

Use of Text Messaging Technology to Implement Evidence-Based Interventions and Improve Care

**Northwest Portland Area Indian Health Board
Inter-Tribal Council of Michigan
Hannahville Health Center
Little Traverse Bay Bands Health Center
Pokagon Health Center**

Introductions

Brigg Reilley - IHS National HIV/HCV Program Advisor

Beth Sieloff - Health Education and Chronic Disease Program Manager
Inter-Tribal Council of Michigan

Researchers have reported numerous benefits from using SMS reminders, including ease of use, relative inexpensiveness, and rapid and automated message delivery. Minimal risks were reported and most participants found the reminders to be acceptable.

Frank J. Schwebel, Mary E. Larimer, 2018



CareMessage is the Health Equity Engine of the United States.

Our mission is to leverage technology to improve the health equity of people from low socioeconomic backgrounds.

We envision a world where people from low socioeconomic backgrounds achieve health equity through increased access to care, improved clinical outcomes, and addressed social drivers of health.

Our Customers

43

States

400+

Customers

Over

10M

Patients

Over

375M

Messages Exchanged

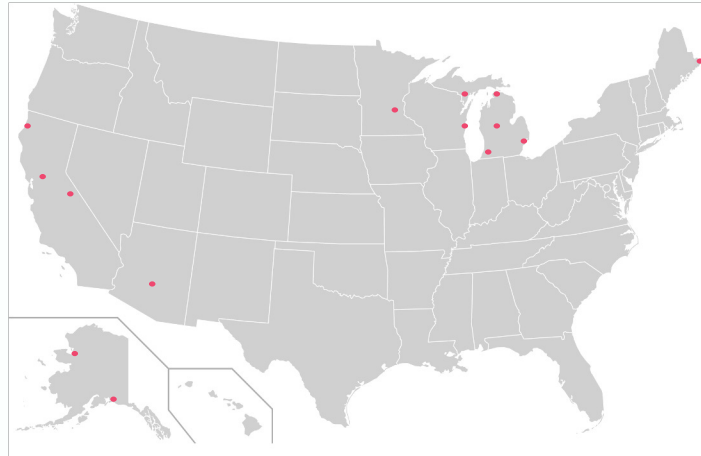
Our Work with Tribal Health Organizations

14

IHS and Native American-focused health centers currently using CareMessage

100,000+

patients reachable with messaging that promotes health equity



SMS Texting Addresses the Digital Divide

97%

of Americans
Own a Cell
Phone that
Can Receive
SMS Texts

Smartphone ownership is at 85%, and is now equivalent across racial and ethnic groups, but is **significantly lower in specific populations:**

61% for those over age 65

76% for households with annual incomes under \$30,000

80% in rural areas

Income and ethnicity are associated with significant **disparities in broadband internet access and home computer** ownership

Less than 2/3rds of tribal lands in the continental U.S. have access to broadband internet that meets the FCC definition of 'minimally acceptable'

Solutions to Drive Your Reach and Effectiveness



Access to Care

- Appointments Reminders & Cancellation/No-Show Recalls
- Group Outreach
- 1:1 Direct Messaging



Improved Health Outcomes

- Targeted Outreach Messaging and Care Gap Closure
- CareMessage Library of 300+ Messaging Interventions
- Health Education Programs
- Clinical Referral Messaging & Tracking



Operational Effectiveness

- Staff Efficiency Workflows
- Patient Satisfaction Surveys
- SDoH Needs Assessments & Resource Distribution



Improved Health Outcomes

- The CareMessage Library includes 300+ messaging interventions, including pre-built Programs that provide education over several weeks/months
- Our up-to-date, evidence-based content is freely available to customers
- All content is written specifically for underserved patients, and is at or below a 6th grade reading level

General Preventive Care

Insurance Enrollment

Cancer Screenings

Immunizations

Patient Recall

SDOH Resource Messages

Diabetes/Pre-Diabetes

Women's Health

Heart Disease/Cholesterol

HIV and STIs

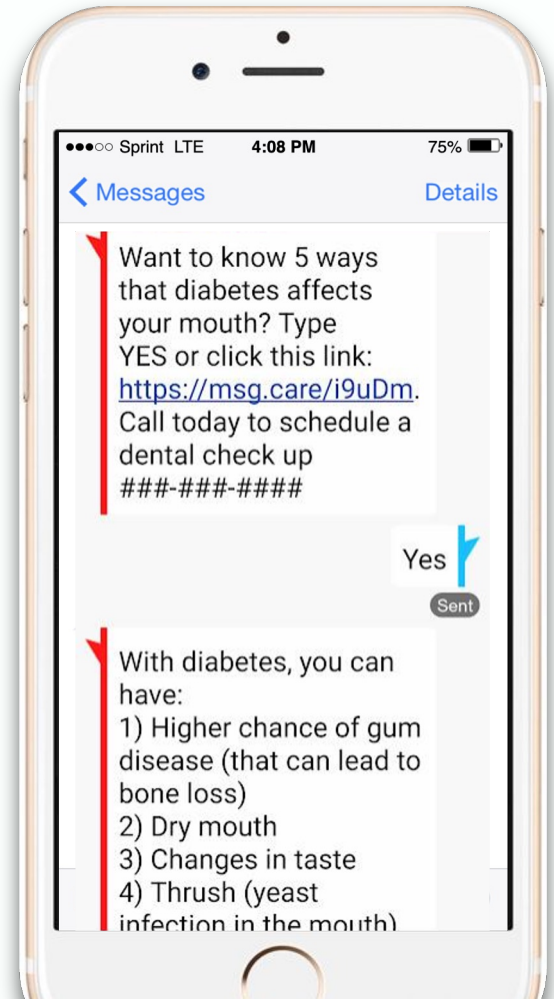
Prenatal/Postpartum

Have you heard that some cholesterol is good and another kind is bad? Confused? Watch this helpful video:
<https://msg.care/i9uNf>

Know your numbers. Call today to get your cholesterol level checked.
###-###-####

Some women put off their mammogram because they have no breast cancer in their family. They think their risk is low. That can be a deadly mistake.

The truth is that 85% of women diagnosed with breast cancer have no family history of it. Schedule a mammogram today! ###-###-####



Measuring our Impact

Outcomes data from across our features

A1c Reduction

Study conducted by UC Berkeley at an FQHC using CareMessage shown to **reduce A1c by 0.4 points**, while those highly engaged (64.5%+ Response Rate) experienced a **2.2 point reduction**.

<https://diabetes.jmir.org/2018/4/e15/>

FIT-Kit Completion

Serial text messaging can substantially improve colorectal cancer screening rates in an underserved population. 17.3 percentage point increase in colorectal cancer screening in the intervention arm, compared to the control arm.

<https://link.springer.com/article/10.1007/s11606-020-06415-8>

Weight Loss

Text messaging on healthy lifestyle is associated with reduction in weight in NAFLD patients. Intervention group lost an average of 6.9 lbs. compared to gain of 1.8 lbs. in the control group.

<https://onlinelibrary.wiley.com/doi/abs/10.1111/liv.13622>

Visit our website to learn more: <https://www.caremessage.org/learn-more/clinical-publications/>

Case Study Presentations

Little Traverse Bay Bands Health Center

Most used features include
Appointments and Messenger



49K

total messages
sent

CareMessage
customer since

2021

6K

total reachable
patients

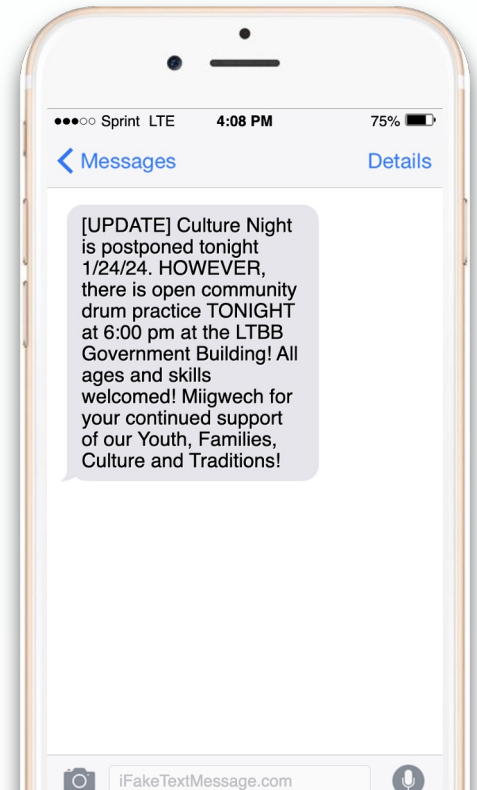
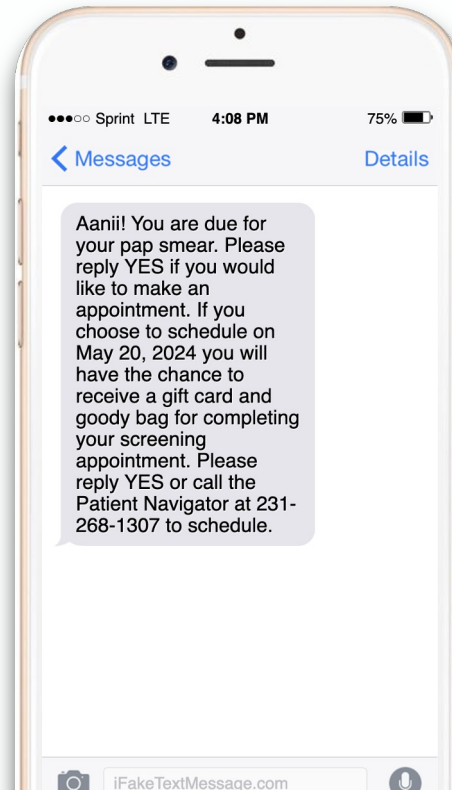
Little Traverse Bay Bands Health Center

Messenger

- Case Management
- Appointment follow-ups due to rescheduling or provider cancellations
- Referrals
- Patient Groups
- Surveys

Outreach

- Cancer screenings
- Community events



Hannahville Indian Community



Most used features include
Appointments, Outreach, Messenger

34K
total messages
sent

CareMessage
customer since
2022

1.3K
total reachable
patients

Pokagon Health Services

Most used feature is
Outreach

50K

total messages
sent

CareMessage
customer since

2022

2.8K

total reachable
patients



- Cancer Screenings
- Diabetes
- Targeted messaging for case management and wellness, including yoga

Questions for Presenters

Dr. Tracy Angelocci - Care Message

Emily Ferroni - Little Traverse Bay Health Center

Tara Bougie-Zambon - Hannahville Health Center

Heather Hollenbeck - Pokagon Health Center

Thank you.