



NATIONAL ASSOCIATION OF
Community Health Centers®



Using Bi-Directional Text Messaging to Engage Patients in Chronic Disease Management

March 15, 2023



THE NACHC MISSION

America's Voice for Community Health Care

The National Association of Community Health Centers (NACHC) was founded in 1971 to promote efficient, high quality, comprehensive health care that is accessible, culturally and linguistically competent, community directed, and patient centered for all.



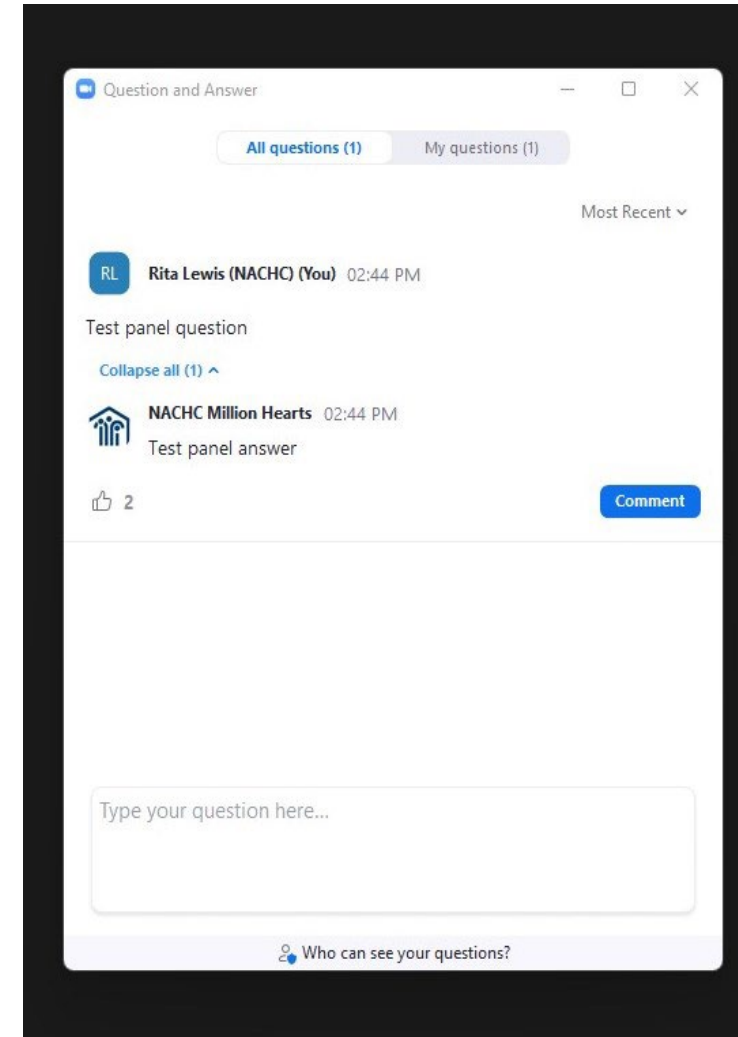
Friendly Reminders

- Today's event is being recorded
- All attendee lines have been muted



Asking Questions

- Chat has been disabled
- Please use the Q&A feature to submit questions for our panelists.
- You can also upvote or comment on questions submitted by other attendees.



Welcome!

**Laurence S. Sperling, MD, FAC, FAHA,
FACP, FASPC**

Executive Director, Million Hearts®

Katz Professor of Medicine in Preventive
Cardiology, Emory University School of Medicine,
Professor of Global Health, Rollins School of
Public Health ,Founder, Heart Disease Prevention
Center at Emory Healthcare





Pre-Work:

Recording (13 mins)
Survey (2 mins)



Live Event:

Q&A (45 mins)



Total Time: 60 minutes = 1.0 CME

Learning Objectives

1

Describe what bi-directional text messaging is and how it can be used in an evidence-based way to improve hypertension and cholesterol outcomes

2

Outline key communication strategies and key phrases that successfully engage patients in chronic disease management using bi-direction text messaging software

3

Discuss how bi-directional text messaging can be integrated into workflows and what roles different care team members can play

Amy Zarr, MPH

Associate Director of Population Health
Michigan Primary Care Association



Tracy Angelocci, MD

Chief Medical Officer
CareMessage



Bidirectional Text: Narrowing the Digital Divide

“Short Message Service (SMS) texting is an important equalizer.”

As health centers gradually move toward omni-channel engagement, they are incorporating digital health interventions. When this technology intersects with traditionally disenfranchised populations, Short Message Service (SMS) texting becomes an important equalizer.

Relying on mobile applications and patient portals that require both internet access and a degree of technical literacy can further the digital divide. Black and Hispanic Americans are significantly less likely to have home broadband or a personal computer. SMS texting, in contrast, is nearly ubiquitous. Pew Research¹ from 2021 shows that 97% of Americans now own a cell phone of some kind.

Although smartphone ownership has risen to 85% (and racial and ethnic disparities no longer exist), it is only at 61% in the population over age 65. Persons with lower incomes and less education are also significantly less likely to own a smartphone.

¹ [Source: Pew](#)

THE EVIDENCE FOR TEXTING

The **Community Preventive Services Task Force** (CPSTF)

- CPSTF is an independent panel of public health experts, established by Department of Health and Human Services in 1996, to develop guidance on which community-based health promotion and disease prevention intervention approaches work and which do not work, based on available scientific evidence.
- CPSTF publishes its findings and recommendations in [The Community Guide](#). **CPSTF advises¹ the use of text messaging** for medication adherence in chronic conditions, smoking cessation intervention, and reminders for breast, cervical, and colorectal (FOBT) cancer screening

[Click here](#) for published clinical research by CareMessage



TEXT COMMUNICATION STRATEGIES FOR FQHCS

- **Respect literacy level** (6th grade reading level or less) and **language preference**
- **Personalize it!**
 - include patient name, PCP name, health center; tailor messages by age, race, ethnicity and other factors
- **Aim for bidirectional and actionable messages**
 - WIIFM? patient engagement is higher with calls to action that are specific to the individual (as opposed to general health information for all)
 - don't engage patients via text and then expect them to call the call center; offer a text-back call to action
- **Offer various learning modalities**
 - 65% of people are visual learners and 30% are auditory; include links to videos and infographics
- **Create a communication calendar - hit all the topics while avoiding bombarding patients**
 - be intentional with hitting all gaps-in-care and health topics, spaced out throughout the year; avoid the last quarter UDS push that could result in over-messaging and opting-out
- **Incorporate theories of behavior change and motivational interviewing**
 - understand what motivates and activates patients, avoid 'nagging' reminders or fear-based messaging



Resources

- [Guide for Patient Self-Management of Chronic Illness through "Tele-education" \(National Center for Farmworker Health\)](#)
- [Bidirectional Text Messaging to Improve Adherence to Recommended Lipid Testing | American Board of Family Medicine \(jabfm.org\)](#)
- [Tips for texting patients \(physicianspractice.com\)](#)
- [Texting in Healthcare: Medical Texting Best Practices \(ncgmedical.com\)](#)

2023 Million Hearts® Hypertension Control Challenge

- Apply to be a 2023 Hypertension Control Champion: **Feb 27 – Apr 14, 2023**
- **≥ 80%** blood pressure control
- **Apply at:**
millionhearts.hhs.gov



We're especially looking for Champions in AL, AR, ID, ME, NC, NV, SD, and VT.

How to claim CME Credit

1. Visit the activity page at <https://edhub.ama-assn.org/ama-education/module/2802650>
2. **Sign in to the AMA Ed Hub** at the upper right-hand corner by using your AMA login. If you do not already have an AMA account, you can create one for free by clicking on “Sign-in” then selecting “Create an Account”.
3. **From the activity page click the “Start” button** located at the center of the main image.
4. **Click “Take Quiz”** and answer the activity evaluation questions.
5. **Select the appropriate amount of CME to claim.**

IMPORTANT: The deadline for claiming credit for this activity is: April 26, 2023

After this date the quiz will close and you will be unable to claim your credit.

How to access/download your certificate of participation

- 1. Once you have logged in and successfully completed the evaluation quiz, click on your name located at the top right-hand side of the page and select “Transcript”.**
- 2. Find your completed activity and select “Certificate” to download.**

On-Demand Learning Labs Available for CME

- [Treating Patients with Hypertension: What's the Rx](#)
- [Managing Cholesterol Using Technology](#)
- Coming April 4, 2023: Motivational Interviewing for Medication Adherence

Tomorrow!

SMBP Forum



Million Hearts® self-measured blood pressure monitoring (SMBP) forum is a collaborative community of practice to advance the use of SMBP nationally as a proven strategy to improve hypertension control and prevent heart attacks and strokes.

Upcoming Million Hearts Learning Labs

Upcoming Learning Labs

May 17, 2023, from 3:00 to 3:45pm ET

July 19, 2023, from 3:00 to 3:45pm ET



THANK
YOU!



NATIONAL ASSOCIATION OF
Community Health Centers®

PLEASE VISIT US ONLINE

nachc.org