

Dynamic Solutions for Medicare Advantage Member Outreach

Easy-Access Virtual Forums
Branded Text Alerts  Gabby Graphics

New! Direct-to-Voicemail Messages

Presented By:

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Webinar Participant Tips

All participant lines are muted. To protect your privacy, you will only see your name and the presenters' names in the participant box.

To submit a question to the presenters any time during the event:

1. In the Event window, in the Panels drop-down list, select Q&A.
2. Type your question in the Q&A box.
3. Click "Send".

Modern MA outreach highlighted in this presentation:

1. **Complete Communications** – educate, guide and retain members.
2. **Teletownhalls** – brief overview of our live virtual phone forums.
3. **Text Alerts** – deliver substantial messaging in a trustworthy package.
4. **Direct to Voicemail** – send mobiles a one-ring Visual Voicemail.
5. **Compliance** – successfully delivering compliant texts and calls.

A Complete Communication Cycle

- **Q1 OEP** – Retention starts in January. Onboard members to their new plans with educational Teletownhall forums. Encourage immediate engagement with branded Text Alerts that link to member portals, apps, scheduling pages, Rx options and more.
- **Q2-3 STAR** – Remind about preventive care, educate on chronic disease management, encourage medication adherence, and provide more support for high-need members using TTHMs, Text Alerts & DTV.
- **Q4 AEP** – Highlight new plan benefits, explain the enrollment process, offer transfers to discuss options, and combat misinformation.

Achieving a Successful Health Journey

- **Onboarding** – 80% of Teletownhall participants report a better understanding of key subject matter after the interactive forum.
- **Retention** – The vast majority of members educated with Teletownhalls and Text Alerts stayed with their plans year-to-year, and the retention rate was even higher with DSNP.
- **Meet Member Needs** – our Teletownhall forums typically deliver key info early, offer transfer options later, and answer increasingly detailed member questions throughout.

Easy-Access Virtual Forums

Direct-dial phone forums net a larger audience with no tech barrier:

ON AIR **Demo Event**

Polling Questions

Total Attendees	R...	Name	Location	Question
Messages Left	10	~FO~ Barbara	Portsmouth	(DR) I'm a new member, my coverage goes into effect 10/1 and going to have foot surgery. How do I know what is going to be covered?
People in Conference NOW	8	Rodney	Louisville	(EK) Re:OTC benefits - I have been to walmart twice and they tell me it wont cover a product that I have previously purchased with the otc card.
Speaker Queue	8	Juan	Santa Fe	(LB) How do I get a copy of the plan details that's written in Spanish. The only one I received was in English. For vision and everything--I need the info in Spanish.
Screener Queue	8	Bradley	Minneapolis	(SA) Received her OTC card today. Does she have to activate her new card?
Collector Queue	8	Catherine	Virginia Beach	(BL) How often are you able to receive and spend the benefits for OTC card?
Web Participants	7	Bethany	Sacramento	(AD) How does she go about getting her medications? Can she have it shipped to her home? And would her doctor take care of that or would she need to take steps to make it happen?
People Waiting to Join	7	Linda	Cleveland	(SA) Does cover motorized wheelchairs?
Estimated Minutes	6	Maria	Austin	(AY) I would like to know about the doctors that I go to - do I have to get a referral every time I want to go to a specialist?
Inbound Estimated Minutes	6	Victoria	New Canton	(AD) She has to have cataract surgery. Is any of that covered

Speakers

Phone	Name
	Ian TTHM

1-20 Speaker Queue: 9

Connect Speaker or Operator Invite

Dial Progress Dial Completed

Staff Chat Web Chat Play Audio End Event Start Event

Staff Chat

received any papers from you people, and have a doctors appointment on Friday and no proof that I have coverage with you. I've called to no success. They have already taken money from me, and cancelled my other insurance.

Ian TTHM: FOLLOWUP: Name: ~FO~ Barbara Location: Portsmouth Issue: (DR) I'm a new member, my coverage goes into effect 10/1 and going to have foot surgery. How do I know what is going to be covered?

Ian TTHM: Mark Barbara for Followup

Every Event Customized Based on Goals

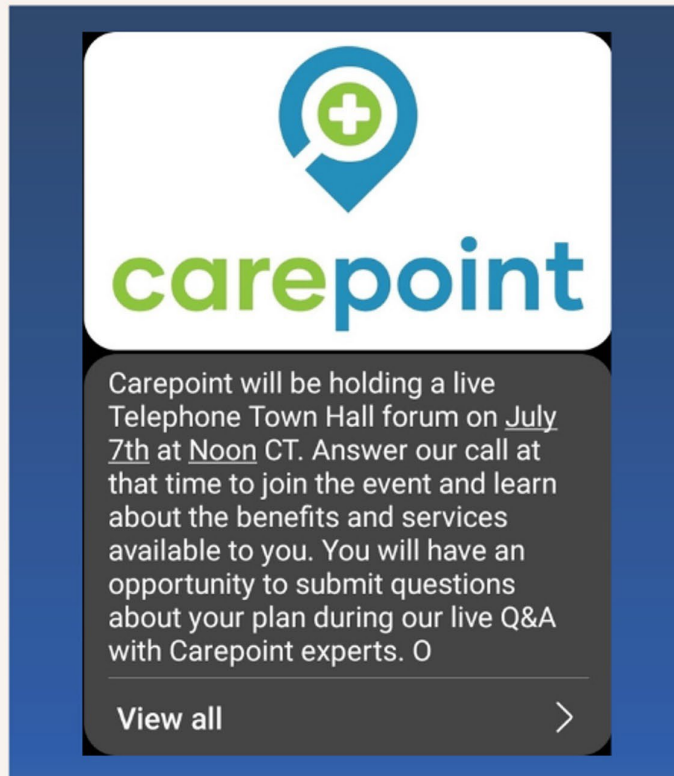
Professionally-produced live forums stand out for your members:

- TTHM always provides experienced Moderators and Operators.
- Deliver key information then delve into the details through Q&A.
- Run polls to engage the audience and learn more about members.
- Offer live transfers for scheduling, support, plan changes, etc.
- Detailed reporting includes all questions, poll results, call times, bad numbers, transfer details and a full forum recording.

P2P Branded Text Alerts

Deliver notifications, full links, instructions to add apps, scheduling requests, plan options, event details and more.

DOUBLE-MMS BRANDED TEXT ALERT DELIVERY



"VIEW ALL" TEXT DETAIL

Carepoint will be holding a live Telephone Town Hall forum on July 7th at Noon CT. Answer our call at that time to join the event and learn about the benefits and services available to you. You will have an opportunity to submit questions about your plan during our live Q&A with Carepoint experts. Or you can just listen in as we field questions from other Carepoint members.

For more information on your plan and to manage your benefits, log into the member portal:

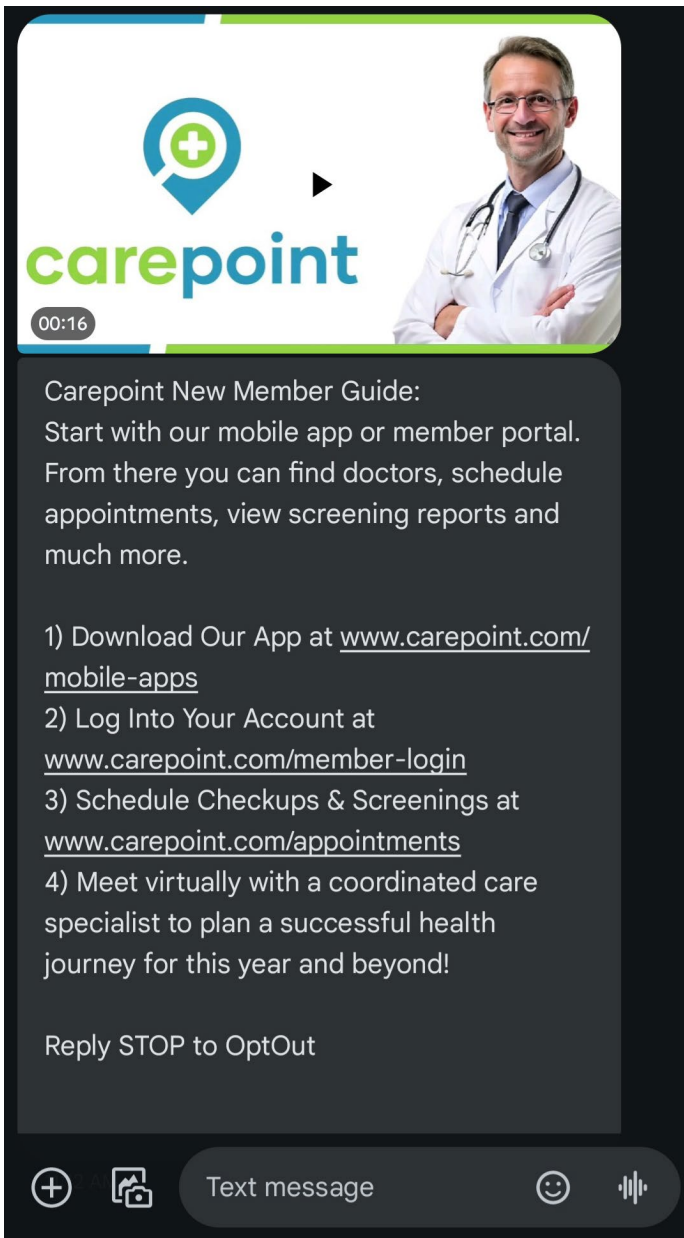
<https://www.carepoint.co/account-login>

Download the Carepoint App to your Android smartphone:

<https://play.google.com/store/apps/details?id=com.carepoint.health>

Download the Carepoint App to your Apple smartphone:

<https://apps.apple.com/us/app/carepoint-health/id946-042128>



Gabby Graphics (P2P MMS Texts)

- Deliver a static image set to a playable audio track.
- Low file size helps recipient phones receive/play your message.
- Pair an engaging video with unlimited written copy + links.
- TTHM sends texts and manages replies using scripted responses.
- Receive detailed reports on every text conversation.

New!

Direct-to-Voicemail Message Delivery



Deliver your message directly to Visual Voicemail:

- Send low-nuisance voicemails to mobiles with max one ring.
- TTHM voice talent reads your message live to targeted phones.
- Include details that show up in Visual Voicemail for recipients.
- Reach a small targeted group or tens of thousands in minutes.
- Reporting details the outcome of every outbound dial.

Compliance – Member Teletownhalls

Telephone Town Hall Events:

- Tele-Town Hall has worked with Congress to distinguish Telephone Town Halls from robocalls because they are live, interactive conversations as opposed to pre-recorded messages.
- In the healthcare space, Telephone Town Halls are conducted for the purpose of educating and retaining MA Members.
- Our calls are informational rather than telemarketing. They comply with the Telecommunications Consumer Protection Act's (TCPA) "prior express consent" rules for informational calls because the MA Members we call have voluntarily provided our clients with their phone numbers.

This content is provided for informational purposes only and **should not be construed as legal advice.**

Compliance – P2P Texting

Peer-to-Peer (P2P) Text Messages:

- Our informational P2P Text Messages are sent one-at-a-time by a live operator instead of being broadcast as an automated blast text.
- Our P2P Text Platform falls outside the scope of the Telecommunications Consumer Protection Act's (TCPA) opt-in requirement because:
 - It is NOT an Automatic Telephone Dialing System (ATDS) based on the U.S. Supreme Court's definition in Facebook v. Duguid because it does not generate random or sequential phone numbers.
 - And any pre-recorded messages sent in the form of an MMS video require recipients to voluntarily press a play button to hear the recording.

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Compliance – Register Call/Text Traffic

Register Your Phone Calls & Texts:

STIR-SHAKEN (CALLS):

- TTHM can help you pre-register your caller ID phone number prior to large-scale dial outs, including Telephone Town Halls.
- This allows carriers to clear legitimate traffic to targeted mobile recipients, even at high volumes.

10DLC (TEXTS):

- TTHM can help you pre-register your organization with The Campaign Registry (TCR) prior to sending text messages so that carriers trust the traffic.
- The goal of 10DLC registration is to ensure your members receive the messages they need while preventing spam and fraudulent text messaging.

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Contact Us at [TTHM.COM](https://tthm.com) or call 303.813.0800

Learn more about the work we do in the health care space here:
<https://tthm.com/who-we-serve/health-care/>

THANK YOU