



Meet people where they are — on their smartphones.

Simply put, text messaging is proven to be the channel in which people across all generations are most likely to see a message and **take action**.

98%

TEXT MESSAGE
OPEN RATE

45%

TEXT MESSAGE
RESPONSE RATE

95%

OF TEXT MESSAGES
ARE READ WITHIN
3 MINUTES

#1

USED APP
ON SMARTPHONES

Misconceptions surrounding the Telephone Consumer Protection Act (TCPA) regulations have led healthcare organizations to take a conservative approach to engagement.

We think this is a missed opportunity. **Here's why.**

While the TCPA does restrict a significant amount of telemarketing activity, the *restrictions don't apply to healthcare*. There are specific exemptions outlined by the FCC that make it permissible for healthcare organizations to send text messages to their members.

Read on to learn about the TCPA healthcare exemptions.

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Clarifications to the **TCPA Healthcare Exemptions**

When an individual provides their cell phone number to their health plan or provider they are effectively inviting contact and can be sent text messages, regardless of whether there is a marketing purpose to the communication.

Healthcare organizations can rely on this voluntary provision of a cell phone number as prior expressed consent under the TCPA.

Most types of health engagement communications are permissible. Appropriate message types include:

- Exam confirmations
- Appointment reminders
- Healthcare education
- Information about health assessments, such as cancer screenings or wellness visits
- Lab results
- Post-discharge follow-up

Text messages related to accounting, billing, or other financial content are not part of this exemption and are not permissible.

When texting your members, we recommend following a few best practices in order to make the most of this channel and keep recipients engaged with your communications:

- Consider making the texts free to the recipient
- Texts should be sent from or on behalf of the healthcare provider
- Texts should only be sent to the cell phone number provided by the member
- Texts should state the name and contact information of the healthcare organization
- Texts should be concise, maxing out at 160 characters
- Texts should only be sent once per day, per recipient with a weekly limit of three total texts
- Recipients should be given the opportunity to opt out of receiving these types of texts and organizations should honor those opt outs immediately

We recommend partnering with a trusted health action platform with TCPA expertise to ensure compliance.

The complete clarifications from the FCC can be found on their website: <https://www.fcc.gov/document/tcpa-omnibus-declaratory-ruling-and-order>

Learn more about getting people to take action — revel-health.com/type/blog