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>> Good afternoon will be beginning our webinar shortly if you have any technical questions please contact us at 202 20220806 tix eight or via e-mail at web manager University@GSA.gov thank you.

>> Good afternoon everyone, to kick things off on today's webinar like to introduce Lisa Nelson with the GFA we sat

>> Hi welcome everyone, it is my pleasure to introduce today carried will send and Jessica should a large. They been working at the Center for disease control on a text messaging highlight that I think is really exciting and has been doing some really innovative things. Just because is these social media specialist with the content team for CBCs media and electronic media. She is the manager of the social media develop -- or subject matters expert. She is also working on managing and evaluating projects to measure the impact of social media in cities do with the campaign and Kerry is the president of to of focus on you and she is working with CDC as a social media strategist and in this role she is managing CBCs text messaging program and she is also working on the usability of the CDC.gov website. I'd like to welcome everyone and especially Kerry and Jessica and I will turn it over to you.

>> Great thank you very much. Hello my name is Carrie Wilson and I work with Jessica as you just heard on the social media team in the electronic media bracket CDC. Today would like to share the little bit about our text messaging program describer experiences and what we have learned and lastly I'd like to provide an overview of how text messaging works and how you can implement it in your own agencies.

>> Before I start talking about CDC and program I'd like to share to some of the reasons that we believe text messaging is an important communication tool.

>> One of the most important aspects of mobile usage return more than 292 million Americans or just about 92% of the US Apollo population use mobile devices. CDC we believe text messages are an excellent way to reach users especially in times of emergency and especially since the technology affords the R2-D2 communicate with audiences who --

>> As the reference so that the usage of text messaging we are currently 98% of all cell phones have the ability to send and receive text messages and 72% of all cell phone users are actually using text messaging capabilities. What is interesting is when you compare these two percentages in the users in the US has access to the Internet about 70 percentages in the users in the US has access to the Internet about 72% of the US population has access to the net so as you can see text messaging really is a critical way to start reaching some of these audiences. For not only the number of users not raptly increasing but so are the number of messages sent. There is some recent estimates that suggest that as many as 1.7 trillion messages may be sent in 2011.

>> Other data that is really insane about text messaging is that additional studies are reporting that Americans are submitting an average of 10 text messages per day. In fact we are not using our cell phones aboard to better receive text message just than we are for phone calls.

>> Not only are we using our cell phones more for text messaging but we are using it more for a neatly in that fashion. Many users have their cell phones with them at all times the text messaging provide the determine if opportunity to reach users when and where they need help.

>> Lastly, mobile is an important tool for committee kaisha for several reasons. More and more households are generating landline then becoming mobile only. This is particularly significant to CDC and other health organizations because there is research that shows that person in that household are likely to have higher rates a of binge drinking or alcohol consumption they're less likely to smoke they're less likely to have a flu shot last year and a less likely to because of for a JD or have a used --

>> So for health perspective it provide determine if opportunity to reach populations that are in need of health information.

>> It is obvious for us to CDC wide mobile and text messaging was important

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communication stool. One of the questions out was still left unanswered was with text messages a second way to send out health information. The answer is yes, the studies have shown that the text messages have helped in applications on screen, and healthy food diaries. In fact there was a randomized hot trial that shows users in a text messaging program versus those who are not in a text messaging program and those who were in the texting program were twice as likely to put smoking than those in the control group. We are showing that text messages has a way to reach users when and where they need information.

>> I like to provide a little overview of our text messaging program. We began a program on September 2009 it was initially began as a way to communicate critical information about a to one flew however it quickly involved to important health issues such as health, smoking -- food outbreak and we continue to send messages that relate to everyday health as well as the final flu in early winter.

>> So when users sign up for our pilot when the things that we do is we asked three optional questions these questions help us to write more targeted messages in tailored to the needs -- the basket users not only their age but we ask them their gender and their ZIP code. We are finding that by asking the users are age and gender were able to easily target messages to users particularly health population. So they want to send information out to look at that which is the goal for women in childbearing years we can send that message to women only to the age 1844. We also send it messages to people over the age of 55 whether it be for call actual screening, vaccine guidelines, and we use it for natural disasters and emergencies. Today we are actually the process of sending a message that will go out to users in nine different Midwestern and Northeastern states with this large winter storm hits, power outages are possible and also with power outages we have found that there are carbon monoxide poisoning generated use. We are sending messages about that in targeting --

>> In January about four months after we launch the pilot we decided to conduct a quick satisfaction study be a text message you can see the message we sent you on users on the right that help us improve our text messages to them for one question. When people responded we asked them to rate our overall satisfaction a very satisfied be set aside some so prepare we found 87% were users of that they were satisfied with our text messaging and then we followed up a few days later and asked him how we could improve and the two biggest things that we heard were to make her messages more actionable and to make them more relevant which is something that we work on constantly to continually improve on the messaging.

>> We did find that although we did the initial survey data via text messaging we wanted more in-depth data so in March of last year about two months after initial valuation we conducted a large revaluation we send users an e-mail or a text message asking them to go to a web address and take a survey online. We did have a much lower level of participation so we went from about about 2400 to about 240 and we saw some differences in the data as well. In the initial satisfaction survey we saw that 87% of users that they were satisfied when we did a large revaluation albeit with a lower number of users we saw that are satisfaction levels were about 72%. It is sorted of gold for us to explain the differences between the satisfaction numbers one hypothesis is that the difficulty involved in taking a web based survey may have made those users either extremely satisfied or externally dissatisfied to take a survey, but one thing that is clear from this data is that it shows us it is still not necessarily clear and additional research should be done to sort of understand what the best way to evaluate these types of programs. We did get some additional information that would help will to us we found that 62% of respondents who said they had used the messages to respond improve their health and another 60% said they were likely to share and but when the pilot.

>> We also asked users that the frequency of the messages and the timing of the messages. We have been sending messages during the day sometimes were sending messages in the evening and other times we are sending messages on the weekend and we want to make sure that people have their preferences on whether they were bothered by the fact that we were -- were bothered by the fact that we are disturbing under the personal time. Become a 67% of the folks had no preference for when the messages arrived which sort of helped us to make additional decision. We also saw that some users wanted to receive the messages more for me than others this sort of tells us that potentially we have an opportunity to take appropriate subgroups and notifications only to those who want information on an emergency and

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Senate another's set of input --

>> We also found that 91% of users said they were easy to understand 90% easy to understand 99% other credible 89% said they were friendly and 70% said the information helped improve their health. So the course of the pilot we have learned several lessons. The lessons -- and gathered report certainly and we've also have the feedback from users so I'm going to show you here is a look at a some of our lessons learned from before and after his and it really was him plan on a continuance we had to messages which recommended that the work they would try something else new and gently we just experimented and we feel like we are running more and there is more to learn but we'll share with you what we know today. In the beginning will research your messages were sent in her messages that we were not necessarily typifying the messages with the CDC names at the very beginning. When summoned receive the message they receive it from our sure code which is 87000, so that is something that the format with a little bit from like this be active get to five hours of activity XYZ after we realized that it was really important for users to know that the message was from CDC and they were not going to associate 87000 with our name, so now all of our and messages have CDC column and it begins with a message.

>> We also learned and is probably one of the most surprising things we learned was that the abbreviation was not appreciated by our users. This is what he learned in our large reevaluation in March, originally we were using the number two for that are murder were to the number four for the work for and those kinds of text abbreviations and these are just a few of the cost of the got back from folks I like the first is this woman said that she is older than some textures at 27 and I would kill to be 27 again but the point of the matter is that even users who I would sort of consider in a 27 they were offended by sort of what she labeled of ridiculous in teenager language. So what we have done and are messages that we avoid the abbreviation and what they mean by a did the twos, the forests and as we -- store privation now maybe things like short for info we might shorten week to WK but we tend to avoid any abbreviation that could be seen on something that is trying to make us look hipper or cool.

>> This is an interesting one just kind of a before example on last Valentine's Day for evaluation in March this is the message that we send kind of a rhyming poem love is in the air. Show your partner you care or get tested for STDs take your partner to two location near you. Does Lisa do now is sort of a specific instance on Valentine's Day but you can see the usage that reinterpretation. The after message below is what we sent a few weeks ago about arthritis and you can see the only abbreviation here are is limit to men and week so --

>> We also provided users with a way to get more permission because the messages are so sure weekly Queenie provide additional detail when necessary. In the beginning we are providing users generic ways to contact as either through our national call center or through our generic link to our website what we have learned is that users want information when it is specific, they don't necessary want links to our generic.gov website still want the link to the specific information they're looking for. Suited for the after example when we used the one 800-number that was associated with that topic at hand.

>> The final thing on a point is really use -- we cannot use a linked, and we never use a link that is not mobile friendly seller originally we used to link to something like this textures -- test your smoke alarms and carbon architectures, we realized when we experimented with the second message below and send a message last February again before evaluation in March and we experimented by doing and not CD.gov/hard to when we looked at the -- at that related to the topic at hand and that is not presently and the euros were made mobile friendly and was specific however we learned that if we didn't improve the CDC:/that not all phones would show you the language is something new that we have learned and factored into her mobile vendor which he was I'm aware of. But in fact it did not show as a bullying as on the older from so now we played him as if I were make sure that it wherever you are you can use a one-year we use one for milestones HET P.:/--

>> Other things we have learned is that even though we are providing link permission we realize that not all users have access to the mobile web or prospective plan allow them to use a mobile website so we have tried to also provide ways for users to get it additional information via text messaging. One of our first entrées into this was we sent a message last January again before the evaluation and January

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happens to be dramatic injury month the we sent out a message play like an Olympian wear protective gear, helmets, wrist guards, XYZ for signs of concussion to the head if they reply to ahead than they would do am -- we learned that by experimented with this we actually saw a large number of people responding when we used the keyword as the last word of the message the consorted CR after example knacks next we sent a message about Test and we sent his only two women when was your last Past ? would also try to target the users who might need to lower income help by saying if you need lower back has testing that we would give them information I get that. We didn't necessarily want to point our entire population are lower for he protested because it may not be relevant to all our users.

>> Touch&é; for more examples from and after this January when it sent another message you can see that we put the word help had in a very in our messaging we saw very large number of people respond when they did respond they got the message at the bottom of the screen size of the concussion includes headache vomiting is business giving of this semester Dr. You see this sort of see that we're time try different ways an interactive and have an additional information whether it be to phone him is related to the topic to our call center, him -- or just simply >> We've also learned that this is were very effective way to reach users. We did our first quiz in 2009 the day before Thanksgiving and it was so wildly successful that we actually repeated it again this year. We started our quiz just saying having to do this Thanksgiving test or turkey knowledge with a turkey quiz. We had 3000 people respond within the first hour to take our turkey quiz so it should go to the median sea of people having these devices with them at all times and getting our messages so quickly. We could've sent out a very bland or dry message that just said please cook a turkey to an internal to mature of 165 degrees to avoid food poisoning, but by making a little bit more fun and doing some more add as a team what they it actually was a fun way for people to learn and we sort of responded very well and I evaluation. what's also nice is that we could provide special messages to get send out messages that were customize so for everyone who said they had hundred 65 they said that's right have a happy and healthy Thanksgiving from CDC or sorry you need a cook it to 105 degrees. We had about a 25% response rate waivers do that.

>> We've also learned to lead our messages with an interesting read and the reason why this is more and more important is that when you receive text messaging more and more phones are shorting a very sure to give the message maybe 20 to 30 characters, therefore we selected 2030 characters have to be really interesting in order to entice you to open our messages. Before you buy to send a message similar this one of her first messages in the very first month that we were doing our pilot children younger than 10 years should receive units plan is not very interesting and this year we started off our message with ready for the big game but not the weight gain ? someone sees that a more likely the going to open a message to see what else we have to say. We try to be have an interesting lady is a couple other digital samples on the last one is come a fun one that we did at Halloween this year, so we paired this with what is scarier than ghost goblins and try to make a little bit more fun. >> We also worked create subgroups some of her users have different needs last year we tried something different this is before evaluation but it was well received you can see there is some abbreviations or could we had learned that information at this point but I'm is a this time last to resend a message pay you want weekly tips on weight loss and fitness we apply new year and those folks who replied new year when into them -- we've also done this for our women who might be pregnant or have a baby so we're trying to target things also by topic or we're allowing people to get more information when they want it and when they need it.

>> Lastly we partner with the FDA this summer and did an interesting -- they were launching a new campaign for a tobacco relation for program on regulation awareness so we allowed them to use our short code and the allow people to text at the keyword break change to our short code once people entered they got three messages a week for the first month those messages the first two on Mondays and Wednesdays were educational messages about the new tobacco but you Galatians and every Friday we sent out a quiz and then that was really just asking for information that that was presented in earlier messages. We then selected randomly a winner from the people who had responded to the quiz and the four winners we selected were actually able to create a podcast explaining while tobacco regulations were important of them and then those proposed on the FDA website eerie . So there are some ways that we can

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combine this context as well, in summary these are just a few of those lessons that we've learned and now we sort of feel are important in inviting affect of text messaging. The last one on this list you value eight and refining I just wanted to mention that because I think it is important simply because we found that even though it seems a simple task of inviting hundred 60 character text messages we found different tips and tricks to make them more effective so I think it is important when you first begin to evaluate and refine and continually trying to improve and I know we certainly are trying to continue to improve we. We have also and some guidelines and you got to look at that we wrote it mainly just for seat folks at CDC who are interested in texting and they could really be effective to any agency.

>> Site just before I move on to information on how to start your own text messaging program I thought it would ask if there were any questions about the CDC program

>> Yes, there is a few questions elected a moment to answer them. One of the first questions as to the total number of subscribers ?

>> We do, 14,000 and we still feel like we are in a pilot mode we are going to sort of the transitioning over to a full ground between March and April and there's going to be a greater marketing campaign so we could have a marketing push for three months in 2009 we really did it for September, October, November -- we really have not done any marketing sense than another market we did was not paid at the time we are really just try to get her feet wet and now that we feel like we've got our feet wet we are ready to start to expand into a larger push.

>> Great, in conjunction with that do have a feel for the age demographics for the age group ? were they more younger, middle age, older ?

>> Yes, that was on one of the first slide submit a limited slip back to make sure -- are ages 10 the middle-age and tends to be a female am -- 15% of the aged 25 to 12 -- about if I'm looking at it 50% are between ages 25 and 55.

>> Okay thank you. You mentioned --

>> One of the things I'm going to show you on the next slide which might help explain that is we've asked users three optional questions, so this might be a good transition into the next section as well but we have asked users three optional demographic questions. If you want to describe her you could take your cell phone out right now and text the word health to our short code which is 87000, if you were to do that you would be subscribing for program and you'd be asked to respond to three optional questions currently we asked the users or gender or age in their zip code that right now we are seeing the because the questions are optional we have about 72% of the folks respond or gender question and as you can see there is a slight drop-off in each questions we have about 64% of users who are responding to a question about that code.

>> Kerry ? I thought it is one second can you please repeat which number

>> Text the word health 287000, thank you

>> To do when asked more questions ? if their argument questions and if your questions

>> Is there for consider messages that where people are interested in your program if you don't send a message like they want the one month ?

>> Yes, I think that is a very interesting issue. I think it really lies itself at the topic at hand we found we send two messages a week now. We have messages sometimes up to three times a week but we tried to do about twice a week so we are not bombarding folks. I think it really could apply to the types of campaigns that folks might be running. For some testing we were considering certain campaign that would have sent text messaging on a daily best of basis and sometimes more than once a day just because the kind of research back on a program needed have greater frequency. We have folks here who are interested in sending medication reminders for different vitamins and those messages may go out daily as well simply because it is a daily activity. I think you do need a cautious if you send out daily messages that you are providing good value, and the result we have not done some of the daily reminders in our concern is that we could -- we do track the number of users who opt out after he to message and will we are not to judge maybe we won't do that again. We do track all the ones who opt out so we don't wear out too much our users patients.

>> Thanks carried you were to take one more question or do you want to go ahead and continue on ?

>> Lets take one or question and then we can move on

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>> Can you talk will that out the text knowledge to operate a text message program can it be done in-house or do you have to contact an outside vendor ?

>> I don't think I could have even been a better transition Internet find some action to talk about that on the very next is light to I think that were properly.

>> One filamentary break it into text technology is currently we only have been promoting our program for people to text in and not been doing anything with an online component so we're looking to launch and this is just a very rough, but we're looking to launch a mobile sign up on her CDC website and potentially on her CDC website and potentially@CDC.gov as well beginning in March and April and it will sort of be a little rigid flash button on our.gov website were some can go in just type in their 10 digit phone number and subscribe to our text messaging. Getting to the technology the way that the technology works is we look to come up with the messages so there's about 160 characters about 140 once you subtract all the necessary information they need include including the primitive fire, we then format that were mobile service providers we actually do use a contractor who in a mobile service provider, that provider sends the messages to an aggregator and there are lots of aggregators. The aggregators what they do they are the ones who actually maintain the direct indications with a wireless characters with AT&T, Verizon so once you send your message to the aggregator it then disperses it to the carriers and the carriers and dispose of it to the mobile recipient.

>> A little bit about the technology and how to set it up and some of the background of it, the first step and actually setting up a program is to require a short code. A short code is like the phone number that you would have for your campaign, told Charcot's in the US are 5 to 6 digit the common Charcot to ministration is administered by a ETI -- so CPI chose one company to manage all of the short code so it's not like it would be we go to the web inane and get it you could with a short code you can only purchase and when I say particularly fit there are no other that provide that service. We have a short code 87000 and we use the keyword primarily health although we do have 17 different keywords that we use and wheezer keywords primarily to track our marketing. We use the keywords they spoke when we post something on faith that so we can determine comedy people really ought to the end after seeing our message on base but. we the different keywords are to occur, mobile websites, the advertisement to use different keywords we have 17 different keywords that we are using.

>> When thinking about a short code that there's really two types of short codes there are random short codes and the anti-short codes. A random code is just that it is randomly selected on your behalf and you do not have any choice of the digits involved once the application is approved the cost to lease it is about \$500 a month and that does go poorly. Identity code is the code that allows you to have some say over what you might have so example Yahoo leave the short code 92466 so if you go to the trouble of typing it into your cell phone you'll see that it spells Yahoo. It can be a code that is easy to relate to CDC code love which is 87000. The vanity Charcot's cost twice as much --

>> When think about the short codes are keywords that you choose, if you do choose a keyword that sell something you have to consider how you market it this is particularly confusing because it is text shop to deals not necessary clear what the number is or would keyword is by simply using the number it is more clearer what you should be texting to while word. When some agencies have a vanity code they sometimes use in French what it spells out the low and the numerical number. We have chosen 87 in French what it spells out the low and the numerical number. We have chosen 87000 because we feel like it is memorable but we could've chosen things like 43254 words that spell out CDC but we chose one that we felt was memorable with the 87000.

>> So the image and -- say shared short code and a dedicated short code. A shared short code is something that is shared between multiple companies and one of the greatest benefits of using a shared short code is that the time-to-market is fast. You can be up and running in literally days not weeks and therefore the cost is also lower. Some of the disadvantages are that you really have no control over who you share your code with and therefore you have no control over the messages they actually stand. Lastly you also share keywords so for instance if we shared our short code with somebody else they could take the keyword health and therefore we would have to use a different keywords like CDC health or health to her health three or something different we would not necessarily helpful control over the keywords

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that we select. Then there is some brand confusion were not necessarily who the messages is coming from and when you do show your short code in order to pick up a program that have to apply CDC quit or at our something along the fact that they respond to quit they could actually opt out of all the text messaging programs on that short code if their subscribe to more than one. At CDC we have a dedicated short code this allows us to have complete control over messages allows us to have a choice in keywords we have no conflict with any other agencies and it is purple we can take a with us. This is sort of critical for us for several reasons we are curling in the process of switching our mobile service provider so had we selected a shared short code we would haveto had stayed with that vendor or two we would've had to change her short code of vendor , so by using a dedicated short code we can take that short code with us anywhere we wanted to. It may require some paperwork and loss of signatures on letterhead to change things around but we are able to easily do it. The conflict for the Charcot's is that it is a little more costly to set up and the time to set up for the dedication of age 12 weeks. That age to week supplies to our provision of Charcot to the very first time it also applies if you switch aggregators so we are currently switching our aggregators are we are now going through this 8 to 12 week process again. So currently we have two vendors we are still sitting on her messages were old vendor while were going to EA 212 week process with any vendor.

>> -- In thinking about selecting a mobile service provider there lots of features to consider I put in a screenshot here and some of the features that we had in our requirements, I also included them on the following slides which is a little bit easier for you to read. I thought I would just touch on some of the highlights here are we felt like it was important for us to have a dashboard a place that we could go in schedule or messages advanced another messages any media leave it to. We felt it is also important to note the segment messages by user demographics and we also felt it was important and really critical for us to be able to have various for -- we attend vendors that we evaluated that none of the vendors were doing the metrics at the same level that we are currently doing the metrics. So we're actually customizing a dashboard with our current vendor to actually be a little bit more robust with the met with the metrics that we still are important.

>> Really things that we thought was important was we wanted to build a send with messages on things that were more interactive one of the ability to send high messages for him since we started a campaign for smoking or a pregnancy due date somebody could tell us today that they'd want us to start the messages so, if I wanted smoking and I wanted to start on March 1 that I'd want to messages that enable 15 -- so I thought it was a very critical thing for health information. We also wanted to be able to track are keywords look at our marketing efforts and I felt that on the Spanish if people are interested submit the end we have found at the end the limitations really isn't with the mobile service provider or the person or the vendor that we have selected some carriers like AT&T, Verizon do not have the appeal of availability on the special characters. So we've decided as an organization we would --

>> Lastly one until the precise messages with usernames and we are looking into the the ability to send a multimedia message, video, audio and the settings.

>> This is a quick screenshot of our platform that we are customizing right now some the things that we are looking into doing so we go in and Flickr group are scheduled of messaging Ely or schedule it for in the future or later, we can enter a message text and then quickly cement so this is not something that we have access to the last year and a half to it is been a manual process and I am looking forward having something like this ever figures it.

>> Lastly, just a few laps later we feel that marketing is key. Like I said we have not done a lot of marketing we started out doing a heavy push for about four months and then we haven't done a lot of heavy marketing and last year but we are planning on doing new marketing when our short code is provisioned over to the new vendors so we are hoping to add the mobile sign up and add more information in the widget and we are also potentially doing -- for text messaging. We also look into additional advertising previously we have used button face the those kind of things that we are looking to do mobile ads in mobile search research engines on her mobile website and then also SMS ads. That is a 40 character added the endless amounts of text messages over example of weather.com had a message we potentially could put something at the end of their message that said for everyday health tips to the CDC so that is an

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effective way to reach people who are already subscribing to text messaging.

>> Looking at her timeline with our new vendor we have to go through security process at CDC prepare the documentation for that security analysis did about a month and a review and a pool for our security and the opposite about a month and a half. Once we went through that too and a half month process we are now in a state where we are provisioning on the new carriers. We are looking at 8 to 12 weeks so we are look hoping that will be up and operational with what the carriers towards the end of this month which will probably have the majority of the carries by March -- and lastly we are hoping that once the transition is complete were to see a much robust arcing campaign.

>> Lastly it is on a leave you with some links to some of our resources that we have available at CDC so these are links at the mobile research surges that we have on our website. We also have special media resources such as metric, guidelines and we also launched recently a social media tool kit that is now available on CDC.gov.

>> So, that is basically what we have to share today and I know there is probably a lot more that we could've covered and there's lots going on with text messaging which is really exciting area and we are pleased with the products that we have and continue to make additional progress that if there is more questions working to does --

>> Yes they do care we have quite a few questions people are the first questions that we have a lot of our broad do finest method of two occasions more effective than twitter ?

>> I think that is an interesting question, we haven't even all you waited the two side-by-side we have not, we have an evaluation from a text messaging can pain and just who is on the line is our sort of putter subject matter expert and she has been working on a twitter even a you wait and so we do do evaluations of all of our social media campaigns. We have not easily compare the results of the two -- I think it is an interesting thing to look at I would suspect that the demographics between the reach of twitter and four text messaging are pretty different and Tuscan may even know sums up above her head but I would wonder whether the region would reach a -- as we are with text messaging

>> This is Jessica, I do have you jumping to be loaded background putter. We do find that we have of her right he -- we have different audiences for the profiles but in general we are reaching sort of the younger audience and are text messaging subscribers. I think another thing that is a big difference between twitter and text messaging is that average buddy that opted into our text messaging services we have to have their phone number in order to be able to send messages to them whereas twitter is a much more public forum they are people don't necessarily have to be following us or opting in to receive our messages on putter to receive our messages on twitter. They may because of the features of sharing in twitter that people may see something from CDC whether or not necessarily, so I think that is the one of the primarily differences between the two. -- In terms of kind of

>> [indiscernible-multiple speakers]

>> Sorry just I did not mean to interrupt. I guess one of the other difference is that like to mention is that with the putter profile we have the opportunity to link a lot more pages because were linking to the CDC.gov, so we are a bit more limited because we are Lincoln things on tour mobile site.

>> That is a good point.

>> Thank you, just I think you actually are the answer this but my next question is, do you find that rules for writing tutor messages are similar to writing a good text ?

>> Yes, I think they're very similar. -- There are a lot of instances where we will take text messaging content because of all of the things that Kerry talked about like make in people on to get more information, so there are a lot of instances that will take messages that we have written for our text messaging and condensed them down into the even further in under the constraints of the 200 character limit.

>> Great, thank you. what if people respond to this --

>> For the optional question at the very beginning ? is that what you're asking ?

>> Unfortunately treaded our text messaging pilot we did not have the capability with our vendor and now we have worked with them and have been able to do this but initially we did not have the capabilities to accept open ended, and. People might get an air message responding to something that was not they are now if we wanted to, we have not been as yet but if we technology we have the ability to do so we

could send a message asking people to respond with an open ended comments but we have not explored that yet.

>> Great thank you. Did you have to go through the paperwork reduction office in order to ask the option of the demographic question ?

>> We do, all of our options are part -- so we have that package and we are pulled from that package to create these three questions.

>> Thank you. How do you calculate ROI ?

>> Well the return of the investment we can, we know how much the text messaging cost per scribe and it really sort of depends it sort of a situation where the more messages you send the less costly they are. It is sort of like buying in bulk you get more and more messages for what you're using so we are finding that really we are spending some time and effort with the initial investment and the paperwork and those hundred things but once we're actually up and running those kinds we -- really are not as great because we are now sort of having the overhead in the start of cost and then the shorter that message, which is not to agree.

>> Speaking of cost what is yours Dopp in the this ?

>> We have one person mean who works on the text messaging which is just a small part of what I do, so it is deathly not something that we spend 40 hours a week working on it is a much smaller effort. In the last few weeks we have spent additional time. The paperwork and the vendor selection and all of that but typically because we are sending two messages a week and typically I spend an afternoon or two writing the messages for a full month in a we get them cleared we have a ready so really it is not a great deal in and those kind of effort. We do, we do not -- at least adjourned and now potentially after that we will service the the budget figures on that.

>> Thank you. Is there concern that people have to pay for these text messages ?

>> In an ideal world we'd be able to send the messages to people who are not having to pay to receive the text messages, but there is one campaign out there that is doing that and that is sort of text for baby and they are able to send text messages that are free at no charge to the subscribers. That was a very difficult arrangements work out they had to work that out with the seed DA and go through all of the vendors and all the mobile carriers ATT -- they'll had to agree with that for that kind of program probably is not feasible for all of us to have a program or we are not charging our users. We are finding that more and more of our users are having unlimited plans and as you start to look at the data more and more of that is increasing and we also try not to overtaxed people only by sending a messages a month were not sending terror pulley -- whereas sending a ton of messages to overwhelm the folks.

>> Banks, -- thanks -- let me just get to another question one moment, okay here's another question with over 15,000 subscribers how do you market and what changes do have in doing a marketing and going for ?

>> One of the things we're going to do going forward that is a little bit different than what we have done initially, initially our entire marketing was based on their limited budget we had almost no budget for any marketing we did only things on Facebook and those kinds of things we realized that there probably was to very large opportunities for us to increase our subscriber use these. One is CDC.gov we have a terminus amount of traffic on CDC.gov and fortunately it is very difficult to find out about the mold mobile text messaging, we do have some buttons and badges and they are but buttons and badges that were designed over a year ago so we like to sort of update Outlook but we really feel that by adding a mobile -- sign up is CDC.gov to find the information about cancer screening, and in the mobile and enter their 10 digit phone number, we like that little bit of the work off the users so they don't actually have to text in and get it a little bit more higher profile by using the mobile sign a. That is something we are working on, we are dealing with some technical things we actually, apparently have the push we have to send all of our sponsors an API to our vendor so we are working on that right now the second sort of area that we feel we should do for marketing is trying to market with some additional advertising side like to attach some of these ads at the end of these messages whether it be to people who subscribe to walgreens or two people who are subscribing to your everyday health type activities or people who are interested in health and fitness type of websites. We like to deliver more appetizing to see what the return would be, we did do a little bit of advertising but was not anything that we paid for when they first launched we were given a little bit of advertising just

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to see if we liked it and to see if we would continue on with it and when we did that we had about 40% of our subscribers signed up through his these ads that were attached to little ads that were attached to other people's text messages. Those are two areas that would like to grow in.

>> Thank you you, Utah -- work with earlier could you share a short coda that mean that another company could be sending their messages to your target audiences ?

>> No, it is not mean that they are sending messages to your target audience but it is a good example when you start to read up about the differences so this goes back to I guess of, four years ago with a Democratic primary -- not sure what all is but it is spelled Obama and he was sending out messages just on his short code -- and there was some sort of them bears then when another company was sending messages from the exact same short code that she was using and so soon as this happened she went got a dedicated code. So it's not that they can send text messages to your prescribers your prescribers is your database and you are the only one that are sending messages to that last that potentially you could be sharing with other companies you wouldn't know the identity of those companies you would not know the content of their messages so there could be a potential embarrassment opportunity if you are if you are paired with the wrong company. Because it is shared with your vendor and it they open up their short coda more more companies you to be sharing for up to 20 or 30 companies --

>> Great, thank you. You mentioned that you mentioned an evaluation of a text message survey was there other metrics that you use to gauge the effectiveness or other methods of collecting the feedback ?

>> That is a great question and I probably should have touched on it a little bit more. We did the evaluation we did both a text messaging survey and then we get our web-based survey two months after the text messaging survey. We also captured a very robust metrics are met check tell us exactly the short code that somebody I'm sorry not to short code the keyword that is a scribe used to be can -- we know the number applicants on a daily basis and we know who opt out we know when the author out into we know what he word those opt outs were from. So we can sort of see if we sent out a message about arthritis we see it once of all doubt from days per keyword that we could sort of start to gauge this information from their third we also have metrics on the number of messages that were sent out to be the exact number that each message was sent out so we could say that this and went to 16,000 in the select 50,000 and this one you know when to 14,012 so there is exact number, we also know the zip codes in the top five states, we know the gender and the age as a mentioned before so those are some of the metrics that we have people from her text messaging vendor. Currently our mobile site features on CDC.gov live every week and the euros you would not see this if you are not browsing on your mobile browser but on the -- so when we have a future about probably hard health coming up here in February we are at actually take that feature and her status for and they make it into something more actionable and something shorter lake -- we're rather something to that effect and then we asked to track the number of pictures so we know which were more popular than it other euros and which topics are more popular and then lastly one of the other things that we track as we track all of our quizzes and now all of those of the Senate a message that says hey if you're into citizen lower Pap test reply path do we know how may people replied Papp so when we sent out that message about confessions in January we know exactly how many people applied health for that kind of concussion. That helps is to gauge it as well.

>> Thanks, we have the summer question if you don't come to answer this do have a Ranger an estimate for the budget figure that you spent for the first part of the year for the pilot ?

>> We do, I think it is something that I can check to see if we do and share we do have a spreadsheet that we share with program within the CDC and the reason why it is hard to get people a number is because it really depends on your campaign with what what the price is going to be. It is on the number of prescribers you have and the frequency of your messages so if you have you know 100,000 prescribers and you send one message a month the cost is going to be the same as if you a 10,000 prescribers and send 10 messages amount. So, it really is dictated by how you messages and we have put together a spreadsheet that CDC has for this number of messages and number of prescribers -- and so we have kind together levels so if you're sent out 50,000 messages up to the were 1000 we do have a spreadsheet that dictates that and I can certainly check to see if it would be okay to share that

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with the folks that would be interested.

>> Okay great and scary. We have one last question can you take one last question ?

>> Sure

>> Have you done anything with geocoding and GPS ?

>> We have not. Other than using zip codes that is the best that we can get to location. Initially when we started the pilot we asked hay, our air codes good they give us a sense as to where users are so and I have -- as more and more people are reporting their cell phone numbers and moving into different places than they have a cell phone 612 for Minneapolis area code and live in Choco so area codes especially cell phones are becoming a less reliable indicator as to location so anything we have done is to ask for zip code and we have not done anything else for tagging the GPS of that nature.

>> Great, thank you Cary and Jessica we really appreciate the time that you have spent in proper ration for the presentation and throughout the presentation. I like to make sure that everyone sees the valuation link in the chat box please take a couple minutes to fill it out actually only takes two minutes and we really appreciate it. It makes over courts is better you will also be receiving a copy of the presentation and the recording along with the valuation link. We do have several upcoming -- check it out at web manager University at CDC..we think everybody for attending -- we thank everyone for attending. --

>> [Event Concluded]