**Readme** 2

**Welcome Message – Child & Adolescent** 5

Child and Adolescent Welcome Message 5

**Screening & Adherence Measures – Child & Adolescent** 5

Adolescent Well Care 12 – 17 (AWC – Child) 5

Annual Dental Visit 2 – 17 (ADV – Child) 8

Medication Management for People with Asthma <18 (MMA – Child) 10

**Welcome Message – Adult** 12

Adult Welcome Message 12

**Screening & Adherence Measures – Adult** 13

Adolescent Well Care 18 – 21 (AWC – Adult) 13

Medication Management for People with Asthma 18+ (MMA – Adult) 15

Comprehensive Diabetes Care (CDC) 17

Breast Cancer Screening (BCS) 19

Cervical Cancer Screening (CCS) 21

**Pregnancy Measures – Adult** 24

Prenatal Care (PPC—1) 24

Frequency of Prenatal Care (FPC) 26

Postpartum Care (PPC—2) 39

**Keywords Table** 42

|  |
| --- |
| Readme |
| Overall Flesch-Kincaid Readability Level: 5.2 |
| 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/he will no longer receive further messages. |
| Members can remove themselves from a specific program by texting STOP. If they want to be removed from *all* texting campaigns, they need to text STOPALL.  |
| 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)M-Sa (Chinese) |
| {MemberServicesHours} | 8am-8pm (All Languages) |
| {HealthPlanWebsite} | The plan’s primary website – E.g. metroplus.org |
| {CareManagementNum1} | Asthma Nurse phone number: 212-908-3057 |
| {CareManagementNum2} | Customer Service phone number: 212-908-5158 |
| {RideService} | Transportation vendor name – MAS Transportation |
| {RideServiceNum} | Transportation vendor number: 1-844-452-4988 (Medicaid)1-844-666-6270 (QHP, EP, HIV, HARP, Medicare)[This will route through HealthCrowd’s tracking number] |
| {HisHer}, {HimHer}, {HeShe}, {MenWomen} | Based on member’s gender |
| {QuitLine}  | NY QuitLine |
| {QuitLineNum} | NY QuitLine phone number: 1-866-NY-Quits (1-866-697-8487)[This will route through HealthCrowd’s tracking number] |
| {RidesToDoctors} | Rides to doctor visits, text RIDE. (English)Traslados a consultas con el médico, envíe VIAJE (Spanish)如需乘車至醫生處就診，回覆「RIDE」。(Chinese) |
| {RidesToAndFrom} | For rides to and from doctor visits? Text RIDE (English)Para traslados desde y hacia sus consultas. Envíe VIAJE. (Spanish)想要乘車往返醫生處就診？回覆「RIDE」(Chinese) |
| {NeedARide} | Need a ride, text RIDE. (English)Si necesita traslado, envíe VIAJE. (Spanish)需要乘車，回覆「RIDE」. (Chinese) |
| {FreeAndCovered} | and they are free & covered by {HealthPlanAbbr} (English)son gratuitas y las cubre {HealthPlanAbbr} (Spanish)這些體檢是免費的，由{HealthPlanAbbr}承保。} (Chinese) |
| {FreeInsurance} | they are free & covered by {HealthPlanAbbr}, your health insurance (English)son gratuitas y las cubre {HealthPlanAbbr}, su seguro de salud. (Spanish)這些體檢是免費的，由{HealthPlanAbbr}（您的醫療保險）承保。(Chinese) |
| {Free} | free (English)gratis (Spanish)免費 (Chinese) |
| {Copay} | a 90-day supply (1 copay) (English)para 90 días (1 copago) de (Spanish)只需訂購90天用量(1共付額) (Chinese) |
| {MsgType} | general preventive care – Non-sensitive HEDIS breast cancer screenings – BCScervical cancer screenings - CCSyour condition – Sensitive HEDISprenatal care – PPC-1, FPCcare after pregnancy – PPC-2 |
| {PointValue} | AWC – 250ADV – 250MMA – 600CDC- 500BCS – 250CCS – 250PPC – 1 - 250FPC – 500PPC – 2 - 250 |
| {Url1} | Healthy Reward enrollment website |
| {Url2} | http://www.phqscreeners.com/sites/g/files/g10016261/f/201412/PHQ-9\_English.pdf |

## Welcome Message – Child & Adolescent

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| Child and Adolescent Welcome Message |
| Msg# | Objective | Condition | Text | Length |
| 1 | Welcome Part 1: Greeting - CHILD |  | Hi, it's {HealthPlan}, your child's health plan! Note: Msgs may be read by a 3rd party if phone is unsecured. Msg&Data rates may apply. Not {MbrNameFirst}'s guardian? Text WRONG. Text STOP to cancel messages about {MsgType}. Text STOPALL to cancel all messages. Español, texto ES. Chinese, text ZH. | 280 |
| 2 | Welcome Part 2: Build trust, rapport |  | Questions? Appointment help? Call {MemberServicesNum}, {MemberServicesDays}, {MemberServicesHours}. {RidesToDoctors}. Español, texto ES. Chinese, text ZH. | 249 |

## Screening & Adherence Measures – Child & Adolescent

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| Adolescent Well Care 12 – 17 (AWC-Child) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 |
| 1 | Inform | 1 week after welcome | {HealthPlanAbbr} wants to help make sure {MbrNameFirst} gets the right care! Your child needs to see a doctor once a year from ages 12-17. These are called well-care checkups, {FreeAndCovered}. Text PCP to make an appointment. Made this exam? Text BOOKED. Need a ride? Call {RideServiceNum}. Not {MbrNameFirst}’s guardian? Text WRONG. | 145 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1a | Educate |  | {HealthPlanAbbr}: Many people don't know why their teen needs to go to the doctor for a checkup when {HeShe} isn't sick. To learn why, text WHY. To make an appointment, call {PcpPhone}. Made this exam? Text BOOKED. Finished? Text DONE. Not {MbrNameFirst}’s guardian? Text WRONG. | 145 |
|  |  | If WHY | Well-care checkups help you know if your teen is growing and developing like others {HisHer} age. At these checkups, your child’s doctor will also give {HimHer} the right shots and address topics like bullying, drugs and smoking. Text PCP for {MbrNameFirst}'s doctor's contact info to schedule {HisHer} {Free} checkup. Made this exam? Text BOOKED. | 167 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {MbrNameFirst}’s health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}.  | 63 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards Program |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions that are good for you and your family. Earn {PointValue} points by completing {MbrNameFirst}’s annual checkup. Use points to redeem great prizes. Visit {Url1} to register! Don't know who {MbrNameFirst}'s doctor is or want to switch? Call {MemberServicesNum}. {NeedARide} | 145 |
| Month 4 (adjust based on time left in HEDIS calendar year) |
| 1a | Due for Chckup |  | {HealthPlanAbbr}: Many summer camps, sports/after-school programs may require a well-care checkup. Get {MbrNameFirst}’s done now so it’s completed on time. Remember, a completed visit gets you {PointValue} reward points! Text PCP for the doctor’s contact information to schedule it now so you don’t forget. | 129 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}: Have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing {MbrNameFirst}’s annual checkup. Visit {Url1} to register! Use points to redeem great prizes. Don’t miss out. | 125 |
| Month 6 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Our records show that {MbrNameFirst} may be missing an important well-care checkup. Your child needs to see the doctor at least once this year. Text WHY for more info. Call {PcpPhone} to schedule a visit. Made this appointment? Text BOOKED. {NeedARide}. Appointment scheduling help? Call {MemberServicesNum} | 151 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {MbrNameFirst}’s health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}.  | 63 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Take advantage of {MbrNameFirst}’s annual well-care checkup to talk to the doctor about common teenage topics like bullying, drugs, smoking & acne. Text WHY for more info. Text PCP to schedule a visit now. Made this appointment? Text BOOKED. {NeedARide}. Help? Call {MemberServicesNum}. Checkup done? Text DONE | 153 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {MbrNameFirst}’s health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}.  | 63 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Tween. Teen. Healthy adult. Don’t break that chain. {MbrNameFirst} may not have had a checkup this year yet. A visit gets you {PointValue} reward points! Call {PcpPhone}to schedule a visit now so you don’t forget. Text WHY for more info. {NeedARide}. Help? Call {MemberServicesNum}. Checkup done? Text DONE | 144 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {MbrNameFirst}’s health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}.  | 63 |

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| Annual Dental Visit 2 – 17 (ADV – Child) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 (skip Welcome if existing active member) |
| 1 | Inform | 1 week after welcome | ({HealthPlanAbbr}: Did you know that we provide {MbrNameFirst} with dental coverage? Check-ups, teeth cleaning & x-rays are important for healthy teeth. Children 2-17 should go to the dentist every 6 months! To learn more call {MemberServicesNum}, {MemberServicesDays}, {MemberServicesHours} or text PCD for {HisHer} dentist’s info. Not {MbrNameFirst}’s guardian? Text WRONG | 149 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1a | Identify barriers |  | {HealthPlanAbbr}: Many parents don't know why it's important for children 2-17 to see the dentist every 6 months. Get {PointValue} Healthy Reward points for each child that goes to the dentist for an annual dental checkup. To learn why, text WHY. Call {PcdPhone} to make an appointment. Already scheduled? Text BOOKED. Don't know who your child's dentist is or want to switch? Call {MemberServicesNum} for help. Finished this exam? Text DONE. Not {MbrNameFirst}’s guardian? Text WRONG. | 144 |
|  |  | If WHY | Today's kids, big & small, consume more sugary foods & drinks than ever before! This increases the risk of tooth decay. Regular dental visits & cleanings not only help keep teeth bright & strong; they can also help catch problems early. Call {PcdPhone} to schedule a {Free} check-up.  | 159 |
|  |  | If DONE [Remove from Campaign] | That’s great! Thanks for putting {HisHer} health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions that are good for you and your family. Earn {PointValue} points by completing {MbrNameFirst}’s dental checkup. Use points to redeem great prizes. Visit {Url1} to register! Not {MbrNameFirst}’s guardian? Text WRONG. | 129 |
| Month 4 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | Hi {HoHNameFirst}, we know you’re busy but have you had a chance to bring {MbrNameFirst} to {HisHer} dental visit yet? Remember, a completed visit gets you {PointValue} reward points! Text PCD to schedule it now. Scheduled this exam? Text BOOKED Finished this exam? Text DONE. Not {MbrNameFirst}’s guardian? Text WRONG. | 125 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {HisHer} health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | Have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing {MbrNameFirst}’s dental checkup. Visit {Url1} to register! Use points to redeem great prizes. Don’t miss out. | 125 |
| Month 6 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Our records show that {MbrNameFirst} may be missing a dental checkup. {HeShe} needs to see the dentist every 6 months. It’s covered by insurance. Text WHY for more info. Call {PcdPhone} to schedule a visit. Made this appointment? Text BOOKED. Finished this exam? Text DONE. {NeedARide}. Appointment scheduling help? Call {MemberServicesNum} | 151 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {HisHer} health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Take advantage of {MbrNameFirst}’s {Free} dental cleaning to talk to the dentist about topics like fluoride treatments, sealants and wisdom teeth. Call {PcdPhone} to schedule a visit. Made this appointment? Text BOOKED. Finished this exam? Text DONE. {NeedARide}. Need help? Call {MemberServicesNum}.  | 152 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {HisHer} health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | Cavities aren't just for little kids - children of all ages can get them. Bring {MbrNameFirst} to {HisHer} {Free} checkup and cleaning! A completed visit earns {PointValue} reward points that can be redeemed for prizes. Text PCD to schedule a visit. Made this appointment? Text BOOKED. Finished this exam? Text DONE. | 139 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting {HisHer} health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |

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| Medication Management for People with Asthma <18 (MMA – Child) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 (skip Welcome if existing active member) |
| 3 | Identify barriers | 1 week after welcome | {HealthPlanAbbr}: Controller medications are important in managing asthma and should be taken daily. Rescue medications provide short-term relief. Rescue medications should be taken only when needed. How often does your child use {HisHer} controller medication? Text SOME, MOST or EVERY day. Not {MbrNameFirst}’s guardian? Text WRONG. | 154 |
|  |  | If unrecogn-ized response[Try 3x then move on] | Oops, we didn’t get that. Text SOME, MOST or EVERY | 50 |
|  |  | If SOME or MOST | We'd like to understand why. If it is cost, difficulty in picking up the meds or some other reason, let us help. Talk to a nurse about {MbrNameFirst}'s asthma at {CareManagementNum1} | 163 |
|  |  | If EVERY | Well done! | 10 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions, like making sure your child doesn’t run out of asthma medication & uses {HisHer} controller meds daily. Earn up to {PointValue} points yearly by ordering {Copay}{MbrNameFirst}’s asthma controller medication. Use points to redeem prizes. Register at {Url1}. Not {MbrNameFirst}’s guardian? Text WRONG. | 156 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion adheren-ce |  | {HealthPlanAbbr}: Hello, this message is about {MbrNameFirst}'s asthma. Does {HeShe} use daily (controller) medicine as recommended by {HisHer} doctor? Text YES or NO. Questions about {HisHer} medicine? Call {PcpPhone}. Not {MbrNameFirst}’s guardian? Text WRONG | 148 |
|  |  | If YES | That's great to hear! When {MbrNameFirst} takes {HisHer} daily (controller) medicine, {HeShe} breathes easier! Now isn't that a relief?  | 141 |
|  |  | If NO | Controller medicine is important in managing asthma symptoms. Unsure how to use it or have questions, make an appointment with your child's doctor. Call {PcpPhone} | 156 |
| Month 4 (adjust based on time left in HEDIS calendar year) |
|  1  | Disease understa-nding |  | {HealthPlanAbbr}: We hope your child's asthma is under control. By taking {HisHer} controller medication every day, your child will have fewer attacks. Earn up to {PointValue} points yearly by ordering {Copay}{MbrNameFirst}’s asthma controller medication. Use points to redeem prizes. Register at {Url1}. Not {MbrNameFirst}’s guardian? Text WRONG. | 130 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion adheren-ce |  | It may be hard remembering when your child needs to take {HisHer} meds. Set an alarm on your phone so you don't forget. Text DAILY if you will set a reminder! | 158 |
|  |  | If DAILY | Great! If ever you want to learn more about managing asthma, talk to a {HealthPlanAbbr} nurse at {CareManagementNum1} | 128 |
| Month 6 (adjust based on time left in HEDIS calendar year) |
| 1 | Support |  | {HealthPlanAbbr}: Having trouble getting {MbrNameFirst}'s asthma medication? We can help. Call {MemberServicesNum} for help with {HisHer} medicines. Earn up to {PointValue} points by ordering {Copay}{MbrNameFirst}’s asthma controller medication. Use points to redeem prizes. Register at {Url1} | 146 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion adheren-ce |  | {HealthPlanAbbr}: If {MbrNameFirst} needs to take {HisHer} medicine while at school, tell a nurse or teacher. They can have them take it correctly. Text SCHOOL if you'll do this. | 160 |
|  |  | If SCHOOL | Great! It's important to let those around {MbrNameFirst} know about {HisHer} asthma. They can help keep {HimHer} safe! | 118 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion adheren-ce |  | Even if {MbrNameFirst} isn't having trouble breathing, {HeShe} needs to take asthma medicines daily as told by the doctor to prevent future symptoms. If or when {HeShe} is old enough, teach {HimHer} how to take asthma medicine & why it's important. Involve your child. Help {HimHer} help you! | 156 |

## Welcome Message – Adult

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| Adult Welcome Message  |
| Msg# | Month | Condition | Text | Length |
| 1 | Welcome Part 1: Greeting - ADULT |  | Hi, it's {HealthPlan}, your health plan! Note: Msgs may be read by a 3rd party if your phone is unsecured. Msg&Data rates may apply. Not {MbrNameFirst}? Text WRONG. Text STOP to cancel messages about {MsgType}. Text STOPALL to cancel all messages. Español, texto ES. Chinese, text ZH. | 266 |
| 2 | Welcome Part 2: Build trust, rapport |  | Questions? Appointment help? Call {MemberServicesNum}, {MemberServicesDays}, {MemberServicesHours}. {RidesToDoctors}. Español, texto ES. Chinese, text ZH. | 249 |

## Screening & Adherence Measures – Adult

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| Adolescent Well Care 18 – 21 (AWC – Adult) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 |
| 1 | Inform | 1 week after welcome | {HealthPlanAbbr} wants to help make sure you get the right care! We recommend that you visit your doctor at least once a year until you turn 22! It’s called a well-care checkup {FreeInsurance}. Text PCP to make an appointment. Made this exam? Text BOOKED. Need a ride? Call {RideServiceNum}. Not {MbrNameFirst}? Text WRONG. | 153 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1 | Identify & Address Barriers |  | {HealthPlanAbbr}: Many young adults don't know why they need to go to the doctor for a checkup when they’re not sick. To learn why, text WHY. Call {PcpPhone} to make an appointment. Made this exam? Text BOOKED. Finished? Text DONE. Don't know who your doctor is or want to switch? Call {MemberServicesNum}. {NeedARide} Not {MbrNameFirst}? Text WRONG. | 122 |
|  |  | If WHY | An annual checkup is a preventive visit that can help prevent serious illnesses. At these checkups, your doctor will give you the right shots, and confidentially discuss issues like acne, stress, depression and sex. Text PCP for your doctor's contact info to schedule your {Free} annual checkup.  | 149 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions that are good for you, like your annual checkup! Earn {PointValue} points by completing your annual checkup. Use points to redeem great prizes. Visit {Url1} to register! Not {MbrNameFirst}? Text WRONG. | 138 |
| Month 4 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Hi {MbrNameFirst}, we know you’re busy but have you had a chance to go to your doctor visit? Remember, a completed visit gets you reward points! Text PCP to make an appointment. Made this exam? Text BOOKED. Finished? Text DONE. Don't know who your doctor is or want to switch? Call {MemberServicesNum}. {NeedARide} Not {MbrNameFirst}? Text WRONG. | 99 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing your annual checkup. Visit {Url1} to register! Use points to redeem great prizes. Don’t miss out. | 128 |
| Month 6 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Our records show that you may be missing an important well-care checkup. You need to see the doctor at least once this year. To learn more, text WHY. Text PCP to make an appointment. Made this exam? Text BOOKED. Finished? Text DONE. Don't know who your doctor is or want to switch? Call {MemberServicesNum}. {NeedARide} Appointment scheduling help? Call {MemberServicesNum} | 151 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Hi, take advantage of your annual well-care checkup to talk to the doctor about common teenage topics like acne, stress, depression and sex. To learn more, text WHY. Text PCP to make an appointment. Made this exam? Text BOOKED. Finished? Text DONE. Don't know who your doctor is or want to switch? Call {MemberServicesNum}. {NeedARide} | 146 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | Family. School. Relationships. You have a lot going on, {MbrNameFirst}. Do see your doctor for your annual checkup. You’ll earn {PointValue} reward points! To learn more, text WHY. Text PCP to make an appointment. Made this exam? Text BOOKED. Finished? Text DONE. Don't know who your doctor is or want to switch? Call {MemberServicesNum}. {NeedARide} | 144 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |

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| Medication Management for People with Asthma 18+ (MMA – Adult) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 (adjust based on time left in HEDIS calendar year) |
| 1 | Identify barriers |  | {HealthPlanAbbr}: Controller medications are important in managing asthma and should be taken daily. Rescue medications only provide short-term relief and should be taken as needed. There is no cure for asthma, but it can be managed. {MbrNameFirst}, how often do you use your controller medication? Text SOME MOST or EVERY day. Not {MbrNameFirst}? Text WRONG.  | 144 |
|  |  | If unrecogn-ized response[Try 3x then move on] | Oops, we didn’t get that. Text SOME, MOST or EVERY | 50 |
|  |  | If SOME or MOST | We'd like to understand why. If it is cost, difficulty in picking up the meds or some other reason, let us help. Talk to a nurse about your asthma at {CareManagementNum1} | 163 |
|  |  | If EVERY | Well done! | 10 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions, like making sure you don’t run out of asthma medication. Earn up to {PointValue} points by ordering {Copay} your asthma controller medication. Use points to redeem prizes. Visit {Url1} to register! Not {MbrNameFirst}? Text WRONG | 147 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion adheren-ce |  | {MbrNameFirst}, are you using your daily (controller) medicine as recommended by the doctor? Text YES or NO. Not {MbrNameFirst}? Text WRONG.  | 107 |
|  |  | If YES | That's great to hear! When you take your (controller) medicine daily, you'll breathe easier! Now isn't that a relief?  | 118 |
|  |  | If NO | Controller medicine is important in managing asthma symptoms. Unsure how to use it or have questions, make an appointment with your doctor. Call {PcpPhone} | 148 |
| Month 4 (adjust based on time left in HEDIS calendar year) |
|  1  | Disease understa-nding |  | {HealthPlanAbbr}: {MbrNameFirst}, we hope your asthma is under control. By taking your medication every day, you will have fewer attacks. Earn up to {PointValue} points each year by ordering {Copay} your asthma controller medication. Use points to redeem prizes. Visit {Url1} to register! | 125 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion adheren-ce |  | {HealthPlanAbbr}: Sometimes taking your medicine can be hard to remember. Set an alarm on your phone so you don't forget. Text DAILY if you will set a reminder! | 142 |
|  |  | If DAILY | Great! If ever you want to learn more about managing asthma, talk to a {HealthPlanAbbr} nurse about your asthma at {CareManagementNum1} | 128 |
| Month 6 (adjust based on time left in HEDIS calendar year) |
| 1 | Support |  | {HealthPlanAbbr}: Having trouble getting your asthma medication? We can help. Call Member Services {MemberServicesNum} for help with your medicines. Earn points when you order {Copay} your asthma controller medication. Use points to redeem prizes. Visit {Url1} to register! | 130 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions, like making sure you don’t run out of asthma medication. Earn points just by ordering {Copay} your asthma controller medication. Use points to redeem prizes. Visit {Url1} to register! Not {MbrNameFirst}? Text WRONG | 147 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion adheren-ce |  | {HealthPlanAbbr}: {MbrNameFirst}, even if you aren't having trouble breathing, take your asthma medicines daily as told by your doctor to prevent future symptoms.  | 148 |

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| Comprehensive Diabetes Care (CDC) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 |
| 1 | All tests | 1 week after welcome | {HealthPlanAbbr}: Important tests for diabetics: 1) HbA1c test, 2) Eye exam, 3) Kidney exam, 4) Blood pressure. Get rewarded up to {PointValue} points for getting the required diabetes tests. Use points to redeem prizes. Visit {Url1} to register for Healthy Rewards! Not {MbrNameFirst}? Text WRONG | 122 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1 | HbA1c test |  | {MbrNameFirst}, an HbA1c test tells your average blood sugar level over the past 2 -3 months. Have you had a test this year? Text YES or NO. An HbA1c test and diabetic eye exam completed together earns you up to {PointValue} Healthy Rewards points! Visit {Url1} to register. Not {MbrNameFirst? Text WRONG.  | 140 |
|  |  | If YES | Great to hear you are taking care of yourself. An HbA1c test and diabetic eye exam completed together earns you up to {PointValue} Healthy Rewards points! Visit {Url1} to register. | 47 |
|  | Rewards program | If NO | An HbA1c test and diabetic eye exam completed together earns you up to {PointValue} Healthy Rewards points! Visit {Url1} to register.  | 137 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 | Eye exam |  | {MbrNameFirst}, diabetes can damage your eyes, so get your diabetic eye exam. Have you had an eye exam lately? Text YES or NO. An HbA1c test and diabetic eye exam completed together earns you up to {PointValue} Healthy Rewards points! Visit {Url1} to register. Not {MbrNameFirst}? Text WRONG | 102 |
|  |  | If YES | Very good, {MbrNameFirst}. | 26 |
|  |  | If NO | Regular eye exams can help prevent serious complications that sometimes lead to blindness. Text PCP to make an appointment today.  | 127 |
| Month 4 (adjust based on time left in HEDIS calendar year) |
|  1  | Kidney exam |  | Diabetes can harm your kidneys! High blood sugar damages the tiny blood vessels inside kidneys, causing them to fail. Get your kidney test scheduled – text PCP for your doctor’s number. Not {MbrNameFirst}? Text WRONG | 159 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Eye exam |  | Diabetes can cause vision loss. Yearly diabetic eye exams are vital for eye health! Text EYE to make an appointment today. | 123 |
|  |  | If EYE | Your PCP is Dr. {PcpNameFirst} {PcpNameLast} and can be reached at {PcpPhone}. OR To find a PCP near you, call {MemberServicesNum} |  |
| Month 6 (adjust based on time left in HEDIS calendar year) |
| 1 | Medication Adherence  |  | {HealthPlanAbbr}: Managing your cholesterol by taking statins is another way to manage your diabetes. Questions about your medicines and managing your diabetes? Call {PcpPhone} to make an appointment with your doctor. Need help making appointments? Call {MemberServicesNum}. Don’t forget, {MbrNameFirst}, earn up to {PointValue} points when you complete your diabetes tests. Use points to redeem prizes. Visit {Url1} to register! | 164 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | HbA1c test |  | How many times a year do you think you should get your HbA1c checked? Text us your answer.  | 92 |
|  |  | If unrecogn-ized response[Try 3x then move on] | Oops, we didn’t get that. Text back a number.  | 46 |
|  |  | If 2 | Correct! Doctors suggest you should get your HbA1c checked twice a year to make sure your treatment plan is working. Nicely done. | 84 |
|  |  | If number not equal 2 | Actually, doctors suggest you get your HbA1c checked twice a year to make sure your treatment plan is working. Text PCP to make your test appointment.  | 153 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Medicat-ion Adheren-ce |  | Diabetes medication only works when taken as prescribed by your doctor. Tip: Whether you use an injectable medicine or take it by mouth, set an alarm on your phone so you don’t forget to take them!  | 155 |

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| Breast Cancer Screening (BCS) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 |
| 1 | Inform | 1 week after welcome | {HealthPlanAbbr}: It looks like you are due for a mammogram. They’re free for you and help detect breast cancer early. To learn more, text MORE. Get rewarded up to {PointValue} points for getting your mammogram. Use points to redeem prizes. Visit {Url1} to register for Healthy Rewards! Text PCP to make an appointment. Made one? Text BOOKED. Not {MbrNameFirst}? Text WRONG. | 153 |
|  |  | If MORE | A mammogram is an x-ray exam of the breast to look for changes that are not normal. Some women have no symptoms, so regular mammograms are important. Other women may observe change in the shape or size of breast, a lump, nipple discharge or pain. Early detection increases survival rates. | 156 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1 | Identify barriers |  | {HealthPlanAbbr}: Many women put themselves at risk by not getting regular mammograms. To learn why, text MORE. Text PCP to schedule your mammogram. Exam booked? Text BOOKED. Finished your test? Text DONE. Not {MbrNameFirst}? Text WRONG. {NeedARide} Have questions or concerns about the exam, call {MemberServicesNum} and someone will explain it to you. | 148 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 |  |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions, like making sure you get your mammogram. Text PCP to schedule your mammogram. Exam booked? Text BOOKED. Finished your test? Text DONE. Earn points when you complete your exam. Use points to redeem prizes. Visit {Url1} to register! Not {MbrNameFirst}? Text WRONG. | 147 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: {MbrNameFirst}, our records show that you may still be due for your mammogram. Get it done as soon as possible. It’s covered by your insurance. Completed? Text DONE. Otherwise, call {PcpPhone} to schedule the exam now. {NeedARide}. Appointment scheduling help? Call {MemberServicesNum}  | 150 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Most cases of breast cancer have no symptoms until found on a mammogram. So, get yours done. It’s free & you’ll earn {PointValue} Healthy Rewards points! Text PCP to schedule your mammogram. Exam booked? Text BOOKED. Finished your test? Text DONE. {NeedARide}. Appointment scheduling help? Call {MemberServicesNum}.  | 150 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Breast cancer can’t be prevented, but you CAN screen for it. If you’re over 40 and haven’t had a mammogram recently, get one done as soon as possible. Call {PcpPhone} to schedule your mammogram. Exam booked? Text BOOKED. Finished your test? Text DONE. {NeedARide}. Appointment scheduling help? Call {MemberServicesNum} | 159 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |

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| Cervical Cancer Screening (CCS) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 |
| 3 | Inform | 1 week after welcome | {HealthPlanAbbr}: It looks like you are due for a Pap smear. Pap tests are free for you and help detect cervical cancer early. To learn more, text MORE. Get rewarded up to {PointValue} points for getting your Pap test. Use points to redeem prizes. Visit {Url1} to register for Healthy Rewards! Call {PcpPhone} to make an appointment for your Pap test. Trouble making an appointment? Call {MemberServicesNum}. Exam scheduled? Text BOOKED. Not {MbrNameFirst}? Text WRONG. | 161 |
|  |  | If MORE | {HealthPlanAbbr}: During a Pap test, your doctor collects a sample of cells from your cervix so that they can look for cells that are not normal. This process can feel weird, but it is not painful. Some women have no symptoms, so regular Pap tests are important. | 134 |
| Month 2 (adjust based on time left in HEDIS calendar year) |
| 1 | Identify barriers |  | {HealthPlanAbbr}: Many women put themselves at risk of cancer by not getting regular Pap tests. To learn why, text MORE. Text PCP to schedule your Pap test. Exam booked? Text BOOKED. Finished your test? Text DONE. Not {MbrNameFirst}? Text WRONG. {NeedARide} Have questions or concerns about the exam, call {MemberServicesNum} and someone will explain it to you. {NeedARide} Questions? Call {MemberServicesNum} | 157 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 3 (adjust based on time left in HEDIS calendar year) |
| 1 | Rewards program |  | {HealthPlanAbbr}’s Healthy Rewards Program rewards you for taking healthy actions, like making sure you get your Pap test. Text PCP to schedule your Pap test. Exam booked? Text BOOKED. Finished your test? Text DONE. Earn points when you complete your exam. Use points to redeem prizes. Visit {Url1} to register! Not {MbrNameFirst}? Text WRONG. | 130 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 5 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: {MbrNameFirst}, our records show that you may still be due for your Pap test. Get it done as soon as possible. It’s covered by your insurance. Call {PcpPhone} to schedule your Pap test. Exam booked? Text BOOKED. Finished your test? Text DONE {NeedARide}. Appointment scheduling help? Call {MemberServicesNum} | 149 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 7 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Most cases of cervical cancer have no symptoms until they're found by a Pap test. So, get it done. It’s free & you’ll earn Healthy Rewards points! Text PCP to schedule your Pap test. Exam booked? Text BOOKED. Finished your test? Text DONE {NeedARide}. Appointment scheduling help? Call {MemberServicesNum} | 156 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |
| Month 8 (adjust based on time left in HEDIS calendar year) |
| 1 | Due for checkup |  | {HealthPlanAbbr}: Cervical cancer can be prevented, but ONLY when changes are found early. If you’re over 21 and haven’t had a Pap test recently, get one done as soon as possible. Call {PcpPhone} to schedule your Pap test. Exam booked? Text BOOKED. Finished your test? Text DONE {NeedARide}. Appointment scheduling help? Call {MemberServicesNum} | 158 |
|  |  | If DONE [Remove from campaign] | That’s great! Thanks for putting your health first! Don’t forget to claim your Healthy Rewards prize, visit {Url1}. | 52 |

## Pregnancy Measures – Adult

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| Prenatal Care (PPC—1) |
| Msg# | Objective | Condition | Text | Length |
| Day 1 |
| 1 | Prenatal Visit |  | {HealthPlanAbbr}: Prenatal care is the care a woman needs while pregnant. Women who may be pregnant should get early prenatal care to improve the chances of a healthy pregnancy. These visits are covered by your insurance. If you think you may be pregnant, text YES. Not pregnant? Text NO. Not {MbrNameFirst}? Text WRONG. | 141 |
|  |  | If YES  | Congratulations! Schedule prenatal care right away. Call {ObPhone} for your doctor’s information {NeedARide} Need a new OBGYN? Call {MemberServicesNum}. | 163 |
|  |  | If NO [remove member from campaign] | Thanks for letting us know. If you become pregnant in the future, call {HealthPlanAbbr} at {MemberServicesNum} so that we can get you the care you need.  | 156 |
| Day 5 |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing your first prenatal visit. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. Text OB to make one. Already made your appointment? Text BOOKED. Need a new doctor? Call {MemberServicesNum}. Finished this exam? Text DONE. Not {MbrNameFirst}? Text WRONG. | 128 |
|  |  | If DONE [move to FPC] | Great! Remember, regular visits can help increase your chances of having a healthy baby and smooth delivery. {NeedARide}. | 160 |
| Day 7 |
| 1 | PrenatalVisit |  | {HealthPlanAbbr}: Hi {MbrNameFirst}, we know this is a busy time for you but did you schedule your important first prenatal visit yet? Don’t miss this appointment. Call {ObPhone} to make one. Already made your appointment? Text BOOKED. Need a new doctor? Call {MemberServicesNum}. Finished this exam? Text DONE. | 129 |
|  |  | If DONE [move to FPC] | Great! Remember, regular visits can help increase your chances of having a healthy baby and smooth delivery. {NeedARide}. | 160 |
| Day 14 |
| 1 | Prenatal Visit |  | {HealthPlanAbbr}: {MbrNameFirst}, your baby develops its heart and major organs in your first trimester. If you haven’t seen your doctor, text OB.OB Already made your appointment? Text BOOKED. Need a new doctor? Call {MemberServicesNum}. Finished this exam? Text DONE. Not {MbrNameFirst}? Text WRONG.  | 152 |
|  |  | If DONE [move to FPC] | Great! Remember, regular visits can help increase your chances of having a healthy baby and smooth delivery. {NeedARide}. | 160 |
| Day 17 |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing your first prenatal visit. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 128 |
| Day 21 |
| 1 | Prenatal Visit |  | {HealthPlanAbbr}: {MbrNameFirst}, we need to know if you’ve gone to your first prenatal visit. Usually, this visit should happen in your first trimester. Don’t miss out. Call {ObPhone} to make an appointment with your doctor. Already made your appointment? Text BOOKED. Need a new doctor? Call {MemberServicesNum}. Finished this exam? Text DONE.  | 151 |
|  |  | If DONE [move to FPC] | Great! Remember, regular visits can help increase your chances of having a healthy baby and smooth delivery. {NeedARide}. | 160 |
| Day 25 |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing your first prenatal visit. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. Text OB to make your appointment. Already made your appointment? Text BOOKED. Need a new doctor? Call {MemberServicesNum}. Finished this exam? Text DONE. | 128 |

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| Frequency of Prenatal Care (FPC) |
| Msg# | Objective | Condition | Text | Length |
| Month 1 Day 1 |
| 1 | Identify barriers |  | {HealthPlanAbbr}: {MbrNameFirst} help us help you! Struggling to find an OB doctor or midwife? Text DOC. Can't get appointments? Text APPT. Need support or resources? Text TALK. | 142 |
|  |  | If DOC | Call {MemberServicesNum} and {HealthPlanAbbr} Member Services will help you find an OB doctor or midwife. | 107 |
|  |  | If APPT | Call {MemberServicesNum} and {HealthPlanAbbr} Member Services will help you schedule your next appointment. | 109 |
|  |  | If TALK | Call {MemberServicesNum} and {HealthPlanAbbr} Member Services will get you the support or resources you need. | 111 |
| Month 1 Day 2 |
| 1 | Get due date |  | Congratulations from {HealthPlanAbbr}! When is your baby's due date? Enter it in MMDDYY format. 120118 for December 01, 2018 Your due date is the date your baby is expected to be born. Your doctor will tell you your due date at your first visit. If you don't have it yet, text NO | 134 |
|  | If unrecog-nized response[Try 3x then go to Day 3] | Sorry, I didn't get that. Can you try again? Enter your due date in MMDDYY format. Example: 120118 for December 01, 2018 | 120 |
|  | If recogniz-ed response | [Go to correct week; due date is week 40] |  |
|  | If NO | [Go to Day 3] |  |
| Month 1 Day 3 |
| 1 |  |  | Tip: Take a prenatal vitamin with folic acid each day to help prevent birth defects. {HealthPlanAbbr} covers prenatal vitamins. Call {MemberServicesNum} to learn more. Don’t forget to schedule your next prenatal visit. Ask your regular doctor or call {MemberServicesNum} to help find an OB near you.  | 174 |
| Month 1 Day 4 |
|  |  |  | {HealthPlanAbbr}: {MbrNameFirst}, do you smoke? Now is the time to stop! Smoking is very bad for you and your baby. We can help you quit. Call {QuitLine} at {QuitLineNum}. | 153 |
| Month 1 Day, Day 5 |
|  |  |  | {MbrNameFirst}, your baby develops its heart and major organs in your first trimester. Have you had a prenatal visit with a doctor yet? Text YES or NO  | 151 |
|  |  | If YES | [Go to “Get due date-Month 1 Day 2”]  |  |
|  |  | If NO | You need to schedule a visit as soon as possible. Ask your regular doctor or call {MemberServices} to help find an OB near you.  | 129 |
| Month 1 Day 8 |
| 1 |  |  | Getting enough exercise? It can help you have a healthy delivery. A good activity during pregnancy is walking 3 - 5 days per week Easy peasy. | 141 |
| Month 1 Day 10 |
| 1 |  |  | For a healthy pregnancy eat whole grains, calcium rich fruits and vegetables, and lean fully-cooked meats. Avoid raw cheese, seafood and meats.  | 144 |
| Month 1 Day 12 |
| 1 |  |  | Pregnancy can feel overwhelming. Talk to your doctor if you’re feeling sad, angry, or anxious. You are not alone, {HealthPlanAbbr} is here to help. Make an appointment with your OB, call {ObPhone}. Before your next visit, fill out this survey {Url2}. For more help, call {BeaconServicesNum}. | 156 |
| Month 1 Day 15 |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 134 |
| Week 4, Day 1 |
| 1 |  |  | {MbrNameFirst}, there are two of you now. Always stay safe. Wear your seatbelt in the car, don’t text while driving, look both ways before crossing the street. | 159 |
| Week 5, Day 1 |
| 1  |  |  | Did you have diabetes before becoming pregnant? Cal {ObPhone} to talk to your OB about creating a healthy diet. It’s important to manage diabetes for a healthy pregnancy. | 160 |
| Week 6 Day 1 |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 134 |
| Week 7, Day 1 |
| 1  |  |  | Calcium is important to a healthy pregnancy. Milk, cottage cheese, fruits, and vegetables are a great way to help your baby grow strong. | 136 |
| Week 8, Day 1 |
| 1 |  |  | Morning sickness? Don't worry, it won't hurt your baby. But, if you are vomiting more than 3-4 times a day, talk with your doctor! Text TIPS for more info. | 155 |
|  |  | If TIPS | Eat small meals often. Carry healthy snacks. Drink plenty of water. Stay away from cigarette smoke and any other smells or foods that make you feel sick. | 153 |
| Week 8, Day 5 |
| 1 |  |  | Was your last child born before 37 weeks? If yes, work with your OB to create a plan to make this pregnancy healthy and safe. | 140 |
| Week 9 Day 1 |
| 1 |  |  | At the start of Month 3, your baby is the size of a peanut. By the end of Month 3, it's fully formed with arms, legs, hands, feet and toes. Text back AMAZING[Show MMS-Week-9]week 9.jpg | 157 |
|  |  | If AMAZING | Can you believe that just a short while ago your little one was just a small bundle of cells, but has now grown into a tiny little human? Life truly is amazing! | 160 |
| Week 10 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: {MbrNameFirst} are you keeping up with your doctor visits? At around this time, your doctor will want to run some important early blood tests. Questions? Call your OB doctor or call {MemberServicesNum}. Ask your doctor for a visit schedule so you are always on track. | 146 |
| Week 10, Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, did you know you could earn up to {PointValue} points by completing your prenatal visits? Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 11 Day 1 |
| 1 |  |  | Eating healthy food when pregnant is important. Your baby needs nutrients. Drinks lots of water, eat fruits and vegetables and cut down on junk food and soda.  | 160 |
| Week 12 Day 1 |
| 1 |  |  | Continue to go to your doctor appointments even if you feel fine. For information on transportation or food, call us at {MemberServicesNum}. We are here to help. | 160 |
| Week 13 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Have any cravings, {MbrNameFirst}? A craving is an urge for a certain food. This is totally normal. But, if you have a craving for something that isn’t food like dirt or chalk, don’t eat it. Be sure to talk with your doctor about this. | 151 |
| Week 13, Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, did you know you could earn up to {PointValue} points by completing your prenatal visits? Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 14 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Hi {MbrNameFirst}, we care! You should have at least one visit a month with your doctor before the 7th month of your pregnancy. To make an appointment now, call your doctor or call {MemberServicesNum} | 134 |
| Week 15 Day 1 |
| 1 |  |  | By the end of Month 4, your baby is about the size of a deck of cards or a cell phone and is starting to grow head hair and even has fingernails! Teeth and bones are hardening, and your baby can even yawn, stretch, even suck his/her thumb. | 153 |
|  |  |  |  [Show MMS-Week-15]week 15.jpg | 100 |
| Week 16 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Hi {MbrNameFirst}, feeling more tired lately? Feel light-headed when you stand up too quickly? You might have swollen feet and ankles, leg cramps and backaches. Don't push yourself. Take rest breaks if you can. Text PACE if you can pace yourself! | 140 |
|  |  | If PACE | This is a beautiful time, but it's normal to feel overwhelmed. Need help? Call {MemberServicesNum} | 98 |
| Week 16 Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, don’t forget, you can earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 17 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Hi {MbrNameFirst}, keep your doctor's visits, ok? Skipped one? Don't delay - make another right away. Your baby's health depends on it. Need an appointment? Call your doctor or call {MemberServicesNum} | 141 |
| Week 18 Day 1 |
| 1 |  |  | {MbrNameFirst}, your baby can now hear sounds like your voice and heart beat! Your baby now goes to sleep and wakes up. S/he will grow a lot this month! | 152 |
| Week 19 Day 1 |
| 1 |  |  | Pains in your belly or groin when you laugh or move too fast? It's because your belly is growing quickly. If the pain doesn’t go away, call your doctor. Does your belly itch? To help with the itching, use lotion and wear loose clothes. | 158 |
| Week 19 Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, don’t forget, you can earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 20 Day 1 |
| 1 |  |  | {MbrNameFirst}, have you had your monthly prenatal visit yet? Your 2nd trimester ultrasound will tell you whether you are expecting a boy or a girl! [Show MMS-Week-20]3.jpg | 149 |
| Week 21 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Depression or anxiety may occur during and after pregnancy. Any pregnant woman can be affected. This doesn't mean you are weak or there is something wrong with you. It doesn't mean you're not a good mother. Make an appointment with your doctor, fill out this survey & bring it in, {Url1}. Text BLUE for more help. | 160 |
|  |  | If BLUE | {MbrNameFirst}, we care and want to help! Call your OB, {ObPhone}, or {BeaconHealthNum} for support and resources to help you feel better.  | 117 |
| Week 22 Day 1 |
| 1 |  |  | As your pregnancy goes on, you may notice your gums become swollen and bleed more easily. See your dentist. Dental visits are covered by your insurance. | 153 |
| Week 23 Day 1 |
| 1 |  |  | {MbrNameFirst}, your little one looks so much more like a tiny person now, complete with eyelashes and eyebrows. Baby is now aware of the sounds of your heartbeat, your voice, and even soothing music that you play to him/her. | 136  |
|  |  |  | [Show MMS-Week-23]6.jpg | 100 |
| Week 23 Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: Remember, you can earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 24 Day 1 |
| 1 |  |  | {MbrNameFirst}, most women will have doctor visits at least every 2-3 weeks from the 7th to 9th month of pregnancy, with weekly visits after that. To make an appointment now, call your doctor or call {MemberServicesNum} | 152 |
| Week 24, Day 5 |
| 1 |  |  | {HealthPlanAbbr}: Gestational diabetes may lead to diabetes later on in life. Talk to your doctor about getting tested. Call {ObPhone} to make an appointment. Text SUGAR to learn more. | 159 |
|  |  | If SUGAR | A simple blood test determines if you have diabetes. While there are no symptoms, you can easily treat it with regular blood tests, healthy diet, and exercise.  | 159 |
| Week 25 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Your baby can open and close his/her eyes now! You may have trouble sleeping since your baby may be turning and rolling around. Lie down on your side and put your feet up if they're swelling or getting puffy. If your hands and face swell suddenly, call your doctor right away. | 150 |
| Week 26 Day 1 |
| 1 |  |  | {MbrNameFirst}, it's time to increase the number of doctor appointments! Most women will need to see their doctor every 2 weeks from now till delivery. | 151 |
| Week 26 Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: Want to earn some cool prizes? You can earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register if you haven’t already! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 27 Day 1 |
|  |  |  | {MbrNameFirst}, have you signed up for a prenatal class? These classes teach you about labor and delivery. Call {MemberServicesNum} to find a class. | 148 |
| Week 28 Day 1 |
|  |  |  | It's your 3rd trimester! Hard to sleep? For comfy support, try this: Lay on your left side. Use pillows under the belly, behind the back and between the knees. | 159 |
| Week 29 Day 1 |
|  |  |  | Hi there, we know you're busy. It isn't always easy with so many things going on but try hard to keep all of your appointments. Have your bi-weekly prenatal visit scheduled? Text back INDEED | 134 |
|  |  | If INDEED | Woohoo! ^\_^ | 11 |
| Week 29 Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: Want to earn some cool prizes? You can earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register if you haven’t already! Use points to redeem great prizes for you and your baby. Don’t miss out. |  |
| Week 30 Day 1 |
| 1 |  |  | Be ready for your baby! Think about how you are going to get to and from the hospital. Make plans in advance. Find childcare if you have other children at home. Don’t forget to select your baby’s pediatrician so they are ready for his/her first few appointments! Call {MemberServicesNum} to find a pediatrician near you!  | 160 |
| Week 30, Day 5 |
| 1 |  |  | Ready for your little one? Car seats, bottles, crib, and onesies are just some items you need right when your baby is born. At your next appointment, ask your OB what other baby items you may need, call {ObPhone}.  | 159 |
| Week 31 Day 1 |
| 1 |  |  | Hello {MbrNameFirst}, did you go to your last doctor visit? If you missed it, make an appointment right away. Call {ObPhone} to make an appointment today. | 109 |
| Week 32 Day 1 |
| 1 |  |  | {MbrNameFirst}, after this week, your doctor will want to see you weekly for prenatal care visits until your baby arrives! Schedule yours by calling {ObPhone}. | 122 |
| Week 32, Day 5 |
| 1 |  |  | Eating healthy in your third trimester is just as important as the first and second. Keep eating those fruits, vegetables, and whole grains!  | 140 |
| Week 33 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Getting ready for birth, your baby should be head down (toward your feet) by now. If not, there's still a little bit of time for a turn, or your doctor may begin talking about a Cesarean (C) - section, just in case :-) | 150 |
|  |  |  |  [Show MMS-Week-33]4.jpg | 80 |
| Week 33 Day 5 |
| 2 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, don’t forget, you can earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 34 Day 1 |
| 1 |  |  | Tip: Now is the time to start packing your hospital bag and putting a few meals in the freezer for those busy first weeks at home.  | 131 |
| Week 35 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: {MbrNameFirst}, wondering how to know if it is really labor? During labor, contractions get stronger, more painful and closer together. Think it might be time? Call your doctor! Text ARRIVED if baby has arrived. Text WAITING if baby has not yet arrived. | 142 |
|  |  | If WAITING | We're counting down the days to your due date with you. Healthy and happy babies are totally worth the wait! <3 | 111 |
|  | Baby arrived(Move to PPC-2) | If ARRIVED | Congratulations! What was your delivery date? Enter it in MMDDYY format. Example: 120118 for December 01, 2018.  | 112 |
|  | If unrecog-nized response[Try 3x then go to Week 36] | Sorry, I didn't get that. Can you try again? Enter your due date in MMDDYY format. Example: 120118 for December 01, 2018 | 120 |
|  | If recogniz-ed response | Thank you. We're so happy for you! | 34 |
| Week 36 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Breast or Bottle-feeding? Only you can decide. Breast is best. Breastfeeding provides a healthy diet and the antibodies needed to help fight infections in the baby. But, if you take drugs or drink alcohol, you should bottle-feed. Text ARRIVED if your baby has arrived! | 147 |
| Week 36 Day 1 |
| 2 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, don’t forget, you can earn up to {PointValue} points by completing your prenatal visits. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 100 |
| Week 37 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Text ARRIVED if your baby has arrived. If not, hang in there! | 61 |
| Week 38 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Text ARRIVED if your baby has arrived. If not, continue to hang in there! | 73 |
| Week 39 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: {MbrNameFirst}, you've made it to 40 weeks, a full-term pregnancy! Let us know if your baby has arrived by texting ARRIVED | 122 |
| Week 40 Day 1 |
| 1 |  |  | Still pregnant? Your baby will arrive, even if it feels like it's been ages! If you have delivered, text ARRIVED | 112 |
| Week 41 Day 1 |
| 1 |  |  | {HealthPlanAbbr}: Due dates aren't precise. Don't we wish they were? :-) Don't worry if yours has passed. Get some rest - your baby will make his/her entrance shortly! Text us ARRIVED when you've welcomed your newborn! | 94 |

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| Postpartum Care (PPC—2) |
| Msg# | Objective | Condition | Text | Length |
| Day 1 (skip Welcome if existing active member) |
| 2 | Post-partum Visit | Send immediat-ely  | {HealthPlanAbbr}: Postpartum care, the care a woman needs after giving birth, is just as important as prenatal care. Your body goes through big changes after delivery. It's important to see your doctor 21 - 56 days after delivery. Have you scheduled your postpartum exam? Text YES or NO | 159 |
|  |  | If YES | Good! Schedule your little one’s pediatric appointment too. What date is your postpartum visit? Text back MMDDYY format, e.g. 120118 for December 1st, 2018 | 132 |
|  |  | If response not understo-od, send 2x If error after 2x, move on | Something went wrong, text us the date of your postpartum visit. Text back MMDDYY format, e.g. 120118 for December 1st, 2018 | 103 |
|  |  | If no response, send at 1 and 24 hoursIf no response after 24 hours, move on | We’re waiting to hear back from you. Text us the date of your post-partum appointment in MMDDYY format, e.g. 120118 for December 1st, 2018 | 118 |
|  |  | After appointm-ent date received | Great! Mark your appointment on your calendar. {NeedARide}  | 97 |
|  |  | Send day before appointm-ent | {HealthPlanAbbr}: Reminder: You have a postpartum care appointment tomorrow! Fill out this short wellness survey and bring it to your appointment, {Url2}. Remember, when you’re done, you can earn {PointValue} Healthy Rewards points. Need emotional support? Call {BeaconHealthNum}. | 143 |
|  |  | If NO | A postpartum exam is covered by {HealthPlanAbbr}. Don’t delay, call your doctor today and schedule your visit. {NeedARide}. Call {MemberServicesNum} for help or resources. Need emotional support? Call {BeaconHealthNum}. | 115 |
| Day 5 |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing your postpartum visit on or between 21 and 56 days after delivery. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 128 |
| Day 7, Day 25 |
| 1 | Visit Reminder |  | {HealthPlanAbbr}: Hi, new mommy, it's okay to feel exhausted after childbirth. Postpartum visits are a good time to discuss breast health, weight loss, birth control, sex & depression. Have you made your postpartum visit? Text YES or NO | 157 |
| Day 9 |
| 2 | Educati-on |  | {HealthPlanAbbr}: {MbrNameFirst}, if breastfeeding, do it as often as you can, usually 10-12 times a day. Nurse at the first signs of hunger–don't wait until baby is crying! | 155 |
| Day 11 |
| 1 | Rewards program |  | {HealthPlanAbbr}: {MbrNameFirst}, have you signed up for the Healthy Rewards Program yet? Earn {PointValue} points by completing your post-natal visit. Visit {Url1} to register! Use points to redeem great prizes for you and your baby. Don’t miss out. | 128 |
| Day 14, Day 30 |
| 1 | Visit Reminder |   | Hi {MbrNameFirst}, we know this is busy time for you but did you schedule your important postpartum visit yet? Text YES or NO. Finished? Text DONE | 125 |
|  |  | If DONE [Remove from campaign] | Wonderful! Glad you’re taking care of your health. | 50 |
| Day 16, Day 35 |
| 1 | Visit Reminder |  | Hi! Doctors ask that after birth, you return for a postpartum exam 21 - 56 days later to check if all is well. Make that appointment today. Finished? Text DONE | 160 |
|  |  | If DONE [Remove from campaign] | Wonderful! Glad you’re taking care of your health. | 50 |
| Day 18, Day 40 |
| 2 | Educati-on |  | {HealthPlanAbbr}: Feeling overwhelmed, disconnected, hopeless or angry? You know something is wrong but can't figure out what. You’re not alone. There's help and you can overcome these feelings. See your doctor or call {BeaconHealthNum} for help and resources, ok? | 132 |
| Day 20, Day 45 |
| 3 | Educati-on |  | Talk with your doctor about the right shots – what and when – for your newborn baby. It is an important step to keep baby healthy, and you less stressed out.  | 157 |

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| Keywords Table  |
| Msg# | Condition | Text | Length |
| 1 | STOP | You have opted out of msgs about {MsgType}. You may still receive other important msgs.  | 124 |
| 2 | STOPALL | [Member/recipient will be opted out immediately] |  |
| 3 | WRONG | Sorry! It seems we reached you in error. You are unsubscribed. | 62 |
| 4 | PCP | Your primary care physician (PCP) is: Dr. {PcpNameFirst} {PcpNameLast} and can be reached at {PcpPhone}. Need more help? Call {MemberServices}, {MemberServicesDays}, {MemberServicesHours}. |  |
|  | No PCP | To find a PCP near you call {MemberServices}, {MemberServicesDays}, {MemberServicesHours}. |  |
| 5 | PCD | Your primary care dentist (PCD) is: Dr. {PcdNameFirst} {PcdNameLast} and can be reached at {PcdPhone}. Need more help? Call {MemberServices}, {MemberServicesDays}, {MemberServicesHours}. |  |
|  | No PCD | To find a dentist near you call {MemberServices}, {MemberServicesDays}, {MemberServicesHours}. |  |
| 6 | OB | Your OB/GYN is: Dr. {OBNameFirst} {OBNameLast} and can be reached at {OBPhone}. Need more help? Call {MemberServicesNum} {MemberServicesDays}, {MemberServicesHours}. |  |
|  | No OB | To find an OB/GYN near you, call {MemberServicesNum}, {MemberServicesDays}, {MemberServicesHours}.  |  |
| 7 | RIDE | No transportation? No problem. Your transportation assistance will be provided by {RideService}. Call {RideServiceNum} to arrange it. |  |
| 8 | HELP | This is {HealthPlanAbbr}. For help, call {MemberServicesNum}, {MemberServicesDays} {MemberServicesHours} or visit {HealthPlanWebsite}. Not your language? Español, texto ES. English ,text EN. Chinese, text ZH. |  |
| 9 | (For unexpected responses, e.g. ?, who, what, etc.) | Oops, I didn't understand that. This is {HealthPlanAbbr}. For help, call {MemberServicesNum}, {MemberServicesDays} {MemberServicesHours} or visit {HealthPlanWebsite}. Not your language? Español, texto ES. English ,text EN. Chinese, text ZH. | 55 |
|  | BOOKED | Great! Keep an eye for more messages from us to let us know that you finished this exam. Questions? Call {MemberServicesNum}. | 126 |