

Team

DIG STRATEGY TEAM

Pilot Planning, Strategic Direction, and Management

POPULATION HEALTH

Patient Identification, Analytics Support

PROVIDENCE COMMUNITY HEALTH TEAMS

Patient Support

DIG MARKETING & DIGITAL EXPERIENCE (DEX) TEAMS

Webpage Creation

Technology

MPULSE

Bi-directional SMS messaging supported by Natural Language Processing (NLP)

COMMUNICATION WEBSITE

Consumer facing websites to educate and inform patients

YOUTUBE

Education content for patients in Spanish and English

EXPRESS CARE VIRTUAL

Virtual on-demand care

OVERVIEW

To ensure that our patients have the COVID-19 information and resources they need, we conducted an outreach campaign using the mPulse mobile messaging tool. Text messages in English and Spanish went out to patients considered to be at high to extreme risk of contracting COVID-19. The risk of contraction is identified through a dashboard developed by our Population Health team that uses clinical, sociodemographic, and environmental variables associated with COVID-19. Patients may also be connected with a community health worker for additional support.

HOW IT WORKS

Patients received a one-time bi-directional SMS text on their mobile phones prompting them to explore the following resources and information:

1. Vaccine information

Resources to learn more about COVID-19 vaccine availability in their community

2. Virtual care

Encourage patients to speak with a healthcare provider virtually via Express Care Virtual or schedule a virtual appointment if they have health concerns about COVID-19

3. COVID-19 testing

Information to find COVID-19 testing locations in their area and a reminder that testing may be available to anyone with symptoms, those who have been in contact with someone with COVID-19 or essential workers.

4. Answers to FAQs

Answers to commonly asked questions about COVID-19, developed based on the content provided through Providence's chatbot Grace.

RESULTS

The campaign was sent to over 80,000 at-risk individuals, prioritizing individuals without a Providence provider relationship. The campaign had a 3.7% engagement rate, that was widely varying based upon Providence's regional brand presence. Engagement across gender, race and age was consistent with the total prioritized population showing that SMS seems to be a digital communication mode accessible for older adults.

