

Automated Outreach for Returned Mail

11/21/2024



Health and
Human Services

Overview and Purpose

Purpose:

- ❖ Ensure accurate communication with members by updating contact information.
- ❖ Automated outreach improves member engagement and reduces undeliverable mail.

Process Summary:

- ❖ When we send a piece of mail regarding eligibility and we receive the mail back as undeliverable and no forwarding address is provided by the USPS, we will be conducting automated outreach based on the contact information we have on file.

Outreach Process

Step 1: Text Message

If the system detects returned mail, a text is sent to the client explaining the need for an updated address.

Message provides easy steps to update.



Step 2: Phone Call

If the text message is not responded to, a follow-up phone call is made.

A live voice message offers the same request for address verification.



Step 3: Email (if available)

If there is no response from the text or phone call, an email will be sent.

A link to update the address will be provided in the email.



The entire outreach process will span over several business days to ensure members have time to respond.

Each method will be attempted 3 times with a 2-business-day wait period between each attempt.

Outreach attempts should take place during HHS Operating Hours:
Monday through Friday 8:00 AM – 5:00 PM CST (Excluding State of Iowa Holidays)

Identity Validation for Address Updates



To ensure the security and accuracy of the update, clients will need to validate their identity before updating their contact information.



Clients will be asked to provide two of the following three pieces of information:

- ~ First and last name
- ~ Date of Birth (DOB)
- ~ Last four digits of Social Security Number (SSN)



Why do we ask for this information and why is it important?

- ~ Protects client privacy and ensures that updates are legitimate.
- ~ Helps to verify that the individual requesting the address update is the correct person.

Sample Message Templates

Text Message Example:

- "Iowa HHS has received returned mail as undeliverable for [First Name] or someone in [First Name's] household. An updated address is needed to re-mail information to you. Reply to this message or call 1-877-347-5678 to update your address."
- Short Code Number: **42447 (IAHHS)**

Phone Call Example:

- "Iowa HHS has received returned mail as undeliverable for [First Name] or someone in [First Name's] household. An updated address is needed to re-mail information. Would you like to update your address now? Say yes or no."
- Call Number: **+1 712-883-4255**

Email Example:

- "Iowa HHS has received returned mail as undeliverable for [First Name] or someone in [First Name's] household. To provide a current address online, please visit: [Link to the website]."

Protect Yourself from Scams

Transparency:

- All outreach will clearly identify the Iowa HHS and provide contact information for verification.
- Messages will include a Short Code for text and official phone numbers.
- Emails will be sent from an official Iowa HHS email address: donotreply@hhs.iowa.gov.

Security Measures:

- No Requests for Sensitive Information: Iowa HHS will never ask for personal financial information (e.g., social security numbers) through text, phone calls, or email.
- Clear Contact Methods: The contact methods (call number, text, website) are official, and members can verify by calling or visiting the Iowa HHS site.

FAQs and Helpful Info

FAQs

Q: Will I be contacted if my information is up to date?

A: No, you will only be contacted if returned mail indicates that your address needs to be updated.

Q: What if I don't respond?

A: You may miss important information, and it could result in delays for services or cancellation of coverage.

Q: Can I opt-out of these messages?

A: Yes, you can opt out of text messages by replying **STOP**.

Q: Why do I need to provide my date of birth or social security number?

A: To ensure that the person updating the address is authorized to do so and to protect your privacy.

How to Respond to Outreach:

- If you receive a message, simply respond as instructed to update your address.
- Call **1-877-347-5678** if you prefer to update via phone.
- Visit [My Access Iowa](#) for quick updates online through the Chatbot in the lower right corner.
- Or if you have an account on the [Iowa HHS Services Portal](#), you can access your account and report a change within your account.

