



Protecting, maintaining and improving the health of all Minnesotans

Memo

To: WIC Coordinators
From: Program Unit
Date: August 27, 2014
Subject: St. Paul Ramsey County WIC Text Service – Q & A

Automated Reminders (voice, text, email)

Q: Who is the contract with?

A: Our contract is with **One Call Now** to do automated reminder messages. (We can share “credit” estimation, contract/agreement, RFP, scoring sheet, scripts and release form, staff training cheat sheet).

Q: How much do the automated reminders cost?

A: Voice is 1 credit, text is 2 and email is free. Our goal is to have participants contacted in only 1 way to preserve dollars spent and repetition. The system will sometimes try to send a voice mail to a family who signed up for a text in the event the text does not go through. The more credits you purchase, the cheaper they are. Ramsey County purchased 120,000 credits annually for about \$9500.00 (this includes a one time \$675 set up fee). You can also roll unused credits over to the next year. We save money by sending automated reminders since WIC staff do not have to do manual reminder calls and they can be serving participants in clinic instead.

Q: Do we need to collect a release form and how early should we do that?

A: Yes, you need to collect a release form. Consider starting 3 months ahead of time. You will have to collect a release form from participants and collect necessary information in HuBERT in each participant’s file. The process for collecting the release and documenting needed information in HuBERT, to collect necessary automated reminder details, can be shared for those interested. The release is necessary because the automated reminders are going through a third party.

Q: Where is the release stored and how is it collected?

A: The release is collected for the entire family. The household ID is listed. The release has English on the front and Spanish on the back. The release is scanned in to HuBERT and then shredded. If a new family member is added (infant) we need to collect a new release. At some point we might be able to reassign the scanned document to include the infant.

Q: How do the reports get pulled?

A: There are other specific items we mark in HuBERT so that the report pulls needed information. Opt in status is documented by using the local use codes, with “release signed – opted in”. This is how the Infoview report pulls the file.

- To determine how the family is contacted, for a voice message Infoview pulls from Telephone 1 in the Demographics screen of HuBERT.
- For a text message, it pulls from Telephone 2. Staff must write the word “text” in the comment section of Telephone 2 for the system to know to send a text.
- If a participant wants an email, there must be an email address entered in HuBERT.

We have the text option for Spanish and English only. Agencies can record their own voice messages or use automated voices. We used our WIC staff for recording messages for Hmong, Somali, Karen, Spanish, and English.

Q: Are there other options for opting participants in?

A: Some agencies in other states have had participants opt themselves in to the system. I believe this is an option as well. We felt it more efficient to opt participants in during their visit at WIC. We hope the participation rate is higher if WIC staff opt them in. If WIC opts them in, we also then have to be the one to opt them out. Participants need to call or let us know at their WIC visit if they have changed their mind and do not want to receive messages.

Q: What reports are available?

A: Templates for current reports include upcoming appointments, missed pickups and missed appointments. We have also completed one related to the federal shutdown. We hope to be able to send out messages to those participating in the peer program or receive other breastfeeding messages. Date ranges for missed appointments and pickups can be adjusted as needed.

Q: What kind of texts or voice mails can be sent?

A: Text/email is limited to 130 characters including first name and spaces. You can use One Call Now’s automated voices available or record your own by logging in to the set up screen. Current templates can be shared for those interested.

Q: Where do the files need to be sent and how often?

A: An Infoview template has been created by the state for these reports. Reports are run as needed/decided upon and then uploaded to Filezilla. Locals decide what time of

day calls will be sent within a range. The program is web based and for that reason can be sent from any computer. Locals can decide when and how often they want to send.

Q: Do we know who is not reached?

A: Yes - We receive email(s) after the reminders have been sent regarding how many contacts went out. From these emails we know how many were not reached because they are disconnected or a have a bad number. We do not currently respond to this list. We feel it is more efficient to make sure staff are updating contact information at each visit. Failed calls are often because voicemail is not set up, or minutes or text allowance has run out, etc.

Q: How much time does it take to train staff?

A: Staff are trained on how to present the automated reminder and have learned a very streamlined way to “opt” participants in to the reminders. It only takes about ½ hour to train WIC staff on how to collect the opted in information, and then do ongoing reminders/training until staff understand the new process. A couple key staff who will be responsible for pulling and sending reports will need additional training which takes about 1 hour or so. Depending on how many and how often a local agency chooses to send reports, it only takes a few minutes each day or every few days to send the automated reminders once the system is set up.

Q: Who can we contact if we have questions?

A: Those interested can contact Colly at colleen.huberty@co.ramsey.mn.us or 651-600-7833.

Things we have learned:

- The local use codes clear out when status is changed (infant to child and pregnancy to postpartum) Staff will need to be trained and reminded to always check for updated contact information and that the HuBERT file needs to be re-marked “opted in” correctly when status has changed.
- It takes months to get a RFP set up, secure bids and complete this process. Start early.
- The reassign button in HuBERT for scanned documents reassigns to a new member only, not to the entire household. Therefore, new members (new infants) need to be opted in and a new release signed. We originally thought we would be able to “reassign” and add the new family member to the currently scanned in release form.
- The schedule for sending reports to One Call is flexible and reports can be sent to work around vacations, holidays, etc.