesn’t match our records. To talk to Member Services so we may update our records, press 1.  | CWPA\_9 |
| Transfer to Member Services | Okay, a representative from <HealthPlan> Member Services will be happy to help. Please hold while I transfer you. | CWPA\_10ACWPA\_10B |
| Call-to-Action |
| Call-to-ActionIf 1, move to “Transfer to Pharmacy”. If 2, move to “Transfer to PCP or No PCP Information”. If 3, move to “Concluding Message” | You’re currently taking some important medications to keep you healthy. We’ve noticed that you haven’t refilled these medicines lately. These medicines are part of your treatment plan and keep you healthy.To refill your medicines, press 1 to connect with the pharmacy. If you have questions or concerns about your medicines, press 2 to make an appointment with your doctor. For further instructions, press 3. To end this call now, simply hang up. | HIV\_1 |
| Transfer to Pharmacy  | We’re at your service! Please hold while we transfer you to your pharmacy. | CWPA\_11 |
| No Pharmacy Information | Hmm… I’m sorry, something isn’t right. Please hold while I transfer you to Member Services. | CWPA\_12 |
| Transfer to PCP  | We are at your service! Your Primary Care Physician is Dr. {PcpNameFirst} {PcpNameLast} and can be reached at {PcpPhone}. Please hold while I transfer you to your PCP. | CWPA\_13ACWPA\_13BCWPA\_13C |
| No PCP Information | Hmm… I’m sorry, something isn’t right. Please hold while I transfer you to Member Services. | CWPA\_14 |
| Concluding Message | OK. Thanks for listening to this message. Don’t forget to refill your medications right away.If we can help you in the future, please call <HealthPlan> at <MemberServicesNum>. We’re available <MemberServicesDays>, from <MemberServicesHours>. You can also find this information on your member ID card. | CWPA\_15APlanAbbrCWPA\_15BMemberServicesNumCWPA\_15CDaysCWPA\_15DHoursCWPA\_15E |

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| Voicemail |
| Voicemail  | Messages |
| If phone call is not answered (adult) | Hello! This is {HealthPlan}, your health plan. We wanted to share some information on your health but it looks like we’ve missed you. This isn’t a sales call or a debt collection call. Please do call us back at {IvrSourceNumber}to retrieve your personal message. Again, that number is {IvrSourceNumber} | CWPA\_16APlanAbbrCWPA\_16BHIVSourceNumCWPA\_16CHIVSourceNum |