

HealthCrowd text messaging



Simply Healthcare Plans, Inc. (Simply) and Clear Health Alliance (CHA) are working with HealthCrowd* to reach out to members using text messaging.

These messages will provide reminders when chronic condition services and preventive services are due. The messages will also provide education about self-management.

Why should you care?

- Reach the most vulnerable patients
- Educate patients on managing their conditions
- Motivate healthy patient behaviors
- Encourage proper preventive care, which can avoid costly hospital visits in the future
- Improve continuum of care between patient, provider and insurer

What do you need to know?

- These messages are sent from HealthCrowd on behalf of Simply and CHA.
- Members who receive these messages have been identified as having gaps in care.
- All messages are *HIPAA*-compliant and can safeguard PHI.
- Messages are crafted by experts with knowledge in health care communications and reviewed by the Simply and CHA quality teams.



How are patients being reached?

Through text messages and automated calls on common gaps in care for:

- Well-care visits
- Diabetes care
- Colorectal cancer screening
- Immunization reminders
- Breast cancer screening
- Vaccination reminders
- Hypertension care





If patients have any questions about these messages, have them contact Member Services.

Medicare Advantage **1-877-577-0115**

Statewide Medicaid Managed Care Managed Medical Assistance **1-844-406-2396**

Clear Health Alliance **1-844-406-2398**

Florida Healthy Kids **1-844-405-4298**

Statewide Medicaid Managed Care Long-Term Care **1-877-440-3738**

If any patient is no longer interested in receiving texts, they can text STOP at any time.



Sample message:

Our records show it may be time for Lauren's important well-child checkup. This well-check is a visit to your child's doctor even when they are healthy and doing well.

Text PCP to schedule a visit now.

Text WHY for more info.

Need a ride, text RIDE. Appointment scheduling help? Call 1-844-406-2396.

* HealthCrowd is an independent company providing health care communications on behalf of Simply Healthcare Plans, Inc. and Clear Health Alliance.

**<https://provider.simplyhealthcareplans.com/florida-provider>
<https://provider.clearhealthalliance.com/florida-provider>**

Simply Healthcare Plans, Inc. is a Managed Care Plan with a Florida Medicaid contract. Clear Health Alliance is a Managed Care Plan with a Florida Medicaid contract.

Simply Healthcare Plans, Inc. is a Medicare contracted coordinated care plan that has a Medicaid contract with the State of Florida Agency for Health Care Administration to provide benefits or arrange for benefits to be provided to enrollees. Enrollment in Simply Healthcare Plans, Inc. depends on contract renewal.

SFLPEC-1891-20