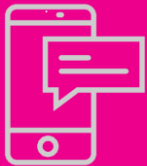




# TEXT4BABY MESSAGES & CORE QUALITY GOALS

## PATIENT ENGAGEMENT



<b>Core Messages</b>	3 educational messages /week 102 pregnancy, 159 new baby	<b>REMIN D Keyword</b>	Interactive keyword to set appt reminder at anytime
<b>Feedback</b>	4 participant feedback surveys to assess program utility	<b>Outreach &amp; Enrollment Support</b>	Text message invitation campaigns; Website widgets; Provider materials



## PRENATAL CARE

Early initiation of prenatal care and importance of regular preventive care.

<b>Education</b>	28 messages, with local customized resources
<b>Interactivity</b>	Survey & tailored messaging on attending prenatal visit within 1 <sup>st</sup> trimester
<b>Measures</b>	CMS Core, HEDIS/NCQA, Title V
<b>Data Access</b>	Prenatal visit attendance



## POSTPARTUM CARE

Education on postpartum care & visit attendance, birth control, depression

<b>Education</b>	18 messages, with local customized resources
<b>Interactivity</b>	Survey & tailored messaging on postpartum visit 4-6 weeks after birth
<b>Measures</b>	CMS Core, HEDIS/NCQA
<b>Data Access</b>	Postpartum visit attendance



## TOBACCO CESSATION

Education on smoking cessation during pregnancy and postpartum.

<b>Education</b>	7 messages, with local customized resources
<b>Interactivity</b>	Pilot smoking cessation program with educational messages and support, interactive surveys and keywords
<b>Measures</b>	CMS Core, Title V, HEDIS/NCQA



## FLU VACCINATION

Seasonal flu education & reminder for prenatal, maternal, and infant vaccination.

<b>Education</b>	7 messages
<b>Interactivity</b>	Flu shot prevalence survey, with tailored messaging
<b>Measures</b>	CMS Core, HEDIS/NCQA
<b>Data Access</b>	Self-reported flu vaccination status



## PRIOR PRETERM BIRTH

Identify women with previous high risk pregnancies. Encourage & support weekly 17P treatment adherence.

<b>Education</b>	14 messages
<b>Interactivity</b>	4 Risk Assessment Surveys. If high risk, 17P Adherence Weekly Reminder
<b>Measures</b>	CMS Core, HEDIS/NCQA
<b>Data Access</b>	Risk assessment; 17P adherence



## HEALTH COVERAGE

Regular preventive care and applying for maternal and infant health coverage.

<b>Education</b>	15 messages, with local customized resources
<b>Interactivity</b>	Type of Insurance Survey Applied for Medicaid Survey
<b>Measures</b>	CMS Core, HEDIS, Title V
<b>Data Access</b>	Type of insurance; Applied for Medicaid



## WELL CHILD VISITS

Milestones, vaccinations, and questions to ask providers for all routine well-child visits, based on AAP Bright Futures recommendations.

<b>Education</b>	59 messages
<b>Interactivity</b>	Visit reminders and attendance surveys, with tailored responses
<b>Measures</b>	CMS Core, HEDIS/NCQA, Title V
<b>Data Access</b>	Visit attendance for 2, 4, 6, 9, 12 months



## IMMUNIZATION

Remind and encourage adherence to ACIP infant immunization schedule.

<b>Education</b>	15 messages
<b>Interactivity</b>	Vaccinations at birth, 2, 4, 6, 9, and 12 month visits with tailored responses
<b>Measures</b>	CMS Core, HEDIS/NCQA, Title V
<b>Data Access</b>	Vaccination at birth, 2, 4, 6, 9, and 12 months visit, and seasonal flu vaccine



## BREASTFEEDING

Tips and education to encourage exclusive breastfeeding (<6 months) and complementary breastfeeding (6-12 months).

<b>Education</b>	30 messages
<b>Measures</b>	Title V, CMS Core



## INFANT DEVELOPMENT

Developmental milestones & how to promote healthy infant development.

<b>Education</b>	36 messages
<b>Interactivity</b>	Pilot developmental screening module
<b>Measures</b>	CMS Core, Title V



## SAFE SLEEP

Education and resources on getting cribs and promoting safe sleep.

<b>Education</b>	7 messages
<b>Measures</b>	Title V



## ORAL HEALTH

Education on maternal & infant oral health care and hygiene.

<b>Education</b>	7 messages
<b>Measures</b>	CMS Core, Title V



## SAFETY

Education and resources on car seat safety and injury, burn, and fall prevention.

<b>Education</b>	28 messages, with local customized resources
<b>Measures</b>	Title V



## HEARING SCREENING

Reminds moms to ask providers about hearing screening and test results.

<b>Education</b>	4 messages
<b>Measures</b>	Title V

## MORE THAN TEXT MESSAGES!

- \* **125 Web/Mobile Pages** with educational articles, videos, and national resources
- \* **Free Mobile app** (iOS & Android) with personalized appointment calendar, visit guides, vaccination tracker, and over 80 educational pages.

Notes: **Data access** refers to self-reported survey data sets available through the Text4baby Data Portal. Messages and interactive modules were expanded as a result of a **CMS Pilot Project** in four states. For more information on Text4baby, visit [Text4baby.org](http://Text4baby.org) or email [info@text4baby.org](mailto:info@text4baby.org).