Strategic Communication for COVID-19

The need to effectively and directly communicate with the people your organization cares for has never been more important. Keeping them properly informed in the unprecedented circumstances the COVID-19 pandemic has created is a challenging task that every healthcare organization has had to take on. mPulse Mobile has developed a full suite of COVID-19-related programs to help you efficiently and effectively connect your population to information and resources during this crisis.

mPulse Mobile exists to help healthcare organizations engage large populations to improve awareness and drive positive behaviors. mPulse has developed a comprehensive toolkit of mobile engagement programs to help healthcare organizations tackle COVID-19. In the first week after the WHO declared COVID-19 to be a pandemic, mPulse sent over 10,000,000 messages to Americans on COVID-19-specific topics. Our automated outreach helps our partners focus on delivering care and support, instead of managing outreach manually.

An Evolving Situation

As the nature and impact of the pandemic in the US shifts evolves, the content, frequency and goal of outreach from healthcare organizations will need to adapt. We developed this toolkit and have invested heavily in adding additional programs and capabilities to help our partners create and maintain vital lines of communication with their populations. While delivering scalable and engaging healthcare outreach across mobile channels is core to our business, we have rapidly rolled out new processes, content libraries, and technical capabilities to meet their needs. And we will continue to do so as those needs evolve.

COVID-19 Strategic Communication Programs

Our current set of ready-to-launch programs includes:

- **Core Informational Messaging** – Ready-to-launch critical information outreach (e.g. nurse line information, CDC guidance, etc.)
- **Alert Messaging** – Efficient updates across mobile channels with configurable content
- **Fotonovelas** – Visual stories to convey key prevention information across languages and demographics
- **Telehealth Adoption** – Configurable outreach to drive adoption of virtual careMail Order Pharmacy – Reminders to leverage alternatives to in-person pharmacy visits
- **Employee Communication** – Customizable updates to keep staff connected
- **Text-In Chatbot** – Interactive tool to help answer common questions automatically
- **Symptom Survey** - Automated follow-up survey for self-monitoring patients to update on symptoms

Contact mPulse or see our program overview pages for additional information on each.

Key Capabilities

- **Multi-Channel Platform** – mPulse supports SMS, IVR, Email, and secure mobile web through our enterprise-grade technology platform.
- **Proven Security and Scale** – We maintain HITRUST certification and send over250 million messages annually, all for healthcare clients.
- **Rapid Set-Up** – COVID-19 programs are designed to be easy to configure and implement. We have launched in as few as 2 days with current clients during the outbreak.
- **Designated Account Management Teams** – mPulse supports all of our partners with a designated team experienced in health communications and engagement.

For more information, email **covid@mpulsemobile.com** or contact your mPulse account team.

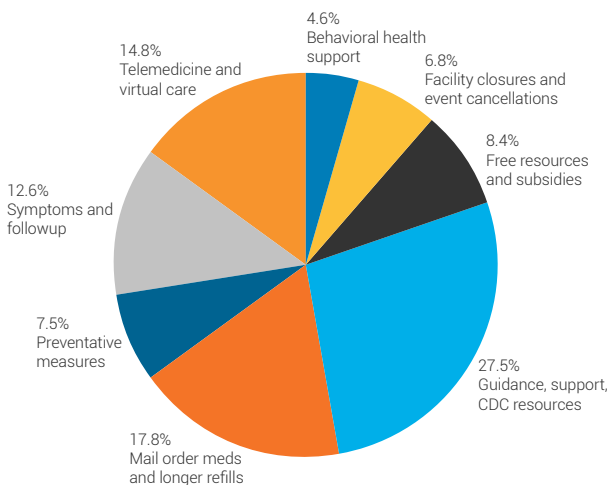# COVID-19 Programs: Engagement and Insights

mPulse mobile

In the weeks that followed the WHO's declaration that COVID-19 was a global pandemic, mPulse Mobile's customers have rapidly deployed an unprecedented engagement effort for millions of Americans that depend on them for healthcare. Some programs were launched within two days, and multiple new programs have launched every day, including weekends, from March 12 to the end of April. As the crisis enters its third month, we want to share some of the key insights we learned from these programs.

RESULTS FROM MPULSE MOBILE'S HEALTHCARE PARTNERS – MARCH 12-APRIL 30

10 Million People Engaged

30 Million Messages Sent
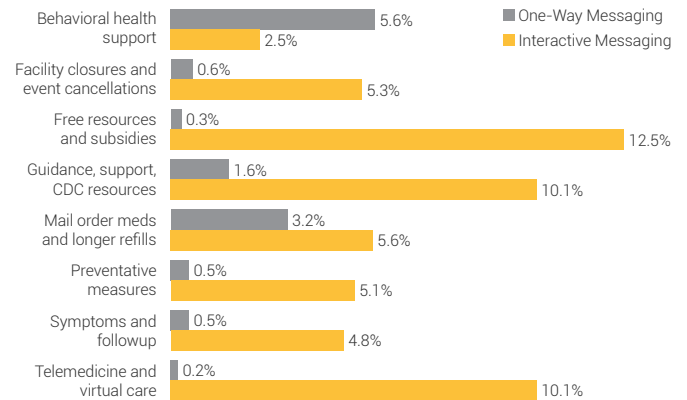
200+ Programs Launched

Messaging Topics

As the situation evolved in the last 8 weeks, messages have covered a range of subjects, mostly focused on expanding access to resources and adapting care delivery to fit stay-at-home guidance.

- 4.6% Behavioral health support
- 6.8% Facility closures and event cancellations
- 8.4% Free resources and subsidies
- 27.5% Guidance, support, CDC resources
- 17.8% Mail order meds and longer refills
- 7.5% Preventative measures
- 12.6% Symptoms and followup
- 14.8% Telemedicine and virtual care
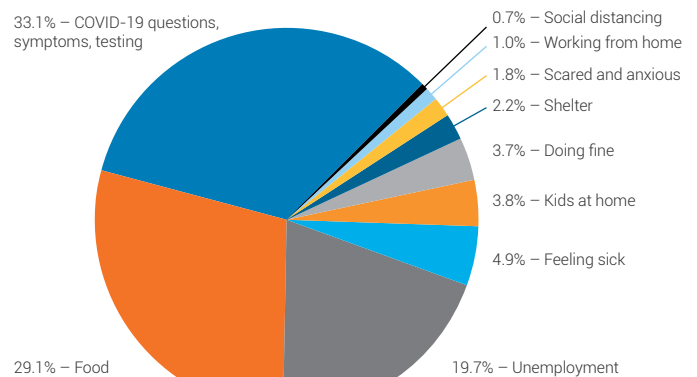
Engagement Rates

All COVID-19 programs have shown low opt-out rates and high engagement rates, even for programs sent to broad populations of sometimes over 1 million people. Despite the non-tailored content of the rapidly-deployed messaging programs, members responded to messages at rates that suggest high levels of activation. Interactive programs have seen strong click/response rates, and even one-way programs have seen up to 6% response rates, indicating people especially want to engage with healthcare organizations at this time.

One-Way Messaging | Interactive Messaging

Topic	One-Way Messaging	Interactive Messaging
Behavioral health support	5.6%	2.5%
Facility closures and event cancellations	0.6%	5.3%
Free resources and subsidies	0.3%	12.5%
Guidance, support, CDC resources	1.6%	10.1%
Mail order meds and longer refills	3.2%	5.6%
Preventative measures	0.5%	5.1%
Symptoms and followup	0.5%	4.8%
Telemedicine and virtual care	0.2%	10.1%

Responses from Patients and Members

53% of responses from recipients of all of mPulse's COVID-19 programs were identified by our natural language understanding as expressing deep uncertainty about about immediate needs—food and job security.

38.7% were focused on specific health issues and questions about the virus itself, showing an opportunity to deflect inbound calls and an opportunity for continued educational outreach.

- 33.1% – COVID-19 questions, symptoms, testing
- 0.7% – Social distancing
- 1.0% – Working from home
- 1.8% – Scared and anxious
- 2.2% – Shelter
- 3.7% – Doing fine
- 3.8% – Kids at home
- 4.9% – Feeling sick
- 19.7% – Unemployment
- 29.1% – Food

COVID-19 Core Informational Messaging

mPulse mobile

Provide your population with timely and accurate information about COVID-19 infection prevention activities and screening and treatment guidance.

Goal
Keep populations informed with accurate information and raise awareness and utilization of efficient care resources.

Overview
Getting essential information out to the population quickly and on effective channels is a major priority for many organizations right now. mPulse has developed core COVID-19 communication programs that ensure populations have access to accurate information and raise awareness of efficient care resources. Messages contain information about and links to the following:
- The CDC COVID-19 webpage
- COVID-19 information webpages specific to your healthcare organization
- How to access Telehealth services covered by your organization
- Your organization's 24-hour nurse support line

Content can be configured to meet your organization's specific needs, and to align with compliance, readability, and message-length best practices.

Channels
SMS, Email, IVR, Link-to-Web

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
Messages can be scheduled by time and date or launched as required by mPulse client services.

Sample Content:

> Hi, from Path Health. With Coronavirus impacting us all, know that we're here to support you. You can visit with a doctor 24 hours using the ##AppName## app. Don't visit a health clinic unless you have to! Click here to download the app: [link]

Configurability
The Core COVID-19 Messages can be configured with custom content based on your organization's requirements. Additionally, messages can be updated over time as the COVID-19 situation evolves.

SMS Response Handling
We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
- Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines
- Links for any webpages or App download sites that are included in the messages

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

About mPulse Mobile
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For more information, email covid@mpulsemobile.com or contact your mPulse account team.

COVID-19 Telehealth Access

Increase access to telehealth services to prevent non-emergency visits to healthcare facilities.

Goal
Drive awareness and utilization of telehealth services for COVID-19-related consultations.

Overview
There is a significant drive for people to use telehealth consults as a first line of assessment when they present with COVID-19 symptions. This reduces unnecessary visits to clinics and emergency rooms. Members may be unaware of the telehealth services available to them or the specific telehealth providers that are covered. SMS and email messages inform members of approved telehealth services and embedded links provide an easy way to access these services. Links can either direct members to telehealth information webpages or to sites to download the telehealth app directly.

Channels
SMS, Link-to-Web

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
Messages can be scheduled by time and date or launched as required by mPulse client services.

Sample Content:

> ##Path Health##: To help you get care safely, we're increasing telehealth options, postponing non-urgent appointments, and closing some locations. Learn what's covered under your plan and your first steps if you have symptoms: https://www.pathheath.com/supporting-our-community/outbreak/. Reply STOP to opt out." click here: [configurable link to webpage]

Configurability
One-way campaign messages, can be fully configured with custom content. For more programs with ready-to-launch content, contact mPulse or see our other program overviews.

SMS Response Handling
We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
• Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Alert Messaging

Proactively and rapidly inform your population about key information and updates via high-reach channels.

mPulse mobile

Goal
Deliver alerts and high priority updates through high-reach mobile channels to keep populations informed as the COVID-19 pandemic evolves.

Overview
There will continue to be times where getting critical updates and information to large populations efficiently is vital. Common alert messages include updates on facility closures, new public health guidance, and impacted resources and services. Content can be configured to meet your needs and targeted to geographic segments.

Channels
SMS, Email, IVR, Link-to-Web

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
Messages can be scheduled by time and date or launched as required by mPulse client services.

Sample Content:

> Hi, from Path Health. With the coronavirus impacting us all, know that we're here to support you. For info about what you can do to protect yourself, your family, and the community, click here: [configurable link to webpage]

Configurability
Alert messages, as one-way campaign messages, can be fully configured with custom content.

SMS Response Handling
We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
- Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Text-in Chatbot

Give your population on-demand information on COVID-19 by allowing them to text into a dedicated short code.

mPulse mobile

Goal
Divert live calls and provide important information to your population who have basic questions about the coronavirus.

Overview
Inbound call volumes are extremely high, and many routine topics can be handled through text chatbots which reduces call volume. A message is sent out to members instructing them to text-in to receive information about COVID-19. Typically, the text-in 'COVID' is used to launch the chat. Content and dialogue structure can be configured to fit your needs, resulting in a chatbot experience where people with questions or seeking specific information can get it. Our account teams are experienced with optimizing client and mPulse library content to meet compliance, readability, and length best practices. Unlike outbound programs, there is no need for you to compile a list of mobile phone numbers prior to launch.

Channels
SMS Text-in

Language and Reading Level
We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
People are added to the program as they text the keyword in to the shortcode and receive an initial welcome message that directs them to the right information. In the days and weeks after texting in, follow-up messaging can be configured through other mPulse programs.

Sample Content:

> COVID

> Path Health: We want to make sure you get important information about the coronavirus. What would you like to know more about?
> 1 Tips about staying safe
> 2 Virtual visits with your doctor using your phone
> 3 Reaching the 24-hour nurse line
> 4 Contacting us for more help
> You can choose one or more numbers from the list!
> Text STOP to opt-out, HELP for info, msg and data rates may apply

Configurability
Content is fully configurable within the framework of the program, including links and phone numbers to connect the people to the right resource. Customized content flows are available with additional time and testing.

SMS Response Handling
mPulse has developed a Natural Language Understanding (NLU) domain for interactive COVID-19 programs, which helps categorize unexpected responses to interactive messages. Autoresponders are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
- Secure File Transfer Protocol – mPulse can support our own SFTP or work with an existing protocol

Set-Up Time
The primary concern with text-in chatbot programs is ensuring adequate promotion of the shortcode and keyword for your population to text. mPulse has broad experience and best practices for promoting text-in keywords and can help identify opportunities to raise awareness.

mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Symptom Survey

Help your population understand if their symptoms require provider attention and connect them to the appropriate resources.

mPulse mobile

Goal
Empower patients to self-monitor symptoms and direct them to appropriate resources based on their survey responses.

Overview
This interactive program helps providers follow up with patients that have been told to self-monitor symptoms such as a persistent cough or fever. Patients receive a follow-up survey that asks them to report on how their symptoms have progressed. Content can be configured and updated based on your clinical guidance for symptoms, and patients are sorted using branching logic to the appropriate resource based on their answers. In addition, the program can be optionally configured to use mPulse's Engagement Console—a browser-based staff tool for compliant 1-on-1 texting with patients that require human interaction.

Channels
SMS, Mobile Web

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
Patients are added to the program as mPulse receives their phone numbers from you, indicating that they are meant to receive a follow-up survey while self-monitoring.

Sample Content:

> What was your last temperature?
> Choose one:
> 1. Less than 100.4 Fahrenheit
> 2. Between 100.4 and 102.2 Fahrenheit
> 3. Higher than 102.2 Fahrenheit
> Reply 1, 2, or 3.

> Do you have any shortness of breath?
> Reply "Y" for yes or "N" for no

Configurability
Symptom questions and clinical guidance is the responsibility of the client. Content is fully configurable within the framework of the program, including links and phone numbers to connect the people to the right resource based on their answers. Customized content flows are available with additional time and testing.

SMS Response Handling
mPulse has developed a Natural Language Understanding (NLU) domain for interactive COVID-19 programs, which helps categorize unexpected responses.

Data Requirements:
- Patient mobile numbers – mPulse can determine if a number is mobile or a landline

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as one week with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Mail-Order Pharmacy Messaging

mPulse mobile

Promote mail-order prescriptions to ensure patients follow social distancing guidelines and get the medications they need.

Goal
Increase transfer of prescriptions to mail-order delivery to reduce in-person pharmacy use.

Overview
Prescriptions are not being collected from pharmacies due to social distancing and shelter-in-place guidelines. This means patients may not be getting the medications they need. If your organization has mail-order pharmacy services, mobile outreach is an effective way to drive patients to sign up for mail-order refills. Embed links in texts and emails to mail-order prescription information and sign-up pages.

Channels
SMS, Email

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
Messages can be scheduled by time and date or launched as required by mPulse client services.

Sample Content:

> Hello, from Path Health. The coronavirus is impacting us all. Please know that we are here to support and assist you during this time. To avoid public places, we are encouraging you to fill prescriptions using our mail order service. You can request a 90-day or less supply. Please click here: bit.ly/mail or call 1-888-333-4444 for more information on how to get your medication delivered to your front door.

Configurability
Mail order messages are sent as one-time alert messages, and can be fully configured with custom content, including the appropriate information for your population to sign up for mail-order pharmacy.

SMS Response Handling
We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
- Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Fotonovelas

Leverage storytelling and visual media to proactively inform your population.

Goal
Build health knowledge and literacy regarding COVID-19 quickly and accessibly across cultural segments to overcome language barriers.

Overview
Getting vital community health information to large and diverse populations has become essential with the COVID-19 outbreak. Fotonovelas have become increasingly popular for cross-cultural communication and overcoming language barriers. Our mPulse mobile team has created COVID-19 Fotonovelas, which are 6-frame comic-like graphics to portray best response practices regarding coronavirus. Fotonovelas have been successfully used in the past to build knowledge and health awareness (e.g., value of HPV vaccines) and to encourage healthy behaviors (e.g., diabetes self-management)`   .
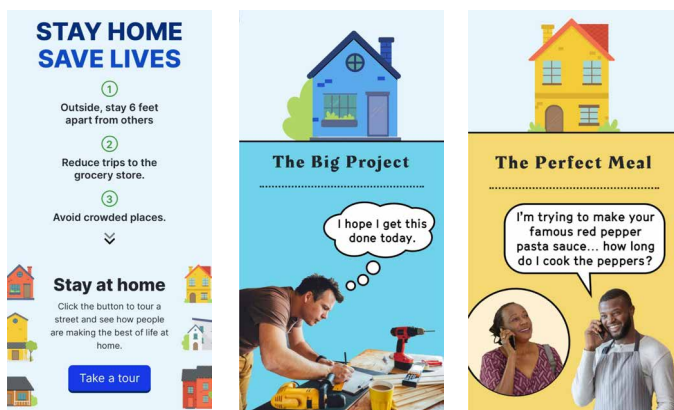
Channels
SMS, Link-to-Web

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
Messages can be scheduled by time and date or launched ad hoc by mPulse client services.

Sample Content:

SMS Response Handling
We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
- Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines
- Preferred language information if delivering to multilingual populations

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Employee Communication

Proactively and rapidly inform employees about key information and updates relating to COVID-19.

mPulse mobile

Goal
Keep your employees informed with fast and coordinated COVID-19 updates as the situation evolves.

Overview
Alerting employees to changes as the COVID-19 situation changes and typical communication methods are impacted has rapidly become a priority. Hours changes, public health information, and policy updates have become common and important to quickly disseminate. Alerts and updates in this program are delivered via 1-way or interactive messaging to your employees via SMS with fully configurable content.

Channels
SMS

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
Messages can be scheduled by time and date or launched as required by mPulse client services. Interactive messages receive automated responses as employees engage.

Sample Content:

> Path Health is launching a new communication tool to keep you informed! We are now able to communicate with you through SMS/text messaging to provide urgent and timely company and facility updates. This will be used sparingly to communicate with you for urgent needs. Reply HELP for help. STOP to stop. Msg&data rates may apply.

Configurability
One-way messaging and interactive messaging can be fully configured with custom content within dialogue flows. Messages can also direct employees to appropriate content with embedded weblinks.

SMS Response Handling
We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
- Up-to-date mobile numbers for employees – mPulse Mobile can confirm whether phone numbers are mobile or landlines
- Secure File Transfer Protocol – mPulse can support our own SFTP or work with an existing protocol

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Social Isolation Engagement

mPulse mobile

Provide resources to help mitigate negative health effects of Social Isolation among your population during COVID-19.

Goal
Address mental and physical health effects of social isolation during COVID-19 by engaging your population to maintain routines and sense of purposeful productivity.

Overview
Loneliness has been linked to a 30 percent increase in risk of stroke or coronary heart disease, can raise levels of stress, anxiety, and affects immune functioning. And 42% of adults over 60 reported feeling lonely even before COVID-19 social distancing guidance. The program is a 6-week messaging cadence to engage your population during distancing, self-isolation, and quarantine caused by COVID-19. It provides supportive messaging with tips, strategies, and interactive check-ins. Program topics can include: relaxation and stress management tips, exercise ideas, the importance of sleep, reminders to reach out to family and friends, recipe ideas and nutrition tips, etc. Members can select a message frequency and content is configurable.

Channels
SMS

Language and Reading Level
mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers
The initial welcome messages can be scheduled by time and date or launched ad hoc by mPulse client services as members are added to the program. Subsequent messages are scheduled automatically over the 6-week period.

Sample Content:

> Path Health: Do you have a friend or family member who can check in with you everyday?

> Yes

> Path Health: That helps! This is a difficult time but staying in touch with friends and family can make it feel less stressful.

> We have lots of tips and suggestions during this time. How many times a week do you want to hear from us? Once a week, twice a week or three times a week? You can also reply 1, 2 or 3. Tell us and we'll make it happen!

Configurability
Content is configured to provide your population with appropriate information and relevant resources. For more programs with ready-to-launch content, contact mPulse or see our other program overviews.

SMS Response Handling
mPulse has developed a Natural Language Understanding (NLU) domain for interactive COVID-19 programs, which provide efficient real-time follow-up replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:
- Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines
- Secure File Transfer Protocol – mPulse can support our own SFTP or work with an existing protocol

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as one week with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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mPulse Mobile has over a decade of experience with healthcare outreach and sends over 250 million messages per year for our healthcare partners. We are HIPAA and TCPA-compliant, and HITRUST-certified with an in-house content and behavioral data science team to assist with program content and optimization. In crisis situations, our account and client services teams are valuable trusted partners for technology configuration, content development, and messaging strategy. This allows our healthcare organizations to redirect valuable resources to other critical priorities.

For more information, email **covid@mpulsemobile.com** or contact your mPulse account team.

Agile Program Development

Have strategic COVID-19 communications ready to deploy as the COVID-19 pandemic evolves.

Overview

As the COVID-19 pandemic evolves over time, new areas of communication to populations and segments of populations will be required. In partnership with healthcare organizations and by following public health strategies, mPulse is developing communication programs to support pressing health challenges that may arise.

COVID-19 programs currently in development are:

- **Social isolation**. Uncover and address social isolation in your member populations

- **Testing locations**. Provide your patients and members with locations of COVID-19 testing sites based on their zip code

- **Check-ins**. Stay connected with patients who have tested positive for COVID-19 and are in a period of self-managed quarantine

If there is a COVID-19 program you currently need to deploy and it is not available, or you anticipate needing a program, please reach out to mPulse and we discuss a program development plan.

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COVID-19 Multichannel Communications

mPulse mobile

Leverage all available communication channels to reach and engage all of your population on critical COVID-19 updates.

Goal
Ensure all your population is reached with critical COVID-19 information.

Overview
Meeting channel preferences and ensuring wide coverage of key outreach campaigns is critical in a crisis like the COVID-19 outbreak. mPulse leverages its HITRUST, HIPAA-compliant communication platform to deliver SMS, email and IVR messages. The platform coordinates messages across channels based on the contact information available and can provide data on engagement across channels, such as delivery rates and link clicks. mPulse also uses mobile web to deliver rich content such COVID-19 screening surveys. These mobile web environments can be accessed through links embedded in SMS messages or emails.

SMS
mPulse's communication platform can deliver content up to 450 characters in length in a single concatenated message, and multibyte character coding means we can support characters for all languages. As messaging for COVID-19 is large volume, a short code is required (contact us if you require us to provision a short code for your COVID-19 communications). SMS messages have read rates in excess of 95%, and if members respond, mPulse has developed a COVID-19 natural language understanding domain to provide real-time follow-up to these responses.

Email
mPulse's communication platform supports both plain text and HTML email messages. The platform's email editor has built-in HTML templates that provide predefined message layouts for rapid set-up and rollout of COVID-19 communications (the mPulse team can provide support setting up HTML email templates for your organization). Email messages are sent in accordance with the CSAN-SPAM Act and all standard email reporting is supported.

IVR
mPulse's communication platform supports both outbound and inbound IVR programs. Existing actor voice libraries enable rapid set-up of IVR scripts. Touchtone and speech responses are supported, and calls can be routed to different phone numbers based on consumer responses. Programs can include branching logic to help direct consumers to appropriate resources.

Mobile Web
mPulse delivers surveys through its mobile web channel and has a COVID-19 screening survey configured for use. The survey can be adapted to specific requirements. Most commonly, members access the survey through a link embedded in a text message, but the mobile web environment can be accessed on desktop devices too. An endpoint can be specified for each survey, and we can post to that endpoint the responses for each completed survey. Surveys are encrypted at rest and in motion. They are only decrypted upon view as data are not stored on consumers' devices.

Phone Number Assessment
mPulse completes phone number assessments to determine which numbers are landlines and which are mobile.

Data Requirements:
- Depending on channel, population's email addresses and/or phone numbers
- Links for any webpages or app download sites that are included in the messages

Set-Up Time
mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

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COVID-19 Call Center Support Strategies

The COVID-19 pandemic has created unprecedented pressures on healthcare call centers. Confusion and worry from patients and members, major shifts in care and service delivery to emphasize phone, mobile and digital channels, and changing guidance from public health officials has seen inbound call volumes double virtually overnight for some organizations. The new flood of calls come at a time when many healthcare call centers are, like those in all other industries, working hard to manage the potential disruptions from moving to remote work and implementing social distancing guidance. The result is a situation that is difficult to maintain for many teams and a need to leverage solutions that improve consumer self-sufficiency and maintain satisfaction.

mPulse Mobile has worked with our partner health systems, plans, suppliers, pharmacies, and population health organizations to rapidly deploy programs designed to divert lower-priority inbound calls, manage caller expectations, and support effective automated outreach. Here are our best practices for supporting your call center team during the outbreak.

Be Proactive: Give Members Information Before They Call

One of the few ways to reliably prevent inbound calls is to preempt them by giving your population both easy access to information they need and proactive outreach to make them aware of how to find it. mPulse has developed ready-to-launch programs with configurable content meant to help people find information online and within the text message channel before they feel the need to call and ask. Common content includes:

- COVID-19 testing information
- Appointment and elective procedure rescheduling
- Social distancing guidance changes
- Facility closures and hours changes
- FAQs on benefits and services for COVID-19 testing and treatment

Change Channels: Divert Calls to Alternative Modalities

Across all industries, consumers have been forced to contend with long hold times and jammed phone lines as they contact banks, airlines, government services, and other entities to adjust to the impact of COVID-19. They are especially sensitive to poor experiences when interacting with the organizations that manage their healthcare. Our partners have leveraged alternative channels to throttle inbound calls and divert people to more self-service options, helping to manage expectations and allowing staff to focus on people with more complex questions or needs. Key use cases include:

- **Automating Transactions** – Moving common requests like prescription refills or health supply reorders to a text-based self-service model frees up staff resources.
- **Shifting Calls to 1:1 Text** – Members waiting on hold can text into a dedicated SMS shortcode to chat with your staff via mPulse's Engagement Console, improving efficiency.
- **Setting Expectations for Inbound Calls** – Outbound alerts via text or email at peak times that call centers are experiencing high volumes of calls and suggest alternative channels manage expectations and reduce less important calls.

mPulse Mobile's Engagement Console

The Engagement Console is a cloud-based, HIPAA-compliant web application that enables healthcare organizations to bring call center staff into 1:1 conversations with their population via text. Staff can start conversations, respond to inbound texts, or take over interactions that started via an automated mPulse program. Since staff can handle multiple conversations at once, clients have reported that their teams can handle twice as many requests with the console than when relying only on phones.

Key Features:

- 1:1 free-text chat via SMS
- Configurable groups
- Rules-based triage of inbound messages
- Customizable pre-set messages and dialogues
- Persistent consumer profiles
- Robust administration and reporting features

For more information, email **covid@mpulsemobile.com** or contact your mPulse account team.

Program Set-up, Data Transfer and Configuration Requirements

Existing mPulse Customers

mPulse is streamlining the COVID-19 Strategic Communication program set-up requirements to help expedite the ability for our partners to launch critical communications to their patients and members. mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content.

Data Requirements

Programs can be launched with minimal data elements:
- Phone number and/or email (Required)
- First name (Recommended)

Data Transfer Process

To support rapid program launch mPulse recommends data is transferred by CSV file or equivalent through SFTP. Customer or mPulse SFTP locations can be used. Alternatively, if an existing data integration exists, the mPulse service team will assess whether that data channel can be used for COVID-19 related communications.

Contracting

We recommend existing mPulse customers reach out to their mPulse Account Management team to determine whether a specific COVID-19 Strategic Communications contract or a Change Order is recommended.

Program Configuration

Most program content includes links to external webpages and contact telephone numbers that require configuration. Additionally, changes to program content can be made, however, if significant adjustments to program design are required this may impact implementation timings and add set-up costs.

New Customers

The goal for news customers is to get the COVID-19 Strategic Communications program launched quickly and efficiently, so that patients and members can receive important updates and instruction about the evolving pandemic situation.

Data Requirements and Transfer

The data requirements for all programs are the same as outlined for existing customers, and mPulse recommends a CSV via SFTP data transfer process.

Program Configuration

The areas of program configuration are the same as outlined for existing customers.

Contracting

mPulse has developed a specific COVID-19 Strategic Communications contract for new prospects looking to onboard with the program, which reflects the urgency of the current pandemic situation. Prospects are also required to sign a BAA.

Additional Areas of Set-up

For text messaging programs the following areas require set-up:
- Dedicated short code provisioning
- Privacy Policy and Program Terms & Conditions pages
- Program opt-in requirements
- General information for auto-responder programs

We have efficient set-up process for each of these areas. Please contact the mPulse team to discuss further.

For more information, email **covid@mpulsemobile.com** or contact your mPulse account team.

COVID-19 TCPA Compliance Considerations

Get critical information to your population quickly, with full awareness of opportunities and challenges arising from regulation changes during the crisis.

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FCC Guidance

On March 20, the FCC issued a declaratory ruling on emergency auto-dialed calls and text messages during the COVID-19 emergency situation. The FCC exempted informational calls and texts made by hospitals, healthcare providers, and government agencies and entities from the TCPA, as long as they fit a set of defined criteria around the content and caller/sender.

The call or text must:
- Be made necessary because of the COVID-19 outbreak
- Directly relate to the imminent health or safety risk arising out of the COVID-19 outbreak
- Be purely informational in nature, with no marketing content at all, including any promotion of COVID-19-related goods or services, such as at-home testing or insurance coverage

The caller must be:
- A hospital or healthcare provider,
- A government entity or organization, or
- People under the express direction of such an organization and acting on its behalf

When the FCC describes providers, their definition of healthcare provider is implied to extend to a plan or services organization who provides care or services to support care. If the criteria are met, the calls or texts are not subject to the TCPA. This means key considerations such as honoring previous opt-outs, obtaining prior consent, and honoring new opt-outs are not legal requirements.

Informational COVID-19-related calls and texts not fitting the above criteria may not be fully exempted from the TCPA, but are still covered under the long-standing Healthcare Rule that requires only the provision of a phone number to meet consent requirements. Contact mPulse to discuss any questions.

FTEU Messaging for Emergency Purposes

Free-to-End-User (FTEU) Messaging also was been given a special exemption by the FCC in 2015 for calls and text that are both made for an exigent healthcare reason and do not incur a cost for the called party.

The 2015 FCC exemption exists for when a healthcare organization does not have any consent from the member, but has an exigent reason to engage them. Depending on specific content, COVID-19 messaging falls under exemptions for Home Healthcare Instructions and Wellness Check-Ups.

Use FTEU messaging if you anticipate potential barriers to program approval based on the program opt-in process. Contact mPulse for assistance and additional details.

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COVID-19 Telehealth Engagement

Keep people connected to their virtual care.

mPulse mobile

Goal

Physical appointments have been limited as a result of COVID-19 and there is increased need for telehealth as an alternative to in-person provider visits. This has accelerated the existing shift in patient attitudes toward telehealth. Based on a survey of 500 consumers*, 25% of members had used telehealth before the COVID-19 pandemic, 59% were more likely to use telehealth services now, and 33% would leave their current physician for a provider who offered telehealth access. mPulse Mobile's Telehealth Engagement Solution educates your members so they get the most value out of their telehealth appointment, ensures they have a positive experience and enables you to understand any challenges they may face.

Overview

Telehealth engagement has proven to be an effective channel for reaching patients in innovative ways and is likely to supplement in-person visits. The mPulse program is focused on pre- and post-visit engagement to help create better patient experiences, gather insights, and reduce friction and no-shows. Appointment scheduling help, pre-visit preparation tips, post-visit follow up, and telehealth barrier identification form the core of the program. Content is configured to fit your telehealth strategy and connect patients with barriers to the most appropriate resources.

Channels

SMS, Link-to-Web

Language and Reading Level

mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6th grade reading level.

Triggers

Messages can be scheduled by time and date or launched as required by mPulse client services.

Sample Content:

> Thanks for confirming your virtual appointment. Text VIRTUAL for tips on how to prepare for a telehealth appointment.

> Would you use virtual care (and how often) if you could see your provider in person (post-COVID)?

How It Works

This program can be layered with existing solutions/programs offered by mPulse Mobile or as a stand-alone telehealth engagement solution. Content is organized according to stages of a patient's telehealth visit:

- **Visit Scheduling** to emphasize importance and value of virtual care
- **Pre-Visit Preparation** to address concerns, improve experience and promote attendance
- **Post-Visit Follow-Up** to gather feedback and insights
- **Barrier Identification** at all times to listen for attendance and scheduling barriers and connect the patient with help.

SMS Response Handling

We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

Data Requirements:

- Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines

Set-Up Time

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