

EXCEEDING CARE GOALS

How Alliance Medical Center used CareMessage to drive preventive care visits and address health disparities



Alliance Medical Center offers medical, dental and behavioral health services to the underserved communities of Northern California. In early 2021, the team's focus on Covid-19 lessened, with Alliance seeking to improve preventive screening rates.

During the pandemic there was a shift away from things like cancer screenings, A1Cs for Diabetic patients, and well-child visits. According to the American Cancer Society, "The COVID-19 pandemic will likely exacerbate social and economic obstacles to cancer screening and disproportionately affect disadvantaged and underrepresented populations." With this in mind, Alliance Medical Center partnered with CareMessage to develop a plan for getting their patients back in the office for important wellness checks.

TEXT MESSAGING TO DRIVE PREVENTIVE CARE VISITS

By utilizing the research provided by CareMessage, Alliance understood that a patient's provider or medical home is the most trusted source of information when it comes to things like cancer screenings. It's also important for that information to be delivered in a way that resonates—messages must be relevant and reflect the patient's experience in their language and at an appropriate literacy level. Taking these things into account, Alliance began their texting campaign.

There were two specific goals set by the team at Alliance:

- **Achieve a 75% screening rate for cervical cancer**
- **Achieve a rate of 40% for childhood immunizations**

In order to accomplish this, they came up with messaging that not only encouraged patients to set up an appointment, but also provided health education information. (insert image of text message).

On October 1, 2021, the messaging around cervical cancer screening was sent to 664 patients, segmented based on their age and sex. By the end of October, 69 cervical cancer screenings had been completed, and by the end of 2021 Alliance exceeded their goal with a screening rate of 76.01%.

Messaging around flu shots for children was sent to 11,230 parents in 2021, and allowed Alliance to administer 2537 flu shots to 2353 patients over that year. **This gave them a rate of 57.14% of childhood immunizations completed, which was 17.14% OVER their goal.**

A TARGETED PROGRAM TO ADDRESS HEALTH DISPARITIES

Alliance knew that they could also utilize CareMessage's health education programs to help address specific issues in their patient population. These programs are developed by CareMessage and based on the understanding and learnings from customers, clinicians, and patients. The team at Alliance knew that Hispanic patients are as likely as white patients to have high blood pressure, but are more likely to have poorly controlled high blood pressure. From their patient data, they could see that they had 348 adult Hispanic patients diagnosed with uncontrolled hypertension in 2020, and because of the focus on Covid-19, these patients were not receiving the education and care that they needed.

In September of 2021, these patients were enrolled in the CareMessage Hypertension Control Program, which would deliver 1-2 messages a week for 20 weeks. These messages are brief, in plain, simple verbiage, and available in English and Spanish. The content is focused on controlling blood pressure (e.g. relaxation techniques, exercise, diet, medication, etc.) as well as providing resources. (insert images of text messages)

Out of the 348 enrolled patients, 179 chose to actively participate in the program. The goal set by Alliance Medical Center was to achieve improved blood pressure readings in 35% of these 179 patients. **As of February 2022, 108 patients were actively participating in the hypertension control program. Within that group, 39 patients had controlled blood pressure readings, an improvement of 35.78%!**

CONTINUING EDUCATION

The Alliance Medical Center team is thrilled with the results they have seen by using CareMessage. They plan to continue with the text campaigns and programs they are already utilizing, and expanding to other Health Education programs that CareMessage provides, like Type 2 Diabetes and Colorectal Cancer.

With the help of CareMessage, Alliance is confident they can continue to see better outcomes for their patients, with increased rates of preventative screenings, and lower rates of health disparities among underserved groups.

Fast Facts

- Cervical cancer screening rate of **76.01%**
- Childhood immunization rate of **57.14%**
- **108** patients actively participating in hypertension control program
- Improved blood pressure readings in **35.78%** of patients

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