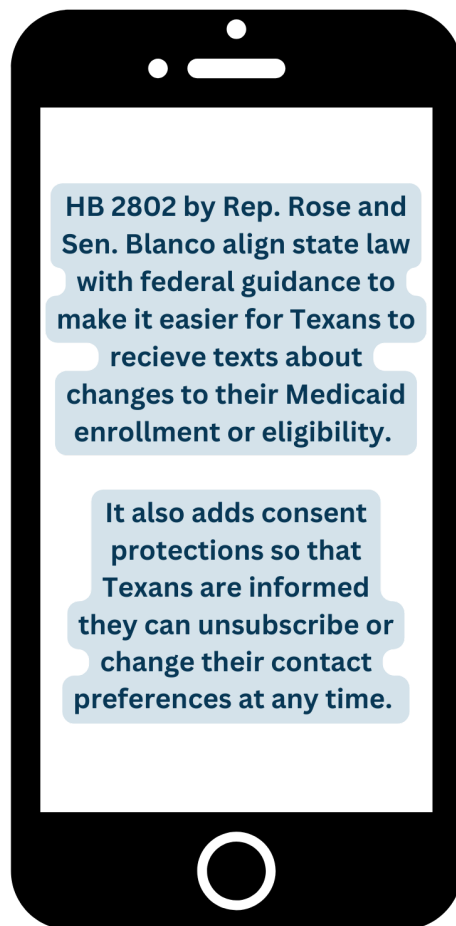


TAHP Supports HB 2802

Allow MCOs to Easily Reach Members Via Text



What's the problem: Currently, the option to “opt-in” to texting and email on the Medicaid application is confusing. Texans can easily overlook or misunderstand instructions when filling out preferred contact preferences. The process for individuals to receive text communications from their health insurance plan should be as simple and streamlined as possible.

Why it matters: Cell phones are the most common form of communication device, and text messages are widely used and accepted. Used effectively, text messaging can both enhance existing forms of communication to Medicaid families and improve the delivery of the State’s critical safety net programs.

- [83% of Medicaid beneficiaries in the U.S. own a smartphone.](#)
- Smartphone owners [use text messaging](#) more frequently than any other feature or app.
- 25% of Hispanic people and 17% of Black people say their smartphone provides their [only access](#) to the internet.

Other states: [Many states](#) use a variety of ways to communicate, such as sending reminders at renewal via text messaging. At least 21 states allow texting with implied consent with an option to unsubscribe, and most states have implied consent for email as long as there is an unsubscribe option in each email.

- When [Montana](#) began sending texts and emails to update addresses, individuals who received a text were 40% more likely to update their entire contact information, and about 25% of members responded to update their mailing addresses specifically.