



Kansas Medicaid Proactive Communications

Conversation Calendar and Logic

July 2024

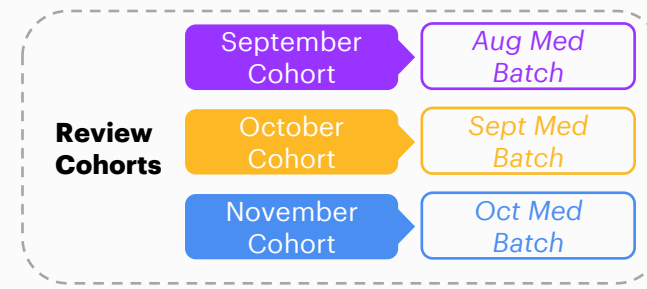
July ProComms Schedule

[September Cohort] ProComms will begin messaging consumers with reviews due in September on **July 12th**. Throughout July, we will send the first 3 review journey messages (**Review Kickoff**, **Update SSN** – if applicable, and **Update Contact Info**) and subsequent chasers, as needed.

The first 3 messages will be sent on a **fixed schedule**, meaning that they are triggered by the Monthly Batch upload and will be scheduled to be sent on fixed dates throughout the month.

Month	Mon	Tues	Wed	Thurs	Fri
July	1	2	3	4	5
July	8	9	10	11 <small>Sept Cohort Monthly Batch</small>	12
July	15	16 1	17	18	19
		Fixed Schedule Messaging			
July	22	23	24	25 2 3	26
				Fixed Schedule Messaging	
July	29	30 2 3	31 <small>October Cohort Monthly Batch</small>		
		Fixed Schedule Messaging			

Messages will occur Tuesday - Friday between 9 AM - 4:30 PM CT and not scheduled on holidays, weekends, and Mondays.



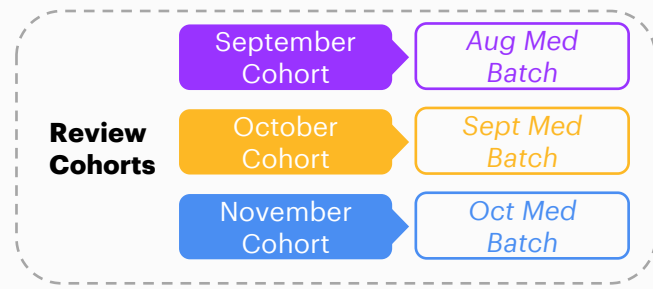
ProComms Conversations

- 1** Review Kickoff 🕒 AM
- 2** Update SSN 🕒 AM
- 3** Update Contact Info 🕒 PM
- 4** Passive Review 🕒 PM
- 5** Review Packet Sent 🕒 AM
- 6** Review Reminder 🕒 PM
- 7** Review Received 🕒 PM
- 8** Review Decision 🕒 PM
- 9** Reconsideration 🕒 AM
- 10** Experience Survey 🕒 PM

August ProComms Schedule

[September Cohort] In August, consumers with reviews due in September will begin receiving ProComms messages in a dynamic and personalized cadence (**Passive Review** – if applicable, **Review Packet Sent**, and **Review Reminder**), meaning that they will receive messages as they move along their review journey and provide updates to the State.

[October Cohort] Concurrently, consumers with reviews due in October will begin receiving the first 3 fixed schedule messages (**Review Kickoff**, **Update SSN** – if applicable, and **Update Contact Info**) and their subsequent chasers, as needed.



Month	Mon	Tues	Wed	Thurs	Fri
August				1 1	2
				Fixed Schedule Messaging	
August	5	6 2 3	7	8	9 Aug Med Batch
		Fixed Schedule Messaging			
August	12	13 2 3 4	14 5	15	16
		Fixed Schedule Messaging			
Dynamic and Personalized Messaging					
August	19	20 2 3	21 6	22	23
		Fixed Schedule Messaging			
Dynamic and Personalized Messaging					
August	26	27 2 3	28	29	30 November Cohort Monthly Batch
		Fixed Schedule Messaging			
Dynamic and Personalized Messaging					

ProComms Conversations

- 1 Review Kickoff 🕒 AM
- 2 Update SSN 🕒 AM
- 3 Update Contact Info 🕒 PM
- 4 Passive Review 🕒 PM
- 5 Review Packet Sent 🕒 AM
- 6 Review Reminder 🕒 PM
- 7 Review Received 🕒 PM
- 8 Review Decision 🕒 PM
- 9 Reconsideration 🕒 AM
- 10 Experience Survey 🕒 PM

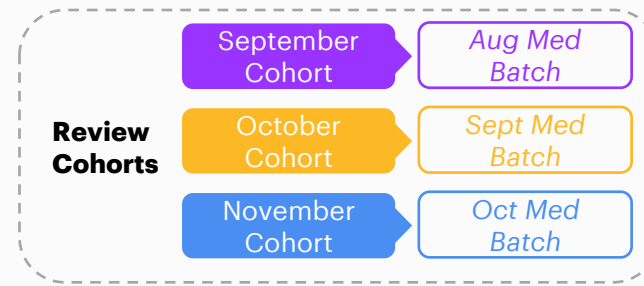
Messages will occur Tuesday - Friday between 9 AM – 4:30 PM CT and not scheduled on holidays, weekends, and Mondays.

September ProComms Schedule

[September Cohort] In September, consumers with reviews due in September will receive the remaining dynamic and personalized conversations (**Review Reminder**, **Review Decision**, **Reconsideration** - If applicable, and **Experience Survey**).

[October Cohort] Concurrently, consumers with reviews due in October will begin receiving conversations in a dynamic and personalized cadence (**Passive Review** - if applicable, **Review Packet Sent**, and **Review Reminder**).

[November Cohort] Consumers with reviews due in November, will begin receiving the first 3 **fixed schedule** messages.



Month	Mon	Tues	Wed	Thurs	Fri
Sept	2	3 1 6 Fixed Schedule Messaging	4	5	6
Dynamic and Personalized Messaging					
Sept	9 Sept Med Batch	10 4	11 5 6	12 2 3 Fixed Schedule Messaging	13 7
Dynamic and Personalized Messaging					
Sept	16	17 2 3 6 Fixed Schedule Messaging	18	19 8	20 10
Dynamic and Personalized Messaging					
Sept	23	24 2 3 Fixed Schedule Messaging	25 6	26	27 6
Dynamic and Personalized Messaging					
Sept	30 September Cohort Review due date December Cohort Monthly Batch Dynamic and Personalized Messaging				

ProComms Conversations

- 1 Review Kickoff 🕒 AM
- 2 Update SSN 🕒 AM
- 3 Update Contact Info 🕒 PM
- 4 Passive Review 🕒 PM
- 5 Review Packet Sent 🕒 AM
- 6 Review Reminder 🕒 PM
- 7 Review Received 🕒 PM
- 8 Review Decision 🕒 PM
- 9 Reconsideration 🕒 AM
- 10 Experience Survey 🕒 PM

Messages will occur Tuesday - Friday between 9 AM - 4:30 PM CT and not scheduled on holidays, weekends, and Mondays.



Triggers and scheduling across ProComms conversations

[Messages 1 – 3] will be sent on a **fixed schedule**, triggered by the Monthly Batch upload and will be scheduled to be sent on fixed dates throughout a specific month.

[Messages 4 – 10] will be sent on a **dynamic and personalized cadence**, triggered by consumer updates. Messages will be sent on individualized dates within their review journey.

Fixed Schedule Messaging

Dynamic and Personalized Messaging

CONVERSATION	SEND TIMES	MESSAGE TRIGGER	MESSAGE SCHEDULE	CHASERS
1 Review Kickoff	🕒 9:00 AM – 4:30 PM CT	'Review Type' field is empty	File upload + 1 day	
2 Update SSN	🕒 9:00 AM - 9:55 AM CT	'Review Type' field is empty and does not have an SSN	File upload + 13 days	Chaser 1 = Initial Message + 4 days Chaser 2 = Initial Message + 9 days
3 Update Contact Info	🕒 10:00 AM - 4:30 PM CT	'Review Type' field is empty		
4 Passive Review	🕒 12:05 PM - 1:55 PM CT	'Review Type' changes to 'PM' or 'SP' or 'IM' or 'NR'		
5 Review Packet Sent	🕒 10:00 AM - 11:55 AM CT	When Review_Status changes to 'SE' (Sent)	Trigger + 1 day	
6 Review Reminder	🕒 1:05 PM - 2:55 PM CT	When Review_Status changes to 'SE' (Sent)	Trigger + 7 days	Chaser 1 = Initial Message + 10 day Chaser 2 = Initial Message + 20 days
7 Review Received	🕒 12:05 PM - 12:55 PM CT	When Review Has Signature is populated	Trigger + 1 day	Chaser 1 = 10 Days after trigger Chaser 2 = 20 Days after trigger
8 Review Decision	🕒 12:05 PM - 12:55 PM CT	When Review_processed changes to 'Y'	Trigger + 1 day	
9 Reconsideration	🕒 10:00 AM - 11:55 AM CT	When Review_rejected_failure_to_return changes to 'Y'	Trigger + 1 day	Chaser 1 = Initial Message + 14 days
10 Experience Survey	🕒 12:05 PM - 12:55 PM CT	When Review_processed changes to 'Y'	Trigger + 2 days	