Text4Baby & SoonerCare

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Category: **Emerging Practice**

BACKGROUND

Text4baby is the nation's largest and only free mobile health messaging service for pregnant women and mothers with infants under age one. Oklahoma ranks poorly in many key maternal and child health outcomes including prematurity, tobacco use among pregnant women, late entry to prenatal care and infant mortality. The Oklahoma Health Care Authority (OHCA), is the single state agency that administers the Oklahoma Medicaid program (SoonerCare). OHCA is committed to improving the health outcomes of mothers and babies and recognizes the importance of connecting pregnant women and new mothers to valuable information through the Text4baby mobile health service.

PROGRAM OBJECTIVES

The project implemented innovative outreach and promotional efforts to:
➢ Increase enrollment of pregnant SoonerCare members in Text4baby;
➢ Customize Text4baby content to include Oklahoma-specific programs and resources; and
➢ Assess Text4baby's impact on improving health quality measures including postpartum visits and smoking cessation during pregnancy.

TARGET POPULATION SERVED

Pregnant women and mothers of infants under the age of one who are covered by SoonerCare enrolled in Text4baby receive three personalized text messages per week, timed to their due date or baby's birthday.

PROGRAM ACTIVITIES

In October 2014, OHCA became the first and only state Medicaid agency to implement an automatic notification process for SoonerCare members to easily opt-in to

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TITLE V/MCH BLOCK GRANT MEASURES ADDRESSED

#01: Percent of women with a past year preventive visit
#02: Percent of cesarean deliveries among low-risk first births
#04: A) Percent of infants who are ever breastfed and B) Percent of infants breastfed exclusively through 6 months
#05: Percent of infants placed to sleep on their backs
#14: A) Percent of women who smoke during pregnancy and B) Percent of children who live in households where someone smokes
#15: Percent of children 0 through 17 years who are adequately insured

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receive Text4baby messages. Approximately 30,000 pregnant women and SoonerCare mothers with infants were sent a text message with information about Text4baby and how to opt-in directly through the text. More than 5,000 women enrolled into the service after receiving this message. This process was achieved via a Data Use Agreement between OHCA and Voxiva, the technology company that co-operates Text4baby with Zero to Three. The agreement enabled the entities to share an electronic file containing phone numbers of newly enrolled pregnant women and infants on SoonerCare.

PROGRAM OUTCOMES/EVALUATION DATA

During a two week period in October 2014, messages were sent to 35,000 SoonerCare members notifying them about Text4baby. More than 3,550 pregnant women and caregivers of infants enrolled in Text4baby after this notification, resulting in a national Text4baby enrollment record. The total number of enrollments attained through this new automated process exceeded the total number of enrollments achieved during the previous 11 months. Oklahoma now leads the nation in Text4baby enrollments per 1,000 live births. This highly cost-effective process is sustainable through bi-weekly data sharing. Participant opt-in rates for the messages were reviewed to inform changes to invitation message content. Ninety-three percent (93%) of participant cellphone numbers from the OHCA data file were valid. Therefore, no adjustments to the data file were needed.

In December 2015 and January 2016, data was also used to assess if additional reminder broadcasts were effective

in enrolling mothers who didn't initially enroll upon receipt of the first invitation. Results showed that 17 percent enrolled with the first invitation, and that an additional 7 percent enrolled from the second, third, and fourth reminder invitations (4percent, 2 percent and 1 percent, respectively). As a result, the approach of sending additional reminder messages will continue to be implemented in an effort to enroll more SoonerCare mothers in Text4baby.

The evaluation process for assessing outcomes among Medicaid recipients enrolled in Text4baby is two-fold. A federally-funded external evaluation of the Centers for Medicare and Medicaid Services (CMS) pilot project is focused on the following indicators: reach, engagement, education, sustainability and maternal and infant health outcomes. The formative and summative evaluation is using a mixed method approach that includes qualitative (e.g. key informant interviews) and quantitative data (i.e., Text4baby administrative data and Medicaid claims and enrollment data).

The internal Text4baby evaluation strategy involves routine reporting and special analyses of Text4baby administrative data that are shared with OHCA and the other pilot states. Reports are focused on enrollment/reach and message exposure; participant feedback and engagement; and self-reported clinical measures, including well-baby visit attendance and vaccination, postpartum visit attendance and enrollment into a text-based smoking cessation program for pregnant women. Additionally, the self-reported data on specific measures such as postpartum visit attendance has been helpful as that data is impossible to capture through Medicaid claims. Other elements of the report, such as satisfaction rates, immunization reminder results and well child visit attendance are informative to health care providers.

From January 1, 2014 (the start of the implementation of the CMS pilot project) through December, 2015 an estimated 18,655 SoonerCare recipients enrolled in Text4baby; 13,571 (73 percent) of which enrolled via the opt-in broadcast strategy. Text4baby enrollment in Oklahoma increased by 166 percent (10,593 vs. 3,975 in 2013) in 2014 and by 186 percent (11378 vs 3,975 in 2013) in 2015.

Text4baby analyses of self-reported data from Text4baby SoonerCare participants who responded to various interactive text survey questions in 2015 demonstrate potential for improvement in outcomes and enrolling participants in treatment programs. Ninety-one percent

(91%) of Text4baby SoonerCare participants who submitted responses in 2015 report receiving their Hepatitis B vaccination (n=750) and 82 percent report attending their 2, 4, 6 or 12 month well-baby visit (n=3,772). Among respondents to a January through October 2015 text survey, 83 percent of Text4baby SoonerCare participants (n=270) reported they attended their postpartum visit when asked 9 weeks postpartum. Finally, from April through December, 2015, 259 SoonerCare Text4baby participants opted-in to a text-based smoking cessation program for pregnant women (Quit4baby) made available via Text4baby compared to 269 pregnant Oklahoma women who opted in to the Oklahoma Tobacco Helpline during the same period. This finding suggests Text4baby is a potentially effective and more efficient strategy for reaching and enrolling pregnant smokers into treatment programs as compared to multi-pronged efforts that require a high level of effort and resources.

Results from the external evaluation are pending.

PROGRAM COST

Text4baby is a free service to consumers and there are no additional costs to state agencies such as OHCA. There were no direct costs associated with implementation of the auto-notification process, thus making it an extremely cost effective method of communication for enrollment.

The Oklahoma experience was made possible in part by a pilot project. In August 2013, CMS awarded Voxiva and Zero to Three a three-year contract to support the implementation and customization of Text4baby services in Oklahoma and three other states. Quit4baby is a National Institute of Health research project and was also piloted in the four pilot states.

ASSETS & CHALLENGES
Assets
  ➢ OHCA is in a unique position to systematically enroll eligible pregnant women and caregivers of infants into the Text4baby program by utilizing Medicaid enrollment data.
  ➢ 1 in 4 children in Oklahoma and nearly 60% of all births are covered by SoonerCare.

Challenges
  ➢ It may take a lot of time and effort to gain necessary buy-in and support from leadership and key stakeholders.
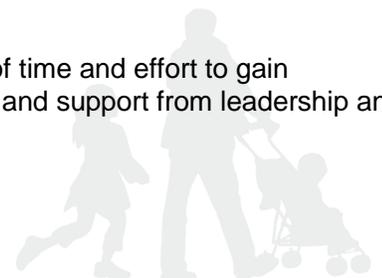
➢ Even though there is not a direct cost associated with the promotion and enrollment into Text4baby, it is time-consuming and requires technical support in addition to other agency resources.
➢ It was time-consuming to draft and finalize necessary legal documents.

Overcoming Challenges
➢ OHCA staff developed a Text4baby work group consisting of key internal and external stakeholders to overcome barriers and maintain momentum.

LESSONS LEARNED

During the eleven-month period prior to the implementation of the auto-notification process, nearly 50 partners across the state dedicated their own resources to vigorously promote and enroll mothers into Text4baby (i.e. print media, billboards, bus shelters, retail promotion, health fairs and special events). Despite these dedicated efforts, the enrollment in Text4baby during this time period resulted in significantly less total enrollment than the first month of the auto-notification process. This shows how systematically enrolling eligible members into Text4baby via Medicaid enrollment systems is far more successful and sustainable than relying on grassroots efforts alone.

FUTURE STEPS

OHCA is working to fully automate enrollment into Text4baby by adding consent language to the online enrollment application. Once this change is implemented, eligible SoonerCare members will be automatically enrolled into Text4baby upon successful completion of the SoonerCare online enrollment application.

COLLABORATIONS

This project was a collaborative effort among OHCA, CMS, Zero to Three, Voxiva and more than 15 partner agencies across Oklahoma.

PEER REVIEW & REPLICATION

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RESOURCES PROVIDED

Click here to read Oklahoma's Case Study

Click https://www.text4baby.org/ to learn more about Text4baby and how you can become involved.

The data captured in the reports are useful to promote buy-in and support from key stakeholders in Oklahoma. In some cases, OHCA data is coupled with results from these reports in an effort to compare these results with other similar initiatives underway at OHCA (i.e. Oklahoma Tobacco Helpline).

Key words: Text4baby, Birth Outcomes Medicaid, Prenatal Care, Infant health, Infant Mortality, Postpartum Care

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