

CaIMHSA

California Mental Health Services Authority

[CaIMHSA.org](https://www.caIMHSA.org)

Client Text Messages from CalMHSA Rx

- Introduction
- Why RxInform
- Workflow of Text Messages
- General System Information
- Client Experience
- CalMHSA Review
- County System Admin – How to Manage Preferences in CalMHSA Rx

Introduction

- Forgetfulness or missed doses were commonly identified as a patient-related reason for medication nonadherence¹.
- Text messages can potentially identify medication adherence barriers².

1. <https://pmc.ncbi.nlm.nih.gov/articles/PMC3733792/#S16>
2. <https://pmc.ncbi.nlm.nih.gov/articles/PMC8153195/>

Why RxInform

- RxInform is a secure platform serving healthcare providers, keeping clients informed and on track with their prescriptions.
- When a provider submits an electronic prescription to the pharmacy, RxInform automatically triggers a text message to the client.
- The text message includes a link to a HIPAA-compliant website where the client may review prescription and pharmacy information.
- The website also features educational content and discounts available on prescriptions.

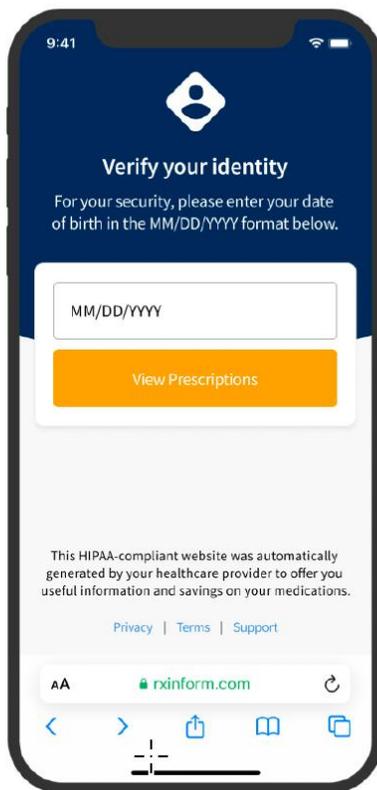
Workflow of Text Messages

Generic Discount Card Flow w/ Price

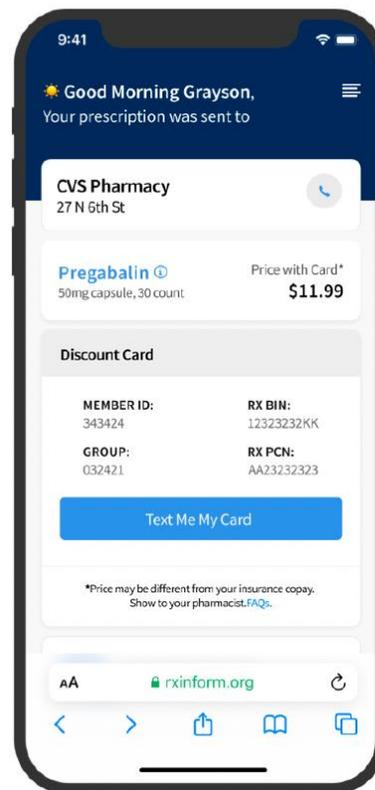
SMS Message



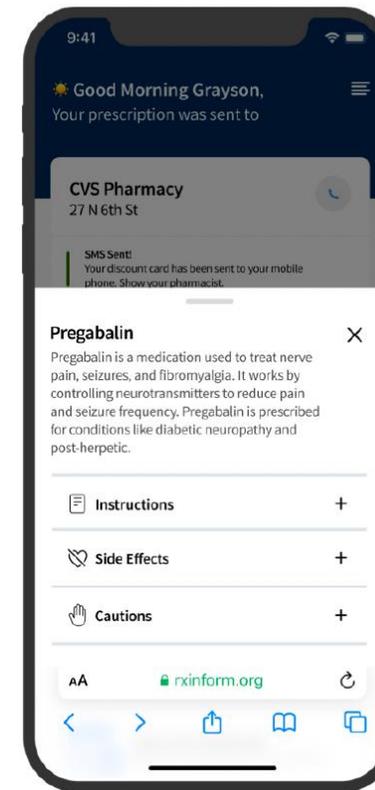
Authentication



Main site



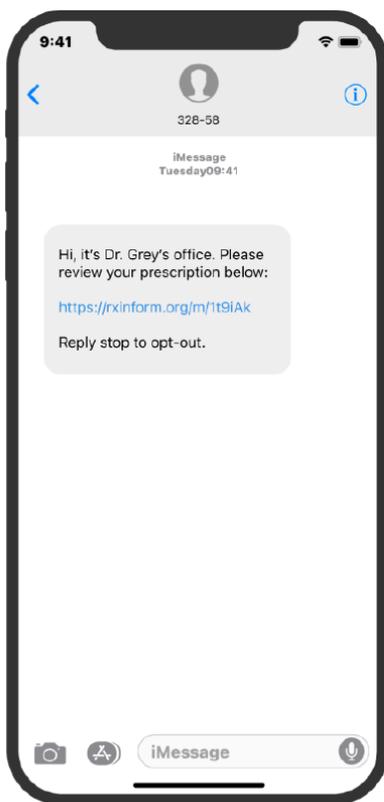
Education



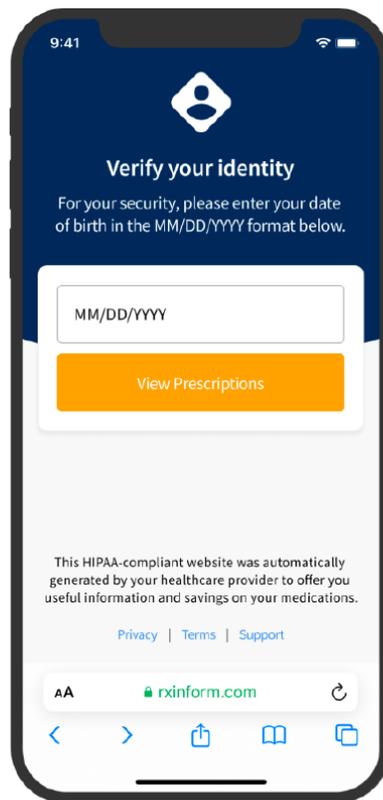
Workflow of Text Messages

Generic Discount Card Flow w/out Price

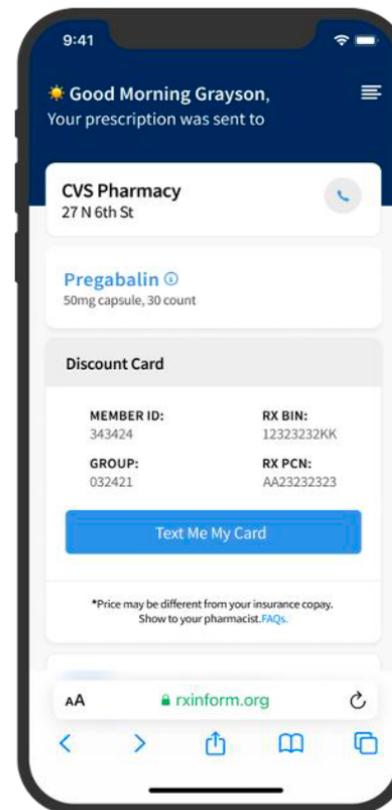
SMS Message



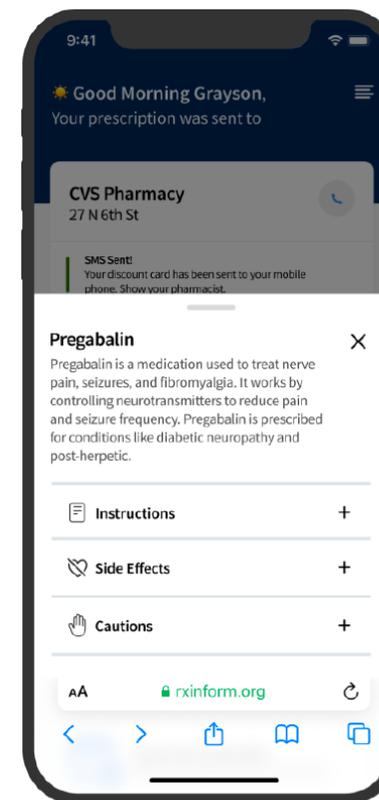
Authentication



Main site



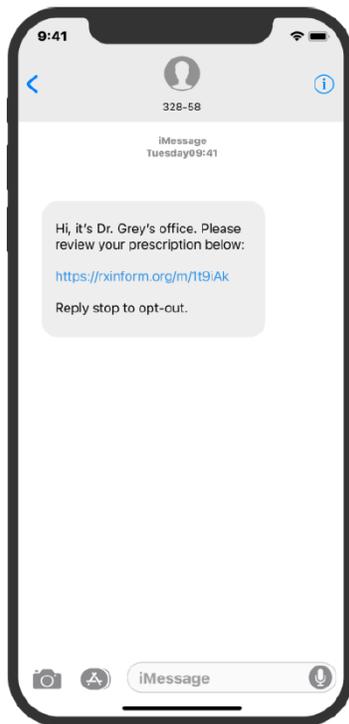
Education



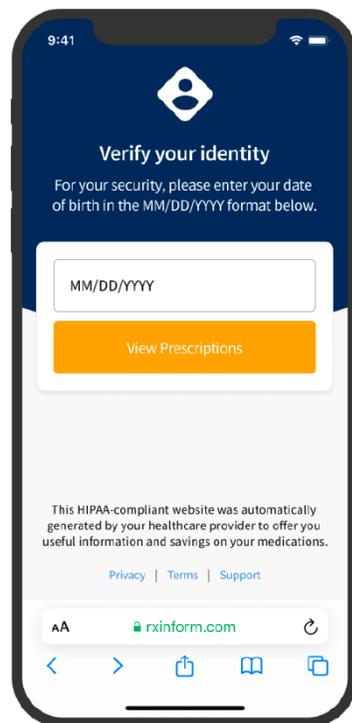
Workflow of Text Messages

Branded Flow- Controlled substances

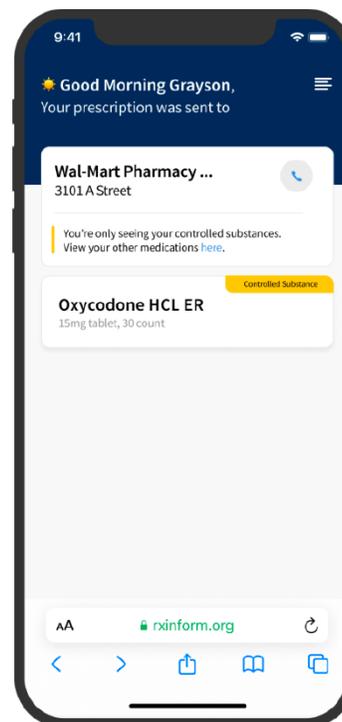
SMS Message



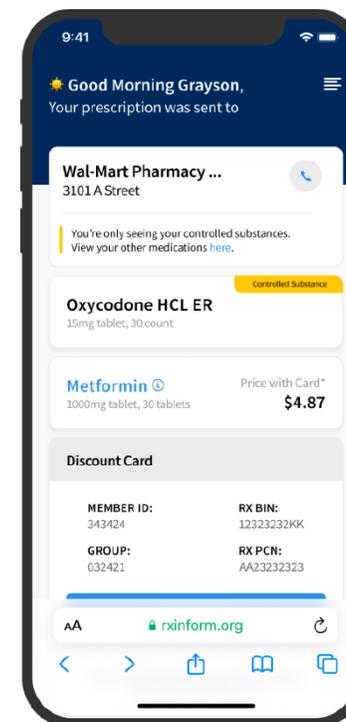
Authentication



Main Site EPCS only

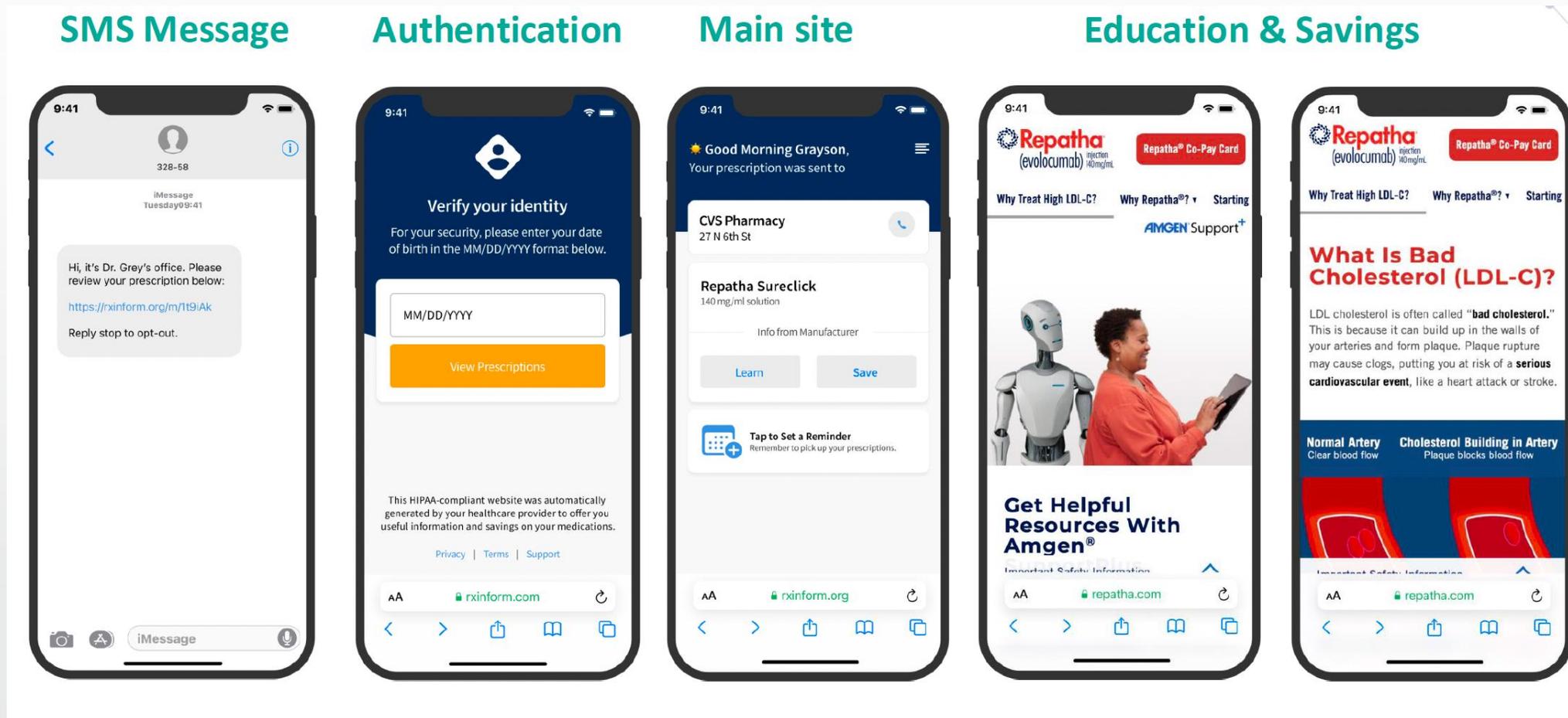


Main Site EPCS + additional source



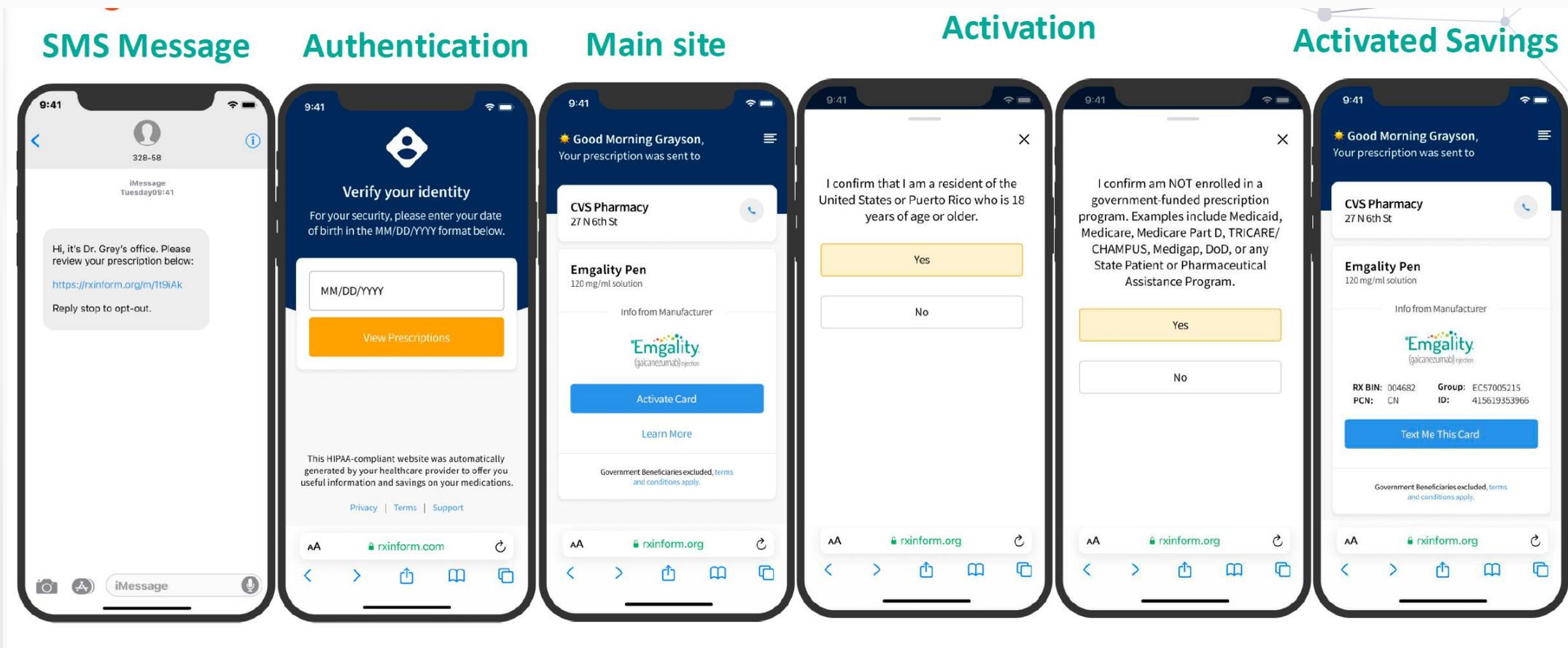
Workflow of Text Messages

Branded Flow –Content links “learn and save”



Workflow of Text Messages

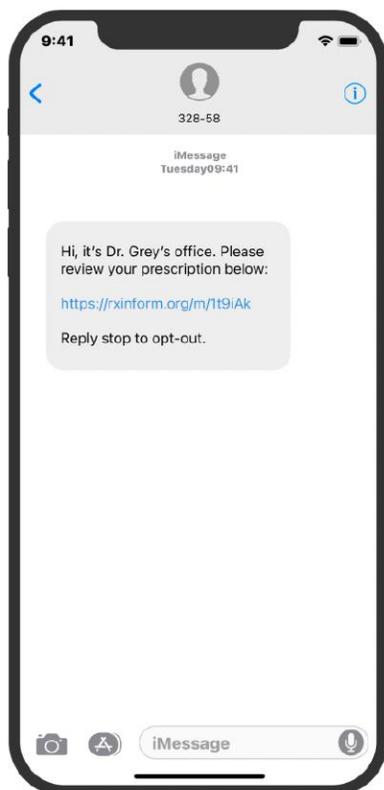
Branded Flow 1 Copay Assistance Card



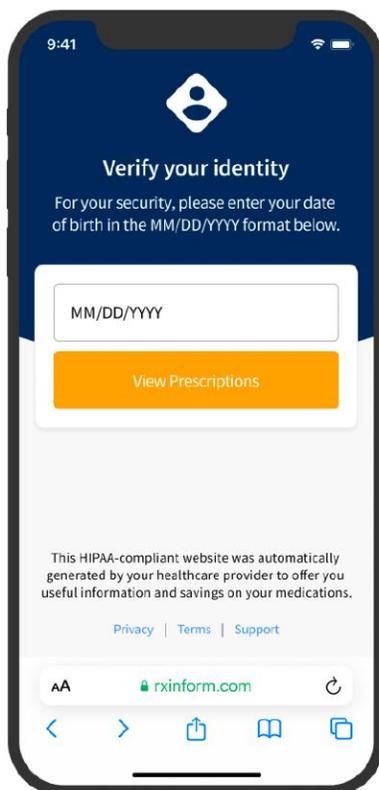
Workflow of Text Messages

New Branded Flow -Prior Auth

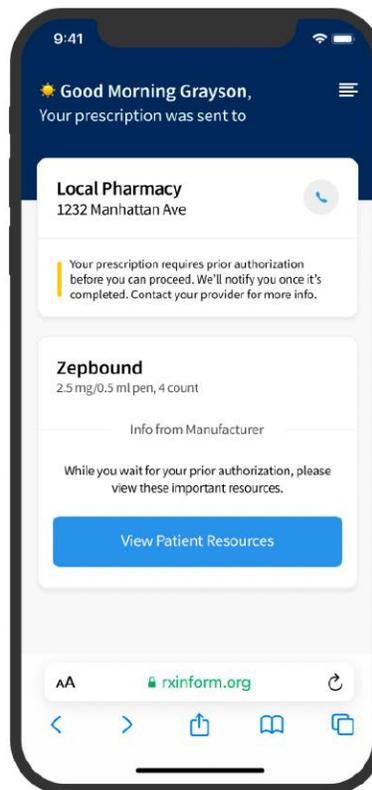
SMS Message



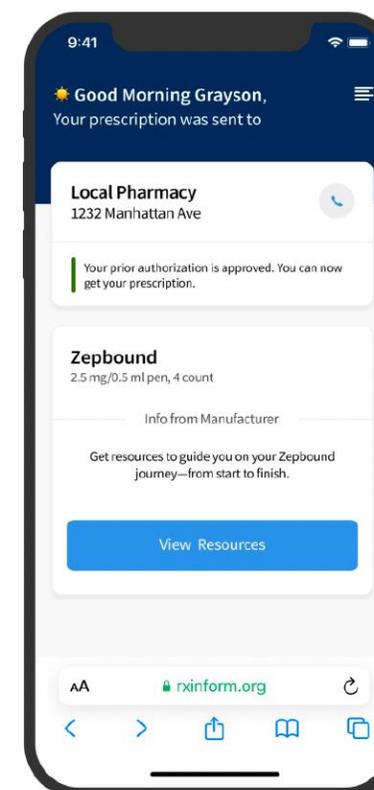
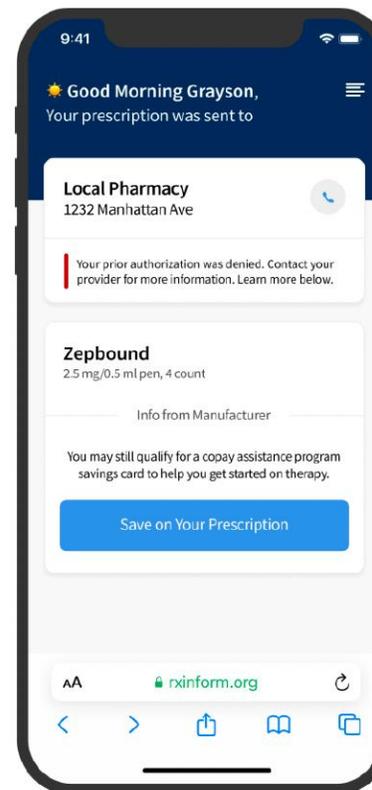
Authentication



Prior Auth Alert

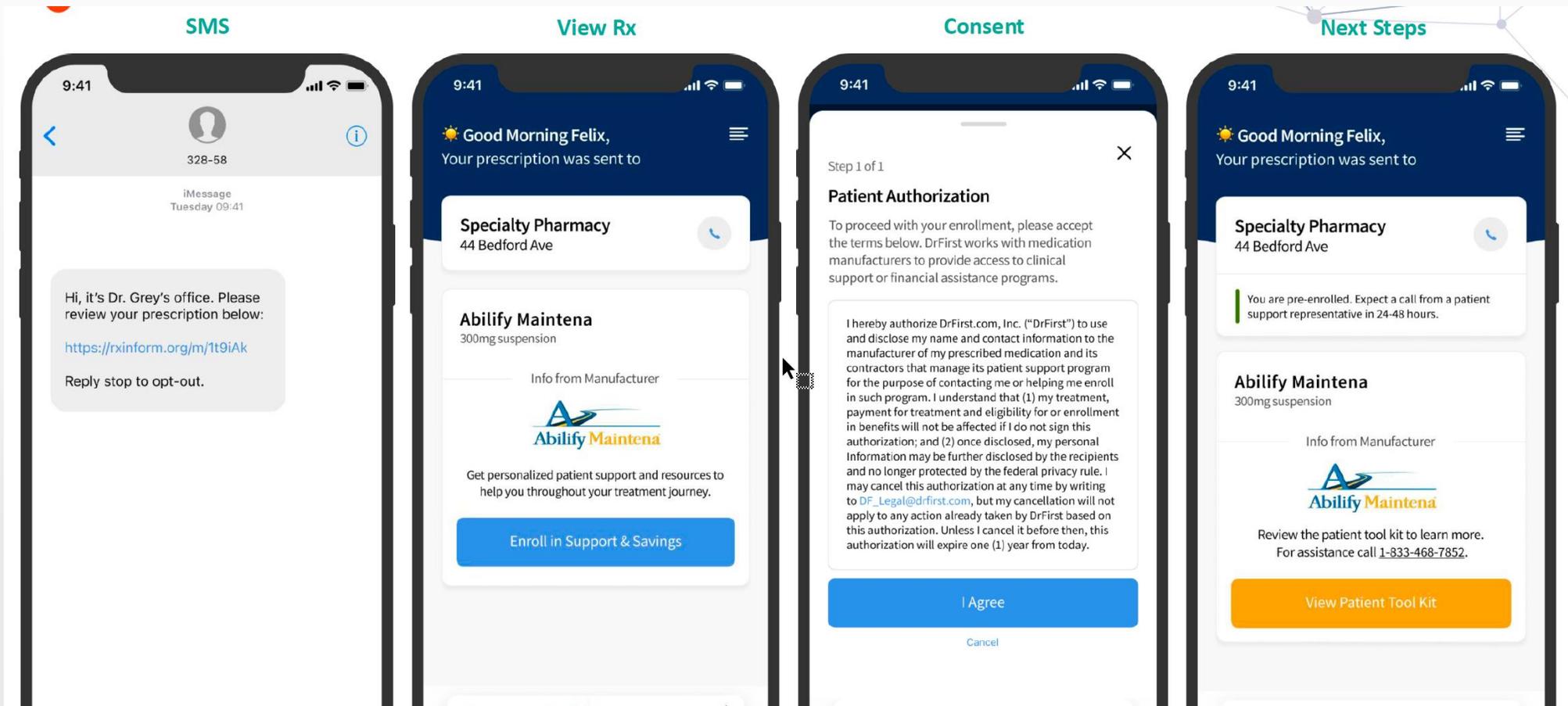


Deny or Approval



Workflow of Text Messages

New-Specialty Enrollment



General System Information

Rejected prescriptions

- These types of transactions never enter the system and receive an Error Message
- Client is 18 years or younger (19 Nebraska)
- Client without an SMS enabled phone number
- Prescriptions that are not complete – unsent prescriptions do not trigger a message
- Client that have opted out to receive text messages
- 340B with code 39 pharmacies

SMS Message Blocklist

- RxInform can blocklist specific Pharmacies by NCPDP or by Provider if needed.

General System Information

Change Rx/Cancel Rx is not supported

- 99% of the time Rx Change or Rx Cancel is not used by provider.
- Typically, the provider writes a new script with refills.

New Rx and Refill Reminders

- When a new prescription with refills is prescribed it will supersede and cancel the previous one. The prescription will only be canceled if it is in the same therapeutic class.
- Example : two New Rx in same day, i.e., same prescribing provider, pharmacy location, same class

General System Information

Generic Savings

- Generic savings cards can be disabled.
- *This does not stop all savings and education; Branded savings will still be sent.*
- The price for drugs over \$160 not shown (very low usage rate).

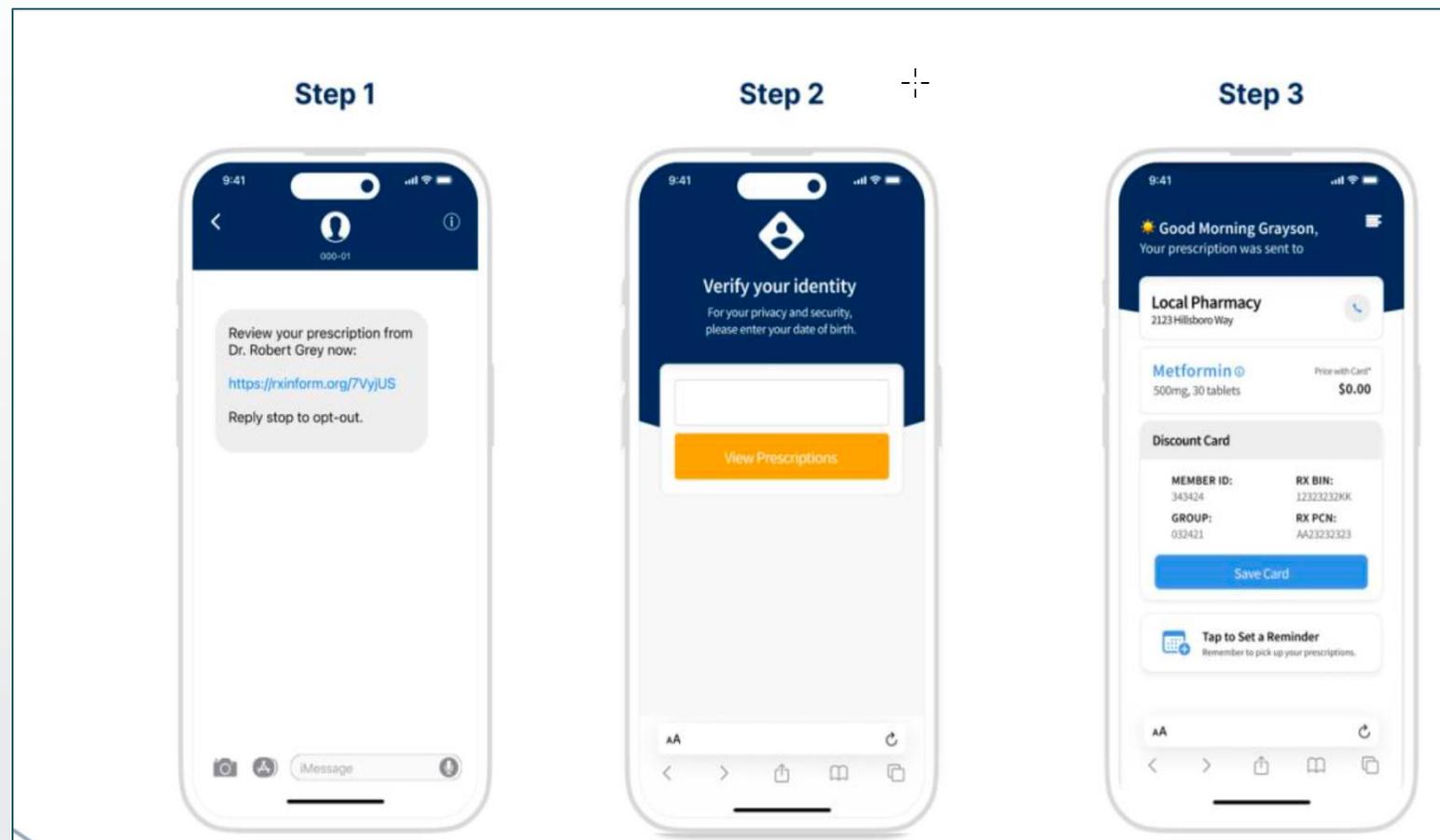
- Branded Savings (Sponsored content from brands-copay assistance element “Save” button)
Manufacturer-sponsored content can't be disabled
- Typically, a program rule is implemented to target 65+ that provides alternate content (not copay savings).
- Can use insurance (i.e., Medicare/Medicaid/Tricare) in the target rules.

Client Experience

Step 1: Tap the RxInform link in the text to get started

Step 2: Enter the date of birth to verify the identity

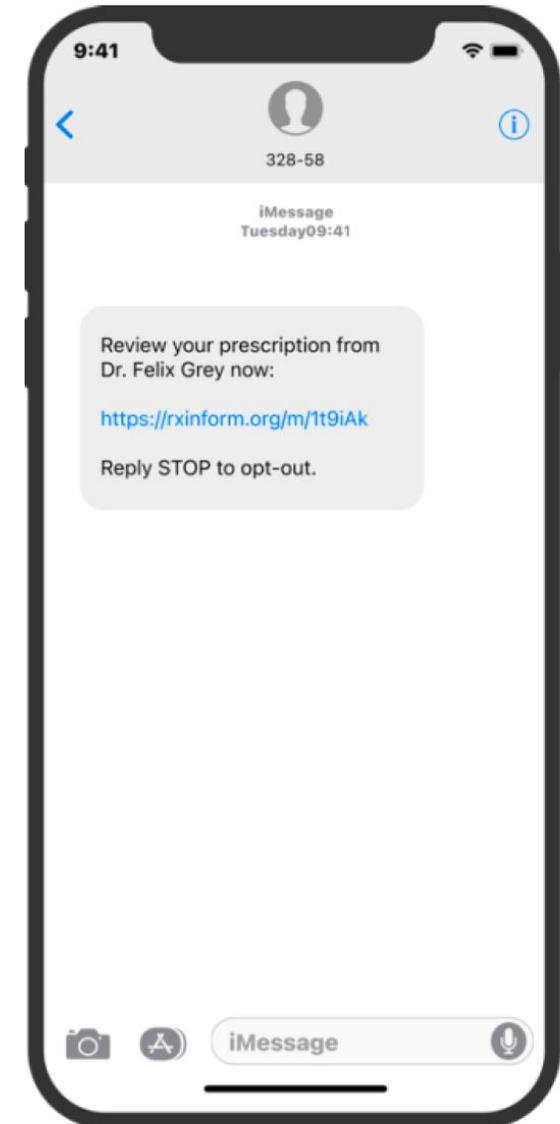
Step 3: Review prescription to receive education and savings



Client Experience

Step 1: Tap the RxInform Link

Clients receive a text message minutes after medication is prescribed. The text message includes a secure link (URL) that directs patients to their personalized microsite.



Client Experience

Step 3: Learn, Schedule, Save

After authentication, clients can view the pharmacy name and phone number. The prescribed medications are shown alongside an option to schedule a pickup reminder.

The diagram illustrates a mobile application interface for a patient's pharmacy and medication information. The interface is shown on a smartphone screen with the following elements:

- Header:** "Good Morning Grayson, Your prescription was sent to" with a menu icon.
- Local Pharmacy:** "Local Pharmacy 1232 Manhattan Ave" with a call icon.
- Drug Name:** "Drug Name" with a circled 'i' icon, "50mg capsule, 30 count", and "Price with Card* \$11.99".
- Discount Card:** A section with member and RX information.

MEMBER ID: 343424	RX BIN: 12323232KK
GROUP: 032421	RX PCN: AA23232323

 Below the table is a blue button labeled "Text Me My Card".
- Footer:** "Tap to Set a Reminder" with a calendar icon, and a browser address bar showing "rxinform.org".

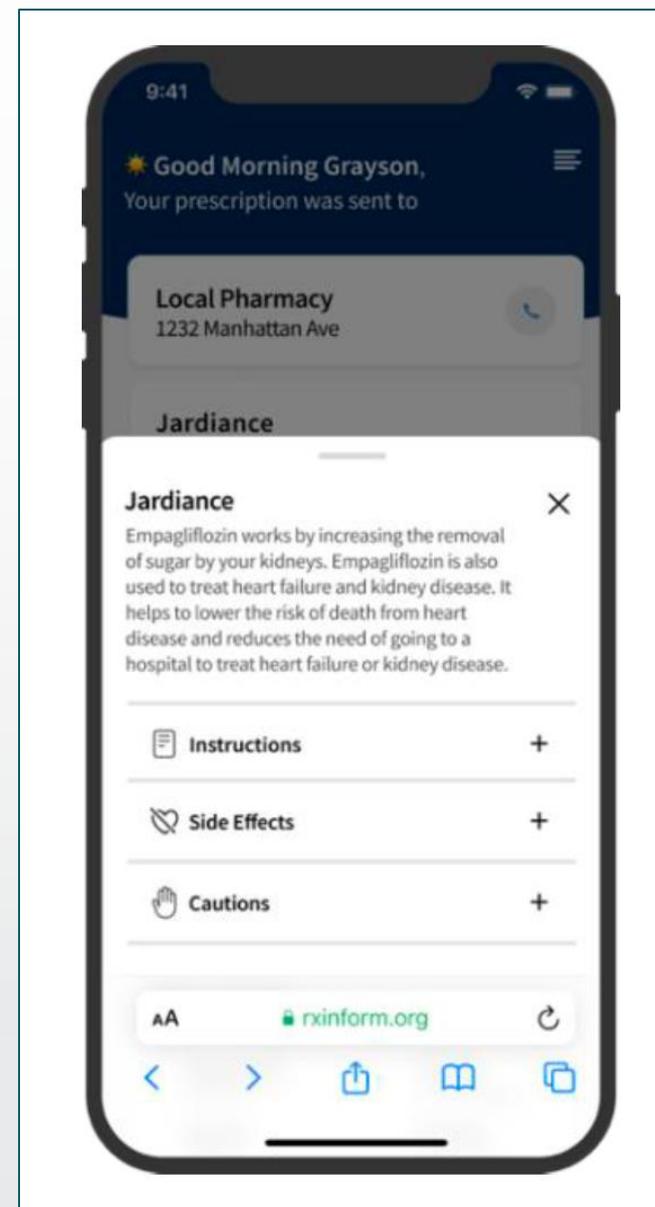
Six numbered callouts (01-06) describe the user experience for these features:

- 01 Patient Pharmacy** - The selected pharmacy is shown along with ability to call.
- 02 Prescribed Medication** - Drug name and details of the prescriptions are provided.
- 03 Save Discount Card** - Patient can easily save the card via SMS or to their wallet.
- 04 Menu** - Patient has access to support, FAQ's and more.
- 05 Out of Pocket Savings** - Patient shown savings or discount card for their prescriptions.
- 06 Education Information** - Patient is shown educational information for their prescriptions.

Client Experience

Education

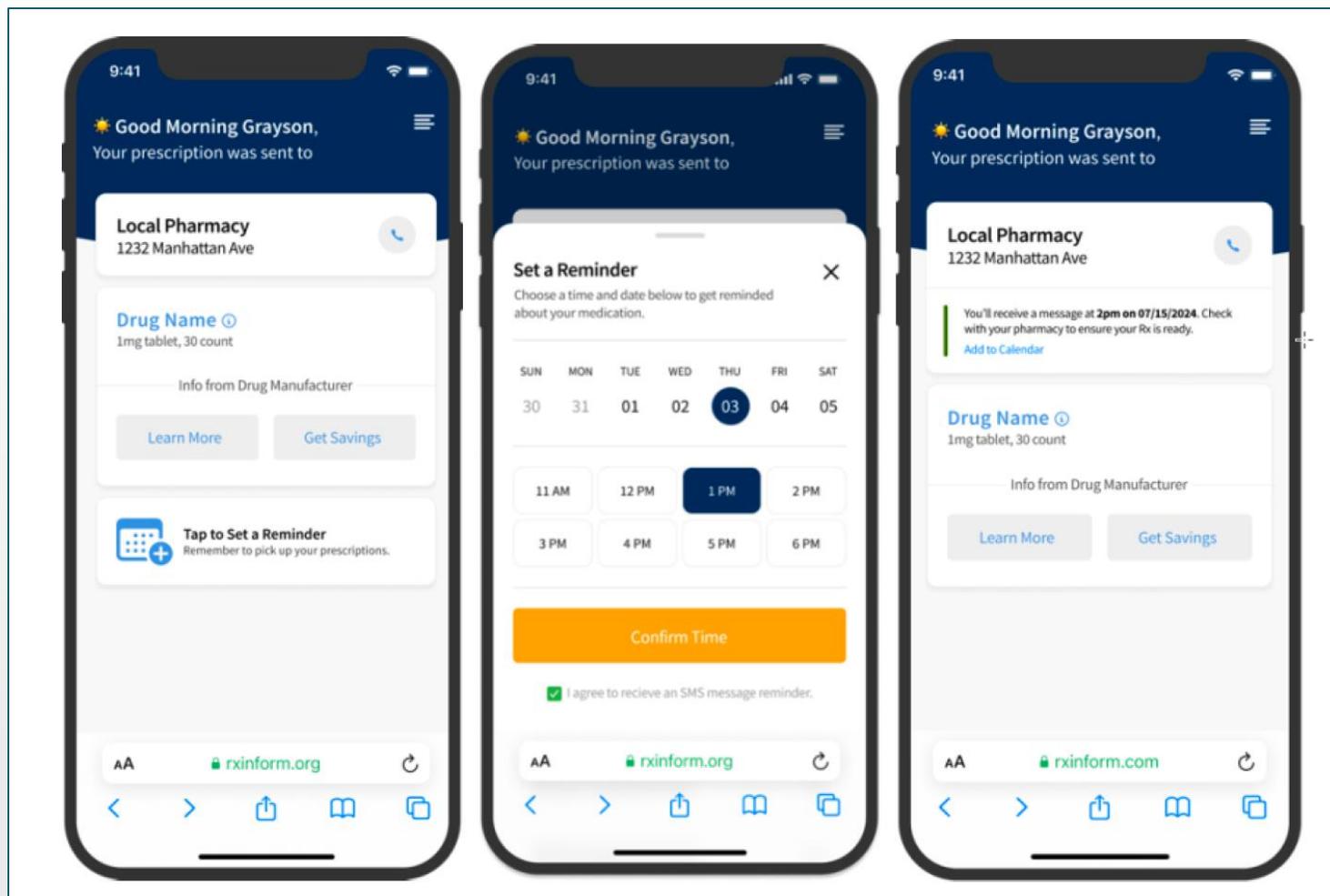
RxInform provides simplified education instructions to clients.



Client Experience

Pickup Reminders

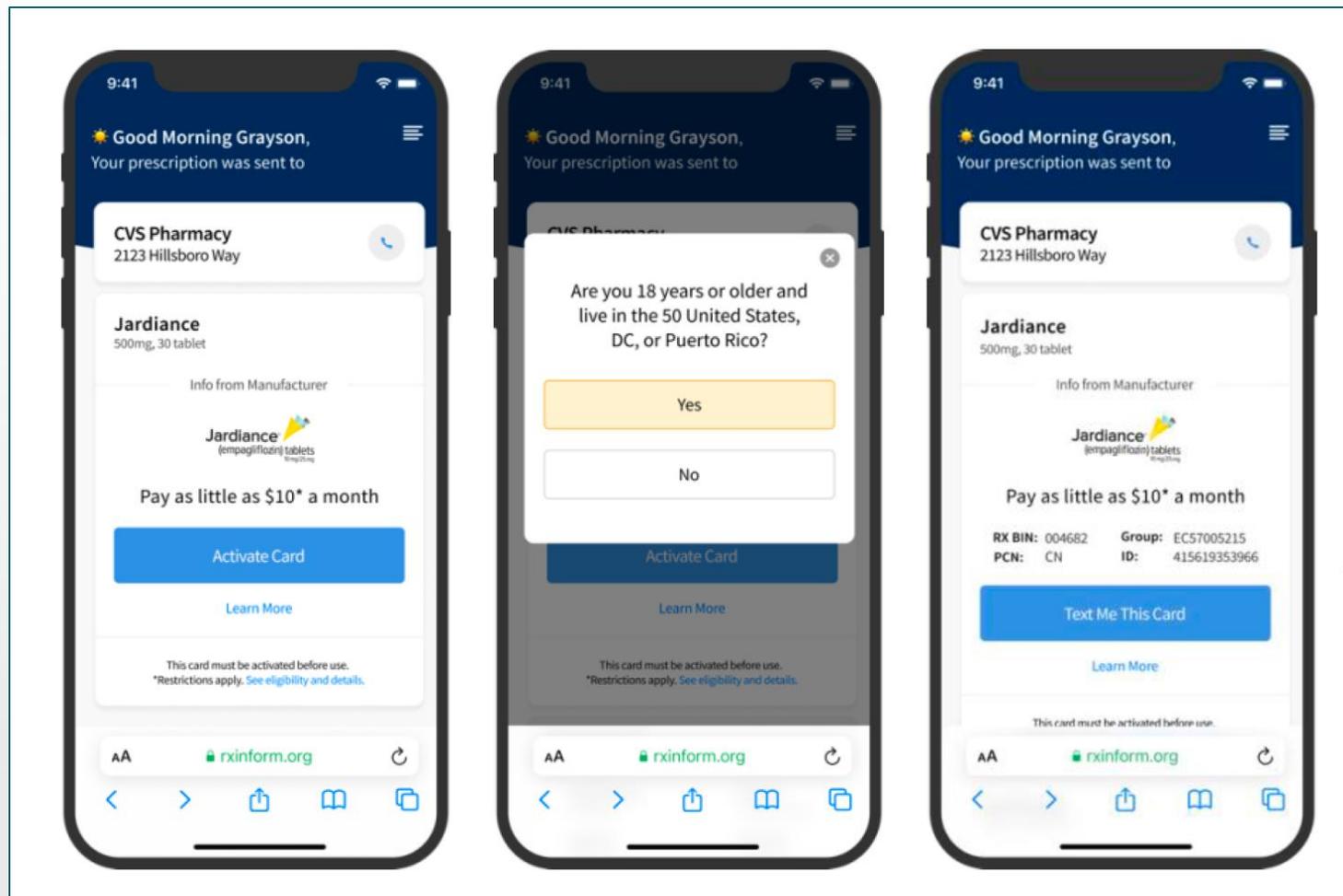
This allows a client to set up a reminder on their device to go pick up their Rx.



Client Experience

Copay Assistance

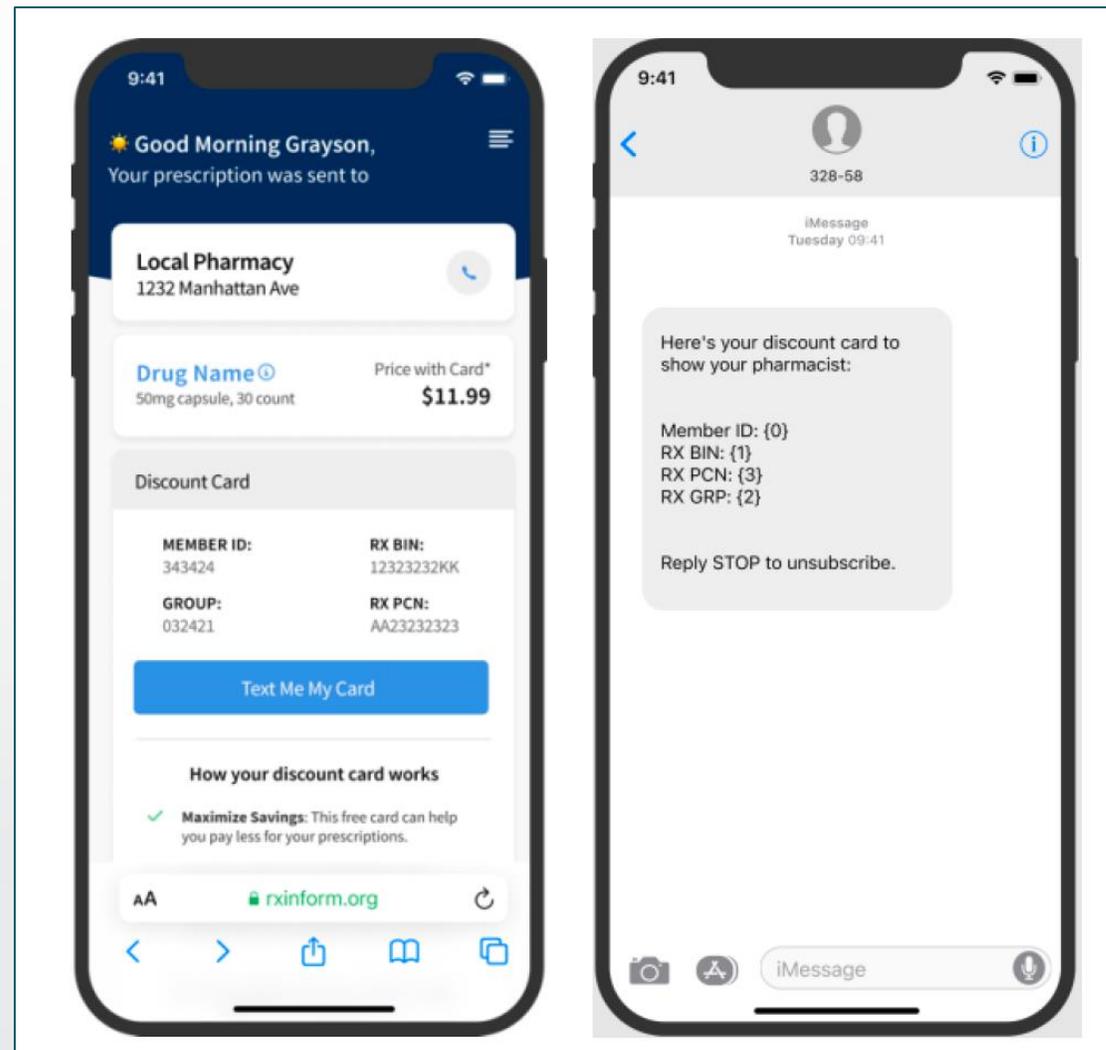
Copay assistance information is available for some branded medications.



Client Experience

Discount Card

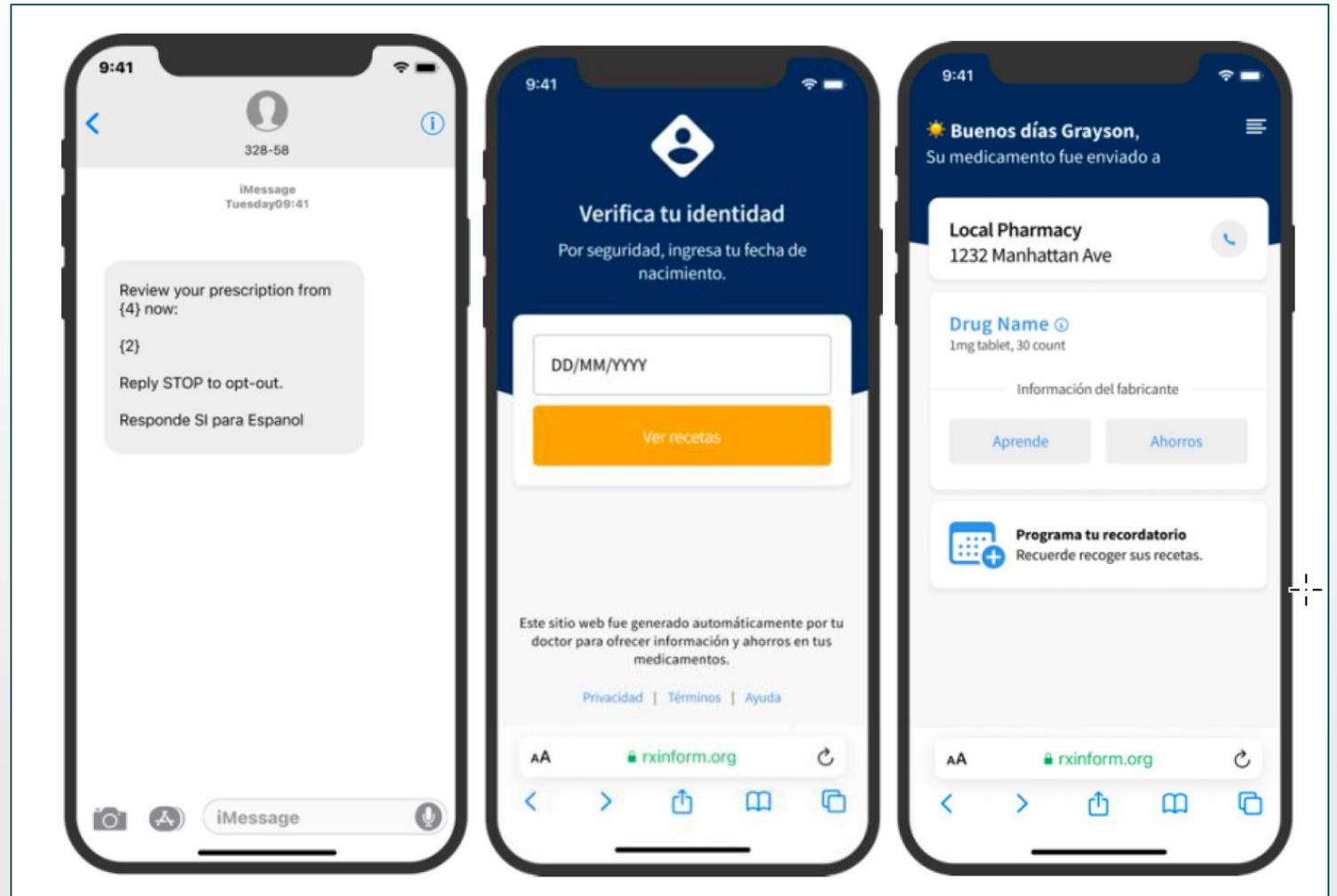
RxInform also offers a discount card that can lower the cost of many generic medications, especially for clients without insurance, with high insurance copays, or with high deductibles.



Client Experience

Spanish Language Support

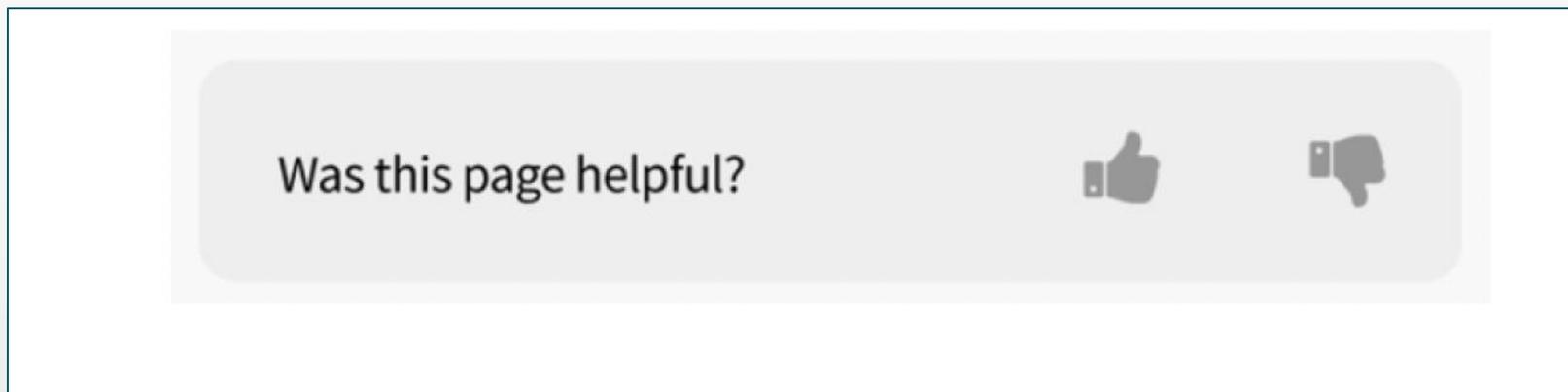
Clients are given the option to have the app translated into Spanish or English.



Client Experience

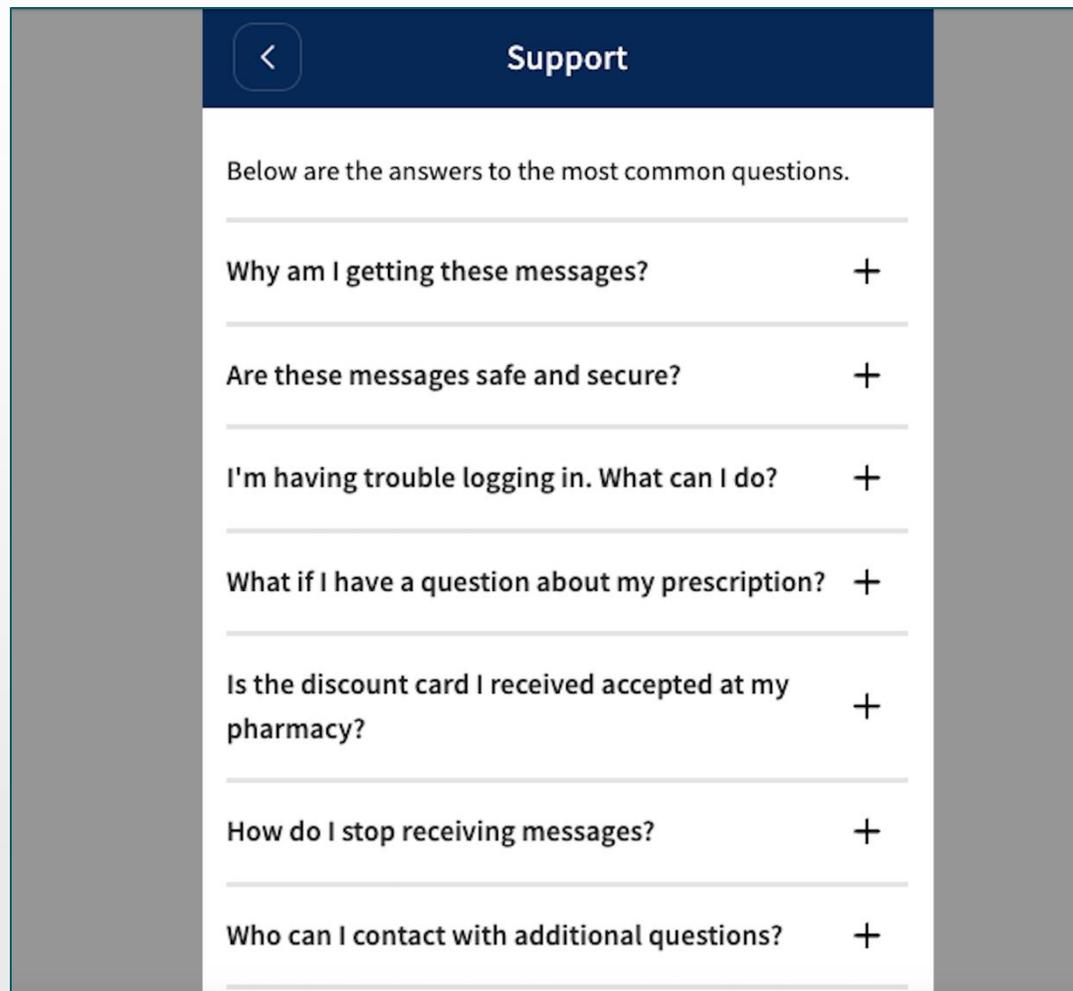
Feedback & Ratings

Clients are given the option to rate their experience with the platform. RxInform has reached over 50 million patients and maintains a 94% positive rating score.



Client Experience

FAQs



The screenshot shows a mobile application interface for a 'Support' page. At the top, there is a dark blue header with a back arrow icon on the left and the word 'Support' in white text. Below the header, the text reads 'Below are the answers to the most common questions.' followed by a horizontal separator line. The main content area contains a list of seven questions, each followed by a plus sign (+) on the right side, indicating that the answers are expandable. The questions are: 'Why am I getting these messages?', 'Are these messages safe and secure?', 'I'm having trouble logging in. What can I do?', 'What if I have a question about my prescription?', 'Is the discount card I received accepted at my pharmacy?', 'How do I stop receiving messages?', and 'Who can I contact with additional questions?'. A box labeled 'FAQs' with an arrow points to the first question in the list.

Why am I getting these messages?	+
Are these messages safe and secure?	+
I'm having trouble logging in. What can I do?	+
What if I have a question about my prescription?	+
Is the discount card I received accepted at my pharmacy?	+
How do I stop receiving messages?	+
Who can I contact with additional questions?	+

Patient text messaging service is set 'ON' as default preference in CalMHSA Rx

Pros

- Improves medication adherence
- Spanish language support
- Education
- Feedback & Ratings

Review from CalMHSA

Cons

- Financial information
- Branding messages

How To Manage Preferences For Patient Text Messages

1. Default Preferences set by CalMHSA - 'ON'
2. Only Authorized County System Admin should manage preferences
3. How to access settings – Please see below and also refer to article to see all default preferences set by CalMHSA <https://2023.calmhsa.org/default-preferences-for-users-and-locations-in-calmhsa-rx/>

Note:

1. 'Client' is same as 'Patient'
2. 'County' is same as 'Practice'
3. 'Location' is same as 'Program'

User Preferences – These are default preferences specific for a 'user' and can be changed/customized by Users for their use.

Location Preferences – These are default preferences specific for a 'location' and can be changed/customized only by system admin.

How To Manage Preferences For Patient Text Messages (Only for System Admin)

1. Click the Menu icon, in the upper left-hand corner of your screen.
2. Click Settings.

The screenshot displays the CaIMHSA Rx Prescription Summary interface. The top navigation bar includes the CaIMHSA Rx logo and the title 'Prescription Summary'. Below the navigation bar, there are tabs for 'Patient Scorecard', 'Patient Support', 'Clinical Decision Support', and 'Prior Authorizations'. The main content area shows patient information, including '24 years' and 'ENCOUNTER' icons. A search icon is visible next to the text 'Click icon at right to select a pharmacy'. The left-hand navigation menu is open, and the 'Settings' option is highlighted with an orange box and a '2' in a circle. The 'Menu icon' is also highlighted with an orange box and a '1' in a circle. The bottom section of the page contains patient consent options and demographic information.

CaIMHSA Rx Prescription Summary

Patient Scorecard Patient Support Clinical Decision Support Prior Authorizations

24 years ENCOUNTER

Click icon at right to select a pharmacy

Prescription Summary

Pharmacy Messages

Reports

Settings

Utilities

Support Center

Patient Consent: Yes No

SEX Female DOB 01/01/2000 PREGNANT BREASTFEEDING

RACE Patient Declined ETHNICITY Hispanic or Latino PREFERRED LANGUAGE Patient Declined

Pharmacy

Click icon at right to select a pharmacy

How To Manage Preferences For Patient Text Messages (Only for System Admin)

3. Click Preferences.

The screenshot shows the PatientAdvisor interface for a patient named Sabrina Ip. The top navigation bar includes 'Patient Advisor', 'Patient Scorecard', 'Patient Support', 'Clinical Decision Support', and 'Prior Authorizations'. The patient information bar shows 'Sabrina Ip | 01/01/2000 | Female | 24 years' and 'ENCOUNTER' with icons for a calendar, a refresh arrow, and a calendar. Below this is a 'Create New Rx' button and a search icon with the text 'Click icon at right to select a pharmacy'. Two red-bordered boxes contain messages: 'No drug allergies have been entered for the patient. Drug allergy details are important for detecting potential adverse reactions as prescriptions are written. Please confirm this patient's allergies.' and 'No pharmacy is selected for this patient. Please set the default pharmacy.' The 'Manage Settings' section is visible, with 'Preferences' highlighted by an orange box and a red circle with the number 3. Below 'Preferences' is 'Signature Password'.

PatientAdvisor Patient Scorecard Patient Support Clinical Decision Support Prior Authorizations

Sabrina Ip | 01/01/2000 | Female | 24 years ENCOUNTER

Create New Rx Click icon at right to select a pharmacy

No drug allergies have been entered for the patient. Drug allergy details are important for detecting potential adverse reactions as prescriptions are written. Please confirm this patient's allergies.

No pharmacy is selected for this patient. Please set the default pharmacy.

Manage Settings

Preferences
Modify how the application functions >

Signature Password
Change your signature password. >

How To Manage Preferences For Patient Text Messages (Only for System Admin)

Preferences > Location
> Prescription > “Enable
Patient Notifications via
SMS text” (Default Set
ON).

Authorized System
Admin of County can
change it, if required
and preferred.

The screenshot shows the 'Preferences' configuration page. On the left sidebar, the 'Location' section is expanded, and 'Prescription' is selected. The main content area is titled 'Prescription' and contains several settings:

- Allow prescriptions to be saved as pending without sig and quantity ^a
- Allow a provider to approve a prescription without entering a signature password ^b
(Certain states require signature passwords to be used as part of the electronic prescribing process; please refer to your state rules prior to disabling this feature.)
- Enable Patient Notifications via SMS text ^c
- Auto-set medication stop date based on prescription days supply ^d
- Populate sig fields from previous prescriptions ('sticky' feature) ^e
- Enable prescription controls on the Review Prescription screen ^f
- Require provider to sign prescriptions printed by staff ^g
- Include link to drug information reference site on prescribe screen (not affiliated with DrFirst) ^h
- Show practice name on reports ⁱ
- Remember Signature Password For ^j
 - Never
 - 5 Minutes
 - 15 Minutes
 - 30 Minutes
 - 45 Minutes
 - 60 Minutes
- Enable Practice Favorites List
 - Allowed To Modify List*
 - Admin ^k
 - Only Prescribers with Signing Permission
 - All Users
- Enable Location Favorites List
 - Allowed To Modify List* ^l
 - Admin
 - Only Prescribers with Signing Permission
 - All Users
- Enable User Personal Favorites
- Enable Recently Prescribed Display ^m