

HEALTH INSURANCE ENROLLMENT TEXT MESSAGE SERVICE PILOT

Get help signing up for health insurance. Go to Douglas Truth Library at 2300E Yesler Way on 1/30 from 2pm-6pm.



1 PROJECT PLANNING

Working with a text message vendor, Public Health—Seattle & King County developed a text message service connecting residents with in-person assisters (navigators) who could help them sign up for insurance. More than 600 assisters traveled around the county for the 6-month enrollment period. The text service would offer updates about when those assisters would be in a given area.

2 PROJECT MARKETING

The program was marketed internally, to media outlets, to community organizations and online. Residents were asked to opt in by texting KING and their ZIP code to 468311. The ZIP code would sort them into a category so they received information that was relevant to them.

3 PROJECT EXECUTION

The program ran for about 5 out of the 6 month open enrollment period. Hundreds of residents signed up for the program around King County. Events were added to the web-based platform on a regular basis and other important information, like deadlines, were sent out.

4 PROJECT EVALUATION

Overall, about 300 people signed up. Most people who signed up lived in South and Central Seattle. Most people who said that they signed up for insurance responded to a text asking for their age and gender. In total, 1500 texts were sent, and 300 texts were received from subscribers during the course of the pilot.