



DIGITAL DIABETES OUTREACH

— OVERVIEW AND OUTCOMES —

OVERVIEW

To address the barriers, beliefs, and fears that may prevent some patients from successfully managing their diabetes, Providence piloted a campaign in collaboration with Grapevine Health, using the mPulse mobile messaging tool and video content created collaboratively with Grapevine. The campaign was sent via an existing mobile messaging service.

TARGET POPULATION

114 adult patients assigned a PCP at two Family Medicine clinics who met the following criteria:

- Any insurance coverage
- Uncontrolled a1c (>9) or no a1c result
- No clinic visit (with any provider) in the past 6 months

IMPLEMENTATION

An initial text message was sent to patients on Wednesday, January 26 (pictured to the right).

Patients were invited to [watch a video](#) featuring testimonials from other patients of their experiences with diabetes.

Patients were encouraged to seek support for their diabetes through three options:

1. Peer support for patients with diabetes
2. A personalized, individual appointment with a diabetes educator
3. An appointment with a primary care provider

Patients could request help scheduling an appointment by completing the survey linked in the text message. The survey includes an additional [video featuring diabetes educators](#).

A resource from each clinic was identified who could respond to patients' requests to schedule a primary care appointment or send a referral for diabetes education.

A follow-up text message was sent to patients about 3 weeks later (second figure to the right).

Providence: Hi Bethany! This is Dr. Jones' team at Providence Family Medicine. We want to check in with you and share this message from our patients. Watch our video at providence.org/InYourShoes. To receive a call to schedule an appointment, fill out the form at bit.ly/apptform21. Msg & data rates may apply. To opt out, reply STOP.

Providence: We hope you were able to connect with a resource to help you manage your health. If you still need assistance, visit providence.org/nextsteps for options. Msg & data rates may apply. To opt out, reply STOP.



OUTCOMES

Of the 114 text messages sent in the first outreach, 99 were delivered successfully. 3/99 patients completed the survey requesting assistance in scheduling. Below is a table summarizing outcomes as of 48 hours following the completion of the 2 message campaign..

Claim	Metric	Baseline or Target	Campaign Results
SMS & Video Engagement	% of opt outs	0.2% (% SMS Journeys w/ Opt Out)	1% (1/99)
	% of clicks on video link in first text	5.4% (% of SMS Journeys w/ Weblink Clicked)	16.2% (16/98)
	# of video views	N/A	19
Engagement in diabetes care	% of requested referrals signed by PCP	100%	100% (1/1)
	% of patients that schedule diabetes education (class or appointment) of those who requested a referral	10% ⁴	100% (1/1)
	% of patients that complete DE appt or class	53% ³	TBD (1/1 scheduled)
	% of patients that schedule PCP appointment of those who requested assistance	10% ⁴	67% (2/3)
	% of patients that complete PCP appt	90% ²	TBD (One complete & one scheduled)

Learnings & Future Considerations

1. Digital engagement increased 150% above baseline. The number of patients who viewed the video was relatively high for a population that has historically been unengaged with their PCP clinic. The average view duration for a 4 minutes video was 1 minute and 18 seconds. This suggests video messages for future content outreach should be shorter and calls to action should appear earlier in the video messages.
2. Four patients clicked the MS Form link and three completed the form requesting assistance with scheduling an appointment(s). One possible hypothesis is that the additional step of completing the form may be a barrier for some patients. A simplified process such as allowing a response directly via text message could lead to more requests for assistance. It is also possible that patients who clicked on the video link, never navigated back to the original text to click the second link. Therefore, a staged messaging approach may be warranted.
3. Consideration should also be given to personalization of subsequent outgoing messages to further improve digital engagement.