Conversations
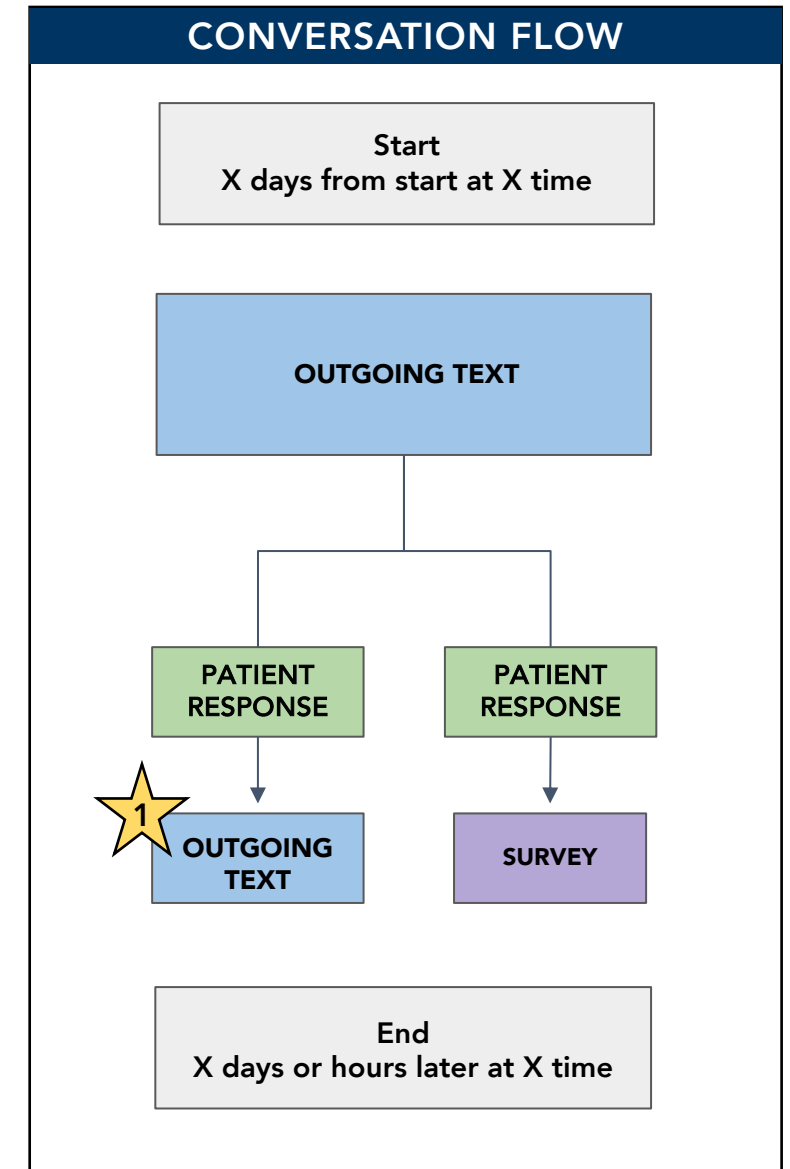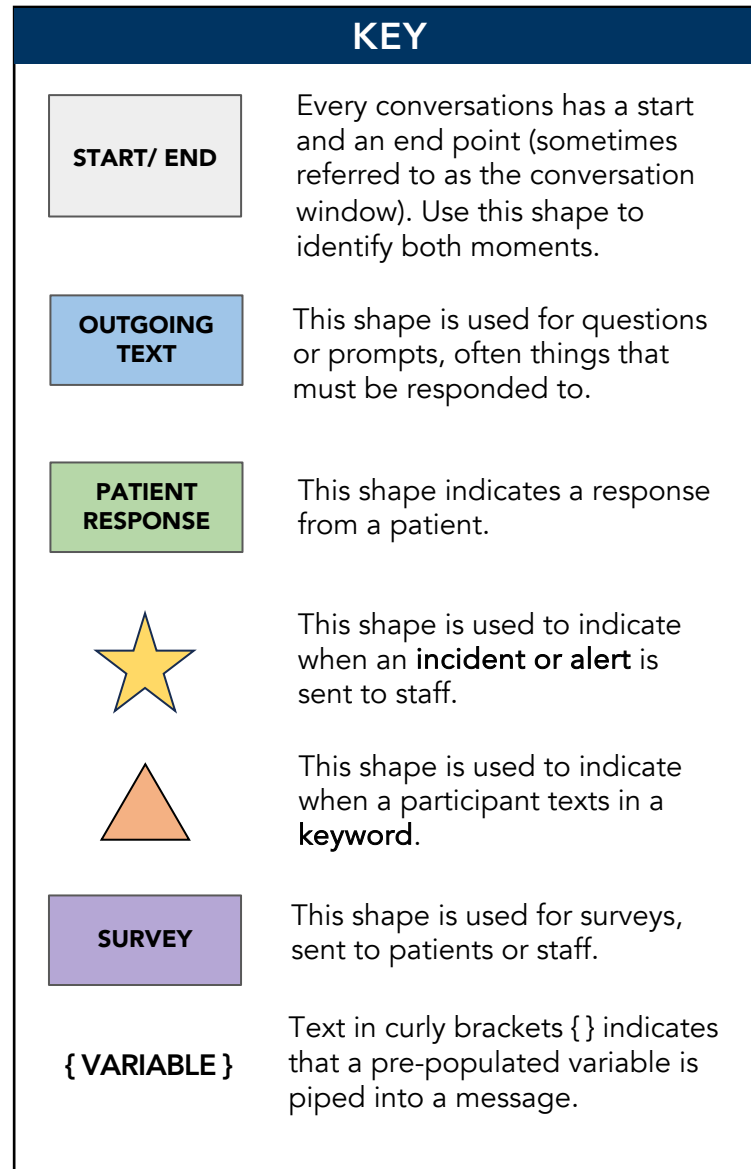
Way to Health allows users to engage in bi-directional conversations with patients. Conversations can be configured to trigger specific outcomes depending responses and can be scheduled for a particular date/time or initiated when a patient texts in a keyword.

KEY

Shape	Description
START/ END	Every conversations has a start and an end point (sometimes referred to as the conversation window). Use this shape to identify both moments.
OUTGOING TEXT	This shape is used for questions or prompts, often things that must be responded to.
PATIENT RESPONSE	This shape indicates a response from a patient.
⭐	This shape is used to indicate when an **incident or alert** is sent to staff.
🔺	This shape is used to indicate when a participant texts in a **keyword**.
SURVEY	This shape is used for surveys, sent to patients or staff.
{ VARIABLE }	Text in curly brackets { } indicates that a pre-populated variable is piped into a message.

CONVERSATION FLOW

CONVERSATION EXAMPLE

Day 1 - 9:00 am

Hi {PATIENT_NAME} this is a message from PCP's office at Penn Medicine. We're alerting you to a new text-based program which helps manage one of your health conditions. Please text YES to confirm you are {PATIENT_NAME} and enroll.

Text NOT ME if we contacted the wrong number, or BYE if you don't want to receive messages about the program.

Please note texting is not 100% secure. Msg & data rates may apply.

YES

Great! You're overdue for bloodwork to help control your diabetes. We have reserved these labs for you.

Text 1 for info to schedule or 2 if you are not interested.

1

Please walk into any Penn Lab at your earliest convenience. If you prefer an appointment, call {PHONE_NUMBER} or use the myPennMedicine online portal.

If you need to get your labs drawn outside of Penn, text MAIL and we will mail you lab slips, or CALL and we will call you.

MAIL

{ADDRESS} Text 1 if this is your correct address. If not, please respond with the correct one.

UPDATE ADDRESS

Thanks! We'll update our records ⭐5

CALL

We're happy to help. Please expect a call within 2 business days. ⭐4

2

Thanks for your response. Please let us know why you aren't interested in getting bloodwork done at this time. Text back one of the following numbers:
1) No longer a patient of the practice
2) I work with a diabetes doctor
3) Not a priority now
4) Other → free text

1 ⭐3 Remove patient from PCP list

2 Thanks for your input. You can call {PCP}'s office at {PHONE_NUMBER}. with any ongoing issues.

3 Thanks for letting us know. Would you like us to reach out again in a month? Text 1 for yes or 2 for no

1

1 Month Later – 9:00 am

Hi again {PATIENT _NAME}, this is {PCP}'s office at Penn Medicine. Just a reminder that you're overdue for bloodwork to help control your diabetes. We have reserved these labs for you. Text 1 for info to schedule or 2 if you are not interested.

4 Please text us why you aren't interested at this time.

FEEDBACK Thanks for your input. You can call PCP's office at {PHONE_NUMBER} with any ongoing issues.

NOT ME ⭐1

BYE ⭐2

We apologize for the inconvenience

⭐1 **Incident Example**
Wrong Number: PARTICIPANT_NAME seems to have a wrong phone number on record.