

Monterey County Behavioral Health Quality Improvement

PROTOCOLS

Re: Electronic Communication using Care Message (text-message application for appointment reminders)
Policy References: Policy 496 Electronic Communication System
Form Reference: Electronic Communication Consent
Effective: 7/28/16

Use of the text messaging platform within MCBH for appointment reminders shall require the consumer to opt-in to participation in the program. The consumer shall be provided with information on risks associated with the use of the text messaging platform. There will be no fee by MCBH to consumers, however, the consumer may incur costs for text messages from their telephone carrier. Consumers have the right to choose whether to participate in the text messaging service without penalty of any kind.

The policy does **NOT** authorize or permit the use of text messaging on personal or county-issued devices to transmit any health care information about consumers directly to the consumer, other MCBH staff, or other healthcare providers.

In order to ensure accurate and most updated information contact information for consumers:

- All staff shall verify the consumer's cell phone number at each session and/or visit, whenever possible. The consumers' health record should be updated when changes have been identified.
- All staff shall inform consumers of their option to participate in text messaging service for appointment reminders.
- Staff shall offer and/or provide the consumer with the "text and recorded messaging" document which supports the consumer's ability to make an informed decision about the use of text messages for appointment reminders.
- All consumers shall be asked about their opt-in preference.
 - For consumers who opt-in, a signed consent shall be collected via electronic health record (paper format available at www.mtyhd.org/QI under printable document section. All consumers shall have the right to choose whether to participate in the text messaging option and shall have the right to refuse without penalty of any kind.
 - All consumers shall be permitted to opt-in via consent, at a later time, if they wish to do so.
 - Consumers may revoke their participation at any time by informing any staff member. Staff shall "revoke" the consent form in the electronic health record

MCBH will utilize a text messaging platform to send appointment reminders via text message. Consumers who have opted-in will receive an electronically generated text message containing the minimum necessary information notifying the consumer of the upcoming appointment. The body of the text message will contain the date, time, and location address of the appointment. PHI or PII will not be sent via the text messaging platform. Additionally, the consumer will have the option to respond, via text, to confirm, ask to cancel, ask to reschedule appointment or text "stop" if they no longer want to receive text message reminders. In the event the consumer using the "stop" action, a new text message consent will need to be completed to restart the process. Patient Support Staff (PSR) or similar staff members shall follow identified protocols (CareMessage User Guide available at www.mtyhd.org/QI) and clinic-specific protocols as designated by program supervisor/manger.