HEALTHCARE TEXTING—RIGHT FORMAT FOR TODAY'S FAMILIES

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Faculty Disclosure Information:

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TEXT MESSAGES REACH A WIDE AUDIENCE

- 91% of younger Americans have cell phones
- 99% of text messages are read; 90% are read within 3 minutes
- Youth text more than their adult counterparts
- Low-income Americans text more than higher-income adults

TEXT4BABY

- Text4baby is the largest mobile health initiative in the nation reaching over 760,000 moms since launch in 2010 and is available in all 50 states and the U.S. territories.
- Participants receive free, health and safety messages three times per week timed to due date or baby's birthdate.
- Experts (AAP, CDC, ACOG, etc.) review messages routinely to ensure medical accuracy.
- Targets low-income and young women, particularly those who identify as Hispanic or African-American women at higher risk of disproportionately poor birth outcomes.

CONTENT DEVELOPMENT AND EXPERT REVIEW

The Service Addresses Critical Maternal and Child Health Topics

267 Messages Total
Messages by broad topic area:
- 61 Safety
- 56 Development
- 45 Nutrition
- 44 Support
- 30 Infectious disease
- 30 Health care access
- 18 Well baby visit
- 18 Symptoms
- 11 Screening
- 9 Prenatal care
- 8 Oral health

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Service Features

- 58% contain additional health and resource info
- 46% (123 messages) link to mobile webpages developed in partnership with The Academy and other major medical associations
- 25% (68 messages) provide a resource phone number
- 45 links to videos
- 15 visit & appointment reminders
- 6% of messages link to external websites
- 3 interactive modules that connect moms to healthcare, remind moms of well-baby visits & immunizations, and encourage flu shot vaccination
- 2 quizzes (Food safety-pregnancy; car seat safety-infancy)

Appointment Reminder

Reminders provide participants with the opportunity to set up appointment text messages (moms with and without smartphones can receive text appointment reminders) with the following goals:

- Improve well-baby and other appointment adherence
- Improve immunization rates
- Provide users with an additional utility

Mom texts REMIND or CITA (Spanish)  

Prompts mom to text appointment date (e.g., 10/02/12)  

Prompts mom to text description (Vista DR office, bring lab results. 760-000-0000)

Free National Text Service is Making an Impact

- Health Knowledge and Awareness
- Appointment adherence and prompt change
- Improved vaccination rates
- Improved well-baby follow-up
- Improved immunization rates

LITERATURE ON TEXT MESSAGING REMINDERS

- Teens creating their own text messages for asthma medication compliance
- Smoking Cessation
- Healthy Eating and Exercise
- Diabetes medications
- Multiple medications for complex care children

NIH DEVELOPMENTAL SCREENING & SMOKING CESSION PROJECTS

1. Developmental Screening – The program received a small business innovation research contract (started in 2013) to test the feasibility of text-based developmental screening and develop a sustainable, scalable model.

2. Smoking Cessation – The program received a small business innovation research contract (started in 2013) to:
   - Phase 1: Test the feasibility of a text-based interactive tool that counsels pregnant smokers on smoking cessation.
   - Phase 2: Test the efficacy of text-based interactive tool (Quit4baby) in pregnant smokers & develop sustainability plan.

The Healthify Platform

1. Use our dynamic messaging text to identify and quantify the social and behavioral needs in your member population.
2. Use our matching algorithm to find and refer members to the best resources for their needs.
3. Use our dashboard to allow staff to search for quality resources and gain insight into their population.
4. Use our texting platform to follow up with members and keep them engaged around their social needs.
HIPAA COMPLIANT TEXTING

- Secure Data Centers
- Encryption
- Recipient Authentication
- Audit Controls

FUTURE OF HEALTHCARE TEXTING

- Study of healthcare delivery improvement
  - Improved team-based communication?
  - Improved patient safety?
- Study of health impact
  - Randomized, multi-center trials
  - Health Outcomes
    - Prematurity?
    - Healthy Weight?
    - Prevention of Diabetes?
    - Better spacing of pregnancy?
    - Better asthma control?