

HEALTHCARE TEXTING— RIGHT FORMAT FOR TODAY'S FAMILIES


Colleen Kraft, M.D., FAAP
Medical Director, Health Network by Cincinnati Children's
Associate Professor of Pediatrics, University of Cincinnati

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.
- Pregnant women and moms with babies under one sign up by texting **BABY** (or **BEBE** for Spanish) to 511411.
- 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.

Messages reinforce and support ongoing education and assist with retention through critical messages and reminders:

- Signs of Labor
- Mom and Baby's Appointment and Immunization Reminders
- Healthy Eating for Mom and Baby
- Safe Sleep
- Urgent News (e.g. pertussis outbreaks, product recalls)
- Health Insurance Information
- Resource Hotlines and Websites




Faculty Disclosure Information:

In the past 12 months, I have no relevant financial relationships with the manufacturer(s) of any commercial product(s) or provider(s) of commercial services discussed in this CME activity.


I do not intend to discuss an unapproved/investigative use of a commercial product/device in my presentation.

CONTENT DEVELOPMENT AND EXPERT REVIEW



Content Development Council:

- American Academy of Pediatrics (AAP)
- American College of Nurse-Midwives (ACNM)
- The American College of Obstetricians and Gynecologists (ACOG)
- Association of Women's Health, Obstetric and Neonatal Nurses
- Centers for Disease Control and Prevention (CDC)
- Health Resources & Services Administration (HRSA)
- March of Dimes
- National Association of Pediatric Nurse Practitioners (NAPNAP)
- Society for Maternal-Fetal Medicine (SMFM)



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

Figure 11: Text message usage by insurance type

62%	Medicaid
45%	Medicare/Medicaid
63%	No insurance
60%	Individual policy
68%	Private/Professional
74%	Private
70%	Medicaid

Source: PricewaterhouseCoopers 14th Consumer Survey, 2013




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
- 20 Health care access
- 18 Well baby visit
- 18 Symptoms
- 11 Screening
- 9 Prenatal care
- 8 Oral health



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**
- 9 messages prompt mothers to text back **LIKE** when they find a message helpful
- 7 messages encourage mothers to text back **MORE** to get additional information
- 4 interactive user feedback and engagement **survey questions**
- 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)

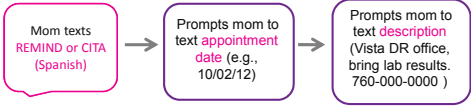
Free National Text Service is Making an Impact

- **Health Knowledge and Preparedness:**
 - 82% of CSJSM national survey participants reported Text4Baby messages informed them of medical warning signs they did not know!
 - 3X A George Washington (GW) University-led randomized evaluation found that Text4Baby mothers were nearly three times more likely to believe that they were prepared to be new mothers compared to those in the no-exposure control group (n=224).
- **Appointment Attendance and Behavior Change:**
 - 63% of CSJSM national survey participants reported Text4Baby helped them remember an appointment!
 - 73% vs 20% Preliminary results from a study conducted by researchers from St. Louis University show a significant difference in average glucose values within goal between the Text4Baby control group and the no-text control group (73% vs 20%, N=30).
- **Facilitating Interaction with Health Providers and Improving Access to Health Services:**
 - 65% of CSJSM national survey participants reported they talked to their doctor about a topic they read on a Text4Baby message, 77% reported that they clicked a Text4Baby link, and 44% reported they called a number for a service they received from Text4Baby!
 - 47% of CSJSM national survey participants reported Text4Baby helped connect them to health services for them and/or their baby, with a higher percentage of uninsured participants (40% reporting that Text4Baby helped them access health services).
 - 64% of Text4Baby survey respondents report having asked a Dr./midwife about information in a Text4Baby message (n=23,005) and 20% report having called a resource from a Text4Baby message (n=9,498).

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



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 CESSATION 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 screening tool to identify and quantify the social and behavioral needs in your member population.  [Learn more](#)
2. Use our matching algorithm to find and refer members to the best resources for their needs.  [Learn more](#)
3. Use our dashboard to allow staff to search for quality resources and gain insight into their population.  [Learn more](#)
4. Use our texting platform to follow up with members and keep them engaged around their social needs. 

Texting Solution

We automate texts to patients around their referrals. Our texts are interactive and can even provide directions to patients for their referrals. All this information can be seen by staff, who can then act on this data to improve quality of care.



Deployment

Deploying the platform is easy. We will build the database for the respective deployment area in under a month and will work with you to determine the best screening methodology. We provide training to staff too!

Request a Demo

HIPAA COMPLIANT TEXTING

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

Duet has extensive expertise in pediatrics, delivering programs focused on behavior change and ROI.

This generation's embrace of new technology is providing unique opportunities and environments for our tools within Pediatrics. Knowledge and communication are sometimes the best to better health, and with less time available is spent with each family and patient our technology can be used to effectively assist the gaps and help overcome barriers. Duet provides our clients more specific, reach and capabilities in ways not previously feasible.

✓ Patient Tool Suite
⚙ Enterprise Control Center
🔄 Patient Intelligence Center

PATIENT TOOL SUITE

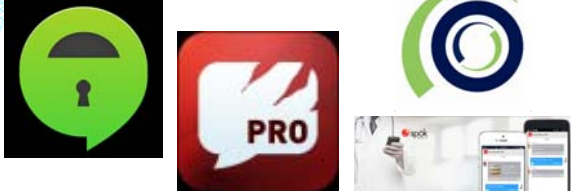
device agnostic technology reach

- Device agnostic - Available for every internet enabled device
- Content Driven - Personalized to your organization and patients
- Language Platform - Duet delivers a proven education model
- Multi-media Delivery - Content delivery via video, images, audio, and text
- Proprietary content delivery - Individualized through a cover of care, chronic disease - identified signs, and patient discharge
- Patient Facing Tools - Assess, Remind, Reconnect, messaging, and track, much more
- Multilingual - Duet easily supports 6th languages
- HIPAA compliant - Duet tools are safe and secure

ENTERPRISE CONTROL CENTER


asset controls, content mgmt, integration + intelligence

HIPAA COMPLIANT TEXTING SOLUTIONS



PATIENT INTELLIGENCE CENTER

analyze patient activities, trends, and preferences



Every analytic from every controlled asset

Each individual's Patient Intelligence Index (PII) Score

- Comprehensive Reporting - Duet tracks every click and every activity of every patient
- Supporting Population Health Management & the Patient-Centered Medical Home (PCMH)
- Red / Light / Green Light formats for patient real time monitoring
- Roles based administration options for Provider and client classes

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?

