

Ann Clark

From: Tracie McMillan-Downer
Sent: Thursday, February 27, 2020 5:14 PM
To: Ann Clark
Cc: Adam Stumb
Subject: NCDHHS Alerts - Talking Points_zew2.pptx
Attachments: NCDHHS Alerts - Talking Points_zew2.pptx

Ann

Can you also include this flyer in the Commissioner's packet for the March 16 meeting when I am to present?

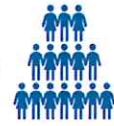
Thank you

Tracie

Pursuant to North Carolina General Statutes Chapter 132, Public Records, this electronic mail message and any attachments hereto, as well as any electronic mail message(s) that might be sent in response to it may be considered public record and as such are subject to request and review by, and disclosure to, third parties.



NCDHHS Alerts



What you need to know

- To help people enrolled in Medicaid and FNS receive important messages quickly and easily, NCDHHS is launching a new communication service called NCDHHS Alerts.
- NCDHHS Alerts allow people who opt in to receive text messages or emails from NCDHHS beginning February 24. NCDHHS will not send messages to anyone without permission.
- Messages will be informational and will not contain personal confidential information.
- People can opt in or out to receive NCDHHS Alerts via ePASS at any time.

How this will help people

- People enrolled in Medicaid or FNS who opt in will be able to receive occasional text messages or emails from NCDHHS, such as:
 - Information about available supports after natural disasters
 - Reminders about health-related events such as Marketplace Open Enrollment
 - General wellness information
- Over time, we hope to use text and email messages to send participants reminders (e.g., recertification or renewal reminders), which can help eligible participants maintain their benefits and help caseworkers by reducing churn.

What we ask of DSS Offices

- NCDHHS Alerts can be a valuable new tool for getting important information to people quickly. **We ask that DSS offices be advocates of NCDHHS Alerts to enrollees.**
 - Supplemental materials will be provided to advertise NCDHHS Alerts in DSS Offices
 - NCDHHS training is now available on the Learning Gateway. Please view this training so that you can be ready to support people
- The EBT Call Center is available to assist people with any questions. However, the call center cannot opt people in or out.

Why text messages work

- Text messages are a uniquely effective way to get information to the people we serve:
 - Nearly 100% of text messages are opened, a much higher rate than for letters, emails, or any other form of communication.
 - In situations where people need to receive important information quickly, a text message or email can help get them time-sensitive information.