



AIRA
AMERICAN IMMUNIZATION
REGISTRY ASSOCIATION

INFORMATION REQUEST

Topic: Text-Based Reminder Recall

Request Date: July 21, 2022

Information Requested:

Kristy Westfall, Data Project Manager at the Association of Immunization Managers (AIM), is gathering information about text-based reminder recall and would like any information jurisdictions are willing to share about services used to do reminder recall. Specifically, the answers to these questions would be helpful:

- What products or services are being used?
- What are the costs associated with these products/services?
- Any other relevant information would be appreciated.

Requesting Member: Kristy Westfall

Responding Member(s): Rachel Odom (AR), Sandra Rodriguez (CO), Asante Hiltz (GA), Gabriella Palmeri (Healthvana), Kathryn Cruz (NM), Alex Hayes (TN), Jon Reid (UT)

Results:

Note: AIRA recognizes that our members and partners often create solutions or provide services that our members and partners may be interested in. We invite entities to join AIRA with the understanding that AIRA must maintain a neutral stance with regards to promoting specific products and services. AIRA does not endorse or imply any endorsement of any member or partner or their products and/or services.

AR:

Arkansas performs a monthly centralized recall for the state. We follow-up on all children in the state missing recommended vaccinations that are the following ages: 0 – 35 months, 13 years, and 17 years.

What products or services are being used?

We use Pfizer's free reminder/recall system for our children 5 through 24 months that are missing a dose of PCV vaccine. They send out calls and postcards to children missing vaccinations. I do not know if they have text messaging services. For all other children, we



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utilize the company Intrado. We only have them send phone calls to children missing vaccinations. They do have text-based services, as well.

What are the costs associated with these products/services?

The Pfizer service is free of charge but is limited to children missing PCV. Intrado charges \$0.08 per call. The total cost is based on the number of children in the recall list.

Any other relevant information would be appreciated.

We pull a list of children missing recommended vaccines from our IIS and upload the file to the Pfizer and Intrado reminder/recall website each month. We can pull reports on the number of successful calls, wrong numbers, unanswered calls, etc.

CO:

What products or services are being used?

Colorado is using Teletask as a third party vendor. We send R/R by email, text and robocall.

What are the costs associated with these products/services?

The cost of each outreach is \$0.01533. Text: limited to 160 characters; it will count as more (161-306 counts as two), and if the customer replies, that is also considered a "text message" and therefore, we are charged. Robocall; we need to stay under 60 seconds to avoid a second charge. Teletask provides voice pre-recorded options but you can also record your own voice. Emails; there is no character limitation.

Any other relevant information would be appreciated.

Colorado has been performing Statewide R/R for: COVID-19, Flu, MMR and DTaP, and childhood vaccinations since September of 2020. We have reached out to over 6.5 million people in less than two years. We have measures in place to track up-to-date percentages after each outreach. We have learned a lot, and continue to learn from each outreach. If you're interested in learning about our processes, please don't hesitate to reach out to me so we can schedule a meeting.



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GA:

What products or services are being used?

One Call Now powered by OnSolve

What are the costs associated with these products/services?

\$13,413.60. Cost covers admin fees and up to 20,000 messages

Any other relevant information would be appreciated

Methods of communication with participants: text (SMS), phone recording (text-to-speech), and email. Messaging is used for appointment reminders, clinic updates, and program updates. Other features; build subgroups for targeted messages, reply to participant texts within the system, communicate with the front-end system, accept participant report excel documents.

Healthvana (Los Angeles):

Los Angeles County used us, [Healthvana](#), for vaccination reminders and recall-type messages. We've sent 2nd dose reminders, ad-hoc messages like the J&J Covid vax pause and we're helping with monkeypox vaccination outreach/reminders as well.

NM:

What products or services are being used?

NM has several different reminder/recall efforts that we utilize:

- Monthly post cards sent out to pediatric patients in the following age groups: 6mo, 8mo, 12mo, 16mo
- Monthly automated phone calls to pediatric patients in the following age groups: 6mo, 8mo, 12mo, 16mo
- Quarterly post cards sent out to adult patients 65+ (these are sent to patients that are either due or overdue for pneumococcal vaccine – we are working to include shingles with this too)



- Monthly automated phone calls to adult patients 65+ (these are sent to patients that are either due or overdue for pneumococcal vaccine – we are working to include shingles with this too)
- We partner with Pfizer and West services to send them the lists of patients that are either due or overdue for these specific vaccines in these age groups and then they sent out the postcards and make the calls on our behalf. Our logo is not on the postcards but there is a disclaimer that is comes from the “local Health Department” and no PHI is sent to the manufacturer (Pfizer).

What are the costs associated with these products/services?

This is a no cost program.

Any other relevant information would be appreciated.

- We utilize Smarty (www.smarty.com) as an address validation tool, which compares the mailing addresses in the IIS pull list to the USPS addresses and removes any that are invalid or will likely be returned.
- We have one staff member that does these data pulls each month/quarter and uploads them to the site for Pfizer to grab them. After the initial set up, her total time on this is about 20 minutes to 1 hour each pull/upload.
- The post cards include information in both English and Spanish (images of each post card are attached)

TN:

What products or services are being used?

We utilize a company called InTouch Solutions to send daily (Mon-Fri) reminder/recall text messages for both second doses of the primary series and booster doses. The lists are derived from our database (TennIIS) which contains vaccine records of individuals across the state.

What are the costs associated with these products/services?

For these text messages, we pay \$0.06 per message. On average, we send about 2k -5k text messages per day. Although, that varies quite a bit.



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UT:

What products or services are being used?

In Utah we have used the AWS SNS service to send text reminders for COVID doses.

What are the costs associated with these products/services?

Pricing is a little nebulous depending on how it's configured and what services you have, but it's about 0.00645 cents per message.

Any other relevant information would be appreciated.

The biggest issue with using SNS is not knowing if the number is a text message capable number. I know there are services you can run the numbers through, and it will tell you which ones can receive texts, but that is an extra step and cost. The next issue with sending texts is you have to receive approval from all the mobile carriers to start an unsolicited text campaign. That can take up to 10 weeks. Also, many people do not like spam texts, and you will get a lot of negative feedback. We generally found using email is more effective and people are more willing to ignore an email they don't want vs calling you or the governor about unwanted text messages. If people subscribed to the text service you don't need the approval from the carriers, but you will most likely not reach the population you are wanting to reach through a text campaign.