

It's in Your Hands: Using Cell Phones & Text Messaging to Advance Outreach and Enrollment

November 12, 2011

Anne Marie Costello

Centers for Medicare & Medicaid Services
Department of Health and Human Services



Using Mobile Devices

Mobile Access 2010: Pew Internet & American Life Project

- 59% of all adults go online wirelessly
 - 47% of adults go online with a laptop using a wi-fi or mobile broadband card
 - 40% use their cell phone to do at least one of the following
 - Use the internet, email or instant messaging
- African-Americans and Latinos outpace whites in their use of data applications on hand-held devices.
 - Nearly two-thirds of African-Americans and Latinos are wireless internet users and are significantly more likely to own a cell phone than whites
- Nearly 90% of 18 – 29 year olds own a cell phone and use mobile data applications.

Using Mobile Devices

African-Americans and Latinos Usage of Mobile Data Applications

	All Adults	White, Non-Hispanic	Black, Non-Hispanic	Hispanic (English Speaking)
Cell phone ownership	82%	80%	87%	87%
Use Cell Phone for the following:				
Text messaging	72%	68%	79%	83%
Access the internet	38%	33%	46%	51%
Email	34%	30%	41%	47%

Mobile Devices Including Cell Phones can Help Reach Our Target Populations

- Supporting Outreach and Enrollment:
 - Promotional messages
 - Text messages, email
 - Notifications
 - Voice/Text messages/Email to support
 - Application completion (missing documents)
 - Renewal reminders
 - Updates to accounts
 - Other ideas