

## PUBLIC HEALTH NURSING SERVICES PROCEDURE FOR PHNs SENDING TEXT MESSAGES TO CLIENTS

**PURPOSE:** To use current technology to augment communication with clients in order to enhance service delivery and customer satisfaction

To maintain confidentiality when relaying information to clients

**SCOPE:** Community and Clinic PHNs, PHNS Supervisors and Coordinators, PHNS Administrators

### PROCEDURE:

#### 1.0 Client Permission

##### 1.1 Community Nursing

- 1.1.1 Obtain client's dated signature on the HIPAA/Texting Consent form(CSU prints from Insight and places in document folder)
- 1.1.2 Circle exhibit information at the bottom of the HIPAA/Texting Consent form and send to CSU to update and attach as exhibit in Insight as described in *Recording Guidelines*.

##### 1.2 General Clinic Nursing

- 1.2.1 Obtain client's dated signature on the Acknowledgement for STD Testing form (Signed form is scanned into Insight Exhibit folder by Clinic CSU staff)
- 1.2.2 Verify that client has indicated that they are willing to receive text messages and the phone number on form can receive text messages.
- 1.2.3 CSU staff will enter the specific cell phone number to be used for texting in the "Texting" field OR enter "declined". The "Texting" field is considered a required field even though it is not highlighted in yellow. Enter "unknown" only as a last resort.

#### 1.3 PHNs will only use the phone number in the "Texting" field on Insight Master Registration screen to send text messages

This screenshot shows the 'Demographics' tab of the Insight Master Registration screen. The 'Texting' field is circled in black and contains the text 'declined'. Other fields include Registration Date (08/23/2010), Form Type (Community Nursing/Phn), Race (Black/African Am), Ethnicity (Non-Hispanic/Latino), SSN, Name (F.M.I.), Alias, Mailing Address, City, State, Zip (OAK PARK, MI, 48237), Home/Work/Cell #, Home Email, Work Name, Email, Sex, Gender (F), and Marital Status (Single).

This screenshot shows the 'Demographics' tab of the Insight Master Registration screen. The 'Texting' field is circled in black and contains the text 'XXXX-XXXX-XXXX'. Other fields include Registration Date (08/23/2010), Form Type (Community Nursing/Phn), Race (Black/African Am), Ethnicity (Non-Hispanic/Latino), SSN, Name (F.M.I.), Alias, Mailing Address, City, State, Zip (OAK PARK, MI, 48237), Home/Work/Cell #, Home Email, Work Name, Email, Sex, Gender (F), and Marital Status (Single).

- 2.0 Standard Messages to Text and document as sent
  - 2.1 Community Nursing
    - 2.1.1 “Reminder: Visit on (date) at (time) with Public Health Nurse xxx-xxx-xxxx”
    - 2.1.2 “Is (date) at (time) OK for a home visit? Your Public Health Nurse xxx-xxx-xxxx”
    - 2.1.3 “I will be at your home in x minutes. Your Public Health Nurse xxx-xxx-xxxx”
    - 2.1.4 “Please call your Public Health Nurse at xxx-xxx-xxxx”
  - 2.2 General Clinic Nursing (this may be done up to two times before sending letter(s):
    - 2.2.1 For clients who do not return for treatment or test results by timeline discussed text “Please call (Mrs. Oak at) 248-858-1304 (North) or 248-424-7049 (South) for important health information”
- 3.0 Confidentiality
  - 3.1 Protected Health Information (PHI) cannot be texted (such as test results)
    - 3.1.1 If the client responds to text message with a text message
      - 3.1.1.1 Clinic PHN resends the original text message again
      - 3.1.1.2 Community PHN sends “Please call me at xxx-xxx-xxxx”
  - 3.2 When client returns call by regular phone call, any applicable proper identification procedures apply (code number, date of birth, demographics)
  - 3.3 HIPAA and PHI guidelines and procedures apply to text messaging (refer to the *Procedure for the Protection and Disclosure of Client Records 6/07*)

Note: A copy of this procedure is located in the Clinical Procedures Manual, Section 4 General