



CalSAWS | Text Message Campaigns

Fact Sheet

Purpose

The purpose of this fact sheet is to provide information regarding the CalSAWS Text Message Campaigns.

Text Message Campaigns

SCR CA-224051 in the 21.05 release updated text messaging campaigns to support all 58 counties. Text messages are sent for various reasons such as appointment reminders, missed appointments, document status updates, or upcoming discontinuance.

CA-255445, released on April 13, 2023, updated text messages for MC RE packets to be sent when the status is updated to received, incomplete, or processed. MC RE packets include Non-MAGI, MAGI, and Mixed Household Packets.

CA-260725, targeted for release 23.09, will create an additional text message when a customer has been auto-renewed for Medi-Cal.

Text Campaign highlights:

- All CalSAWS text campaigns begin with "CalSAWS".
- Text campaigns, which are listed as real-time, are sent during business hours (Monday – Friday, 8:00 AM – 6:00 PM), based on changes to data in the system. If it is outside of business hours after 6:00 PM or weekends, then the text message is sent the next business day.
- Text campaigns that are listed as batch are generated by a specific batch process or daily batch trigger e.g., MC RE packet generation job is executed.
- Text messages will be sent in Spanish (using the English character set) if the person's Written Language preference is 'Spanish', otherwise send the text message in English for all other written languages.
- Text messages will not be sent for Domestic Violence cases, indicated by either of the following:
 - Active Domestic Violence Case Flag
 - Confidential Case type of Domestic Violence
- CalSAWS text campaigns may include the following CalSAWS Text Message Helpline (844) 859-2100. When customers call that number, they are prompted to enter their zip code and are then automatically routed to their county's IVR.
- CalSAWS text message campaigns utilize key words (OPT IN, STOP, HELP, etc.). A customer may respond with any of these words to opt out of CalSAWS text messaging. The opt-out is for all CalSAWS text campaigns.
- CalSAWS text message campaigns may be program agnostic or program specific. E.g., Appointment reminder campaigns apply to any program where an appointment is scheduled. SAR 7 campaigns only apply to CF/CW.
- Any time a text message is sent or received, a new Customer Contact History record will be created and displayed on the existing Customer Contact History page with the following values:
 - Date/Time – Date and Time that text message is sent.
 - Name – Name of person that text message was sent to or received from



- Type – Text
- Reason
- Ad/hoc or emergency campaigns (CA-224052, released in 21.05) – counties can send one text campaign per month. Parameters are by county or by program and / or zip code.

Automated Actions

Each county can grant authorized users access to turn existing text message campaigns on or off. Text message campaigns use the automated action framework.

Navigation path for Automated Actions:

- Global: Admin Tools
- Local: Admin
- Task: Automated Actions

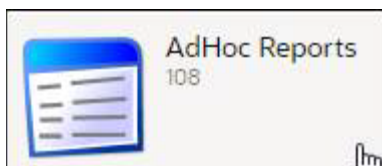
Text Message Reporting

Text Notification Report

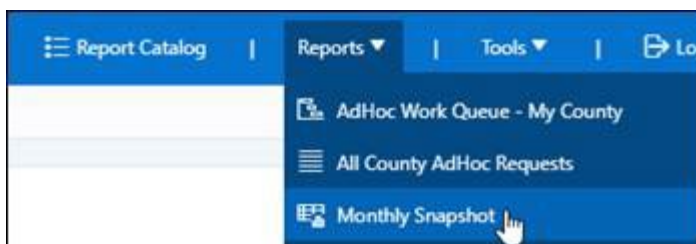
The Text Notification Report is a scheduled monthly report that provides summary counts for the number of sent messages and undeliverable messages, including the text message reason. Follow these steps to access the report:

1. Place the cursor over Reports in the Global navigation bar.
2. Click Scheduled in the Local navigation bar.
3. Click Administrative in the Task navigation bar to access the Report Search page.
4. Enter search criteria for the Text Notification Report and click the Search button.
5. Click the Title hyperlink for the appropriate report.

Monthly Snapshot Ad-hoc (Distributed via Regional Managers or through Apex access). This report is autogenerated on the first of every month and is available through the AdHoc Report App.



Open the App, navigate to the menu "Reports" and select "Monthly Snapshot."





MC Text Message Campaigns

MC Packet Sent

“CalSAWS: Your Medi-Cal Redetermination has been mailed. Questions? (844) 859-2100 ”

- Batch Trigger (daily job)
- Cases where MC RE Form Types is set to Sent status
- Contact Reason History: “Text Notification MC RE Sent”

MC Redetermination form Not Received

“CalSAWS: We did not get your Medi-Cal Redetermination Packet. Please call (844) 859-2100 so your benefits don't stop.”

- Batch Trigger: 1 week before the MC RE Discontinuance - Cases where an MC RE packet has not been received and RE due in current month
- Contact Reason History: “MC RE Discontinuance”

MC Auto Renewed

*** *Coming Soon* ***

“CalSAWS: Good news! Your Medi-Cal was renewed for another year. Check your mail for a confirmation soon. Questions? Call (844) 859-2100 or visit BenefitsCal.com.”

- Batch Trigger (daily job)
- Cases where exparte process was successful
- Contact Reason History: “MC Auto renewed”

The above messages are also in Spanish.



Form Received

“CalSAWS: Your <FormType> has been received. We will tell you if we need anything else. Questions? (844) 859-2100 ”

- Real Time
- RE packet is marked as received
- Contact Reason History: “Text Notification Customer Report Received”

Form Incomplete

“CalSAWS: Your <FormType> is incomplete. To continue to receive benefits, please call (844) 859-2100

- Real Time
- RE packet is marked as incomplete
- Contact Reason History: “Text Notification Customer Report Incomplete”

Form Processed

“CalSAWS: We processed your <FormType>. Questions? (844) 859-2100”

- Batch Trigger (daily job)
- RE packet is marked as Completed
- Contact Reason History: “Customer Report Complete”

The above messages are also in Spanish.