

# HHSA

## Technology Advancements

### Automated Calls & Text Messaging

Presentation to Social Services Advisory Board  
March 12, 2015

# Automated Calls



# Background

- \* In April 2014, the County of San Diego, increased our automated calling process to include notification to customers of upcoming actions that may have a negative impact if the customer does not take appropriate action.
- \* The automated system offers the ability to generate calls using a message which HHSA staff pre-record.
- \* Based on CalWIN data reports, staff create the files, change into required format and drop the file to generate the automated call.
- \* Noticing occurs after NOA cutoff, approximately 10 days prior to case closing.

# Types of Automated Calls

## Automated call messages include:

- \* Failure to attend CalWORKs Renewal
- \* CalWORKs Status report not received or incomplete
- \* Failure to complete CalFresh Renewal
- \* CalFresh Status Report not received or incomplete
- \* Failure to complete Medi-Cal Renewal

# Automated Call Volume

- \* In **April 2014**, automated calls were made on:
  - \* 843 CalWORKs Renewals
  - \* 739 CalWORKs Status Reports (SR)
  
- \* As of **February 2015**, automated calls were made on:
  - \* 8,137 CalFresh Status Reports
  - \* 9,266 CalFresh Renewals
  - \* 1,013 CalWORKs Renewals
  - \* 911 CalWORKs Balderas (SR)
  - \* 5,119 Medi-Cal Renewals

# Benefits of Automated Calling

- \* Provides better customer service
- \* Saves staff/time which enables staff resources to be reallocated to other tasks
- \* Reduces customer FRC lobby visits
- \* Ensures uniformity of message delivery
- \* Ensures language needs are met
- \* Documents that required messages were sent

# Text Messaging



# Background

- \* In August 2014, San Diego County HHSA began working with AT&T to develop an automated text messaging process.
- \* Effective March 2015, text messages will be sent to those customers who returned the signed Text Message Agreement form.
- \* The purpose is support uninterrupted issuance of benefits, while reducing the number of restorations/reapplications.
- \* Text messaging is an optional service provided to our customers. Customers will continue to receive notices by mail and/or electronically.



# Types of Text Messages

## Types of Text Messages includes:

- \* CalWORKs Status report not received or incomplete
- \* CalWORKs Renewals
- \* CalFresh Status Report not received or incomplete
- \* CalFresh Renewals
- \* Medi-Cal Renewals
- \* This may be expanded to add other components in the future, including scheduled intake appointments, etc.

# How it works

- \* Automated text messages are generated when County staff pull a list of customers who have consented to receive text messages. The list is then uploaded to the Text Messaging application.
- \* Standardized messages have been developed to inform customers of required actions that must be taken to prevent case closing.
- \* Noticing occurs before NOA cutoff, from approximately the 11th-15th of each month.

# Benefits of Text Messaging

- \* Provides better customer service
- \* Saves staff/time which enables staff resources to be reallocated to other tasks
- \* Reduces customer FRC lobby visits
- \* Ensures uniformity of message delivery
- \* Ensures language needs are met
- \* Documents that required messages were sent



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