Kansas Medicaid Proactive Communications

Conversation Calendar and Logic

July 2024

Illustrative ProComms Calendar

July ProComms Schedule

Review Cohorts

September Cohort	Aug Med Batch
October Cohort	Sept Med Batch
November Cohort	Oct Med Batch

[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 Sept Cohort Monthly Batch	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 October Cohort Monthly Batch		
		Fixed Schedule Messaging			

Messages will occur Tuesday - Friday between 9 AM – 2:30 PM CT and not scheduled on holidays, weekends, and Mondays.
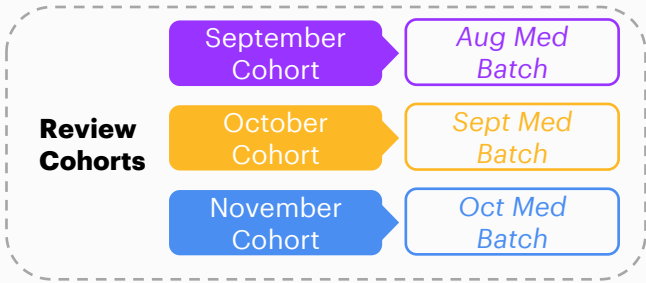
ProComms Conversations

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

Review Cohorts

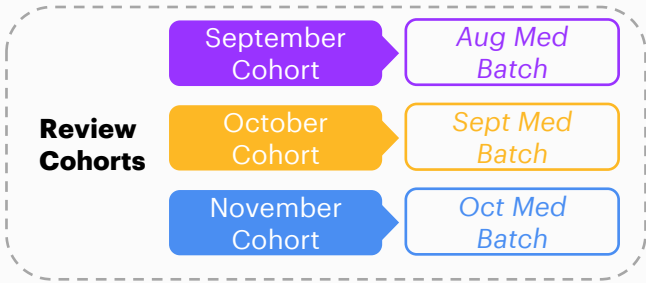| September Cohort | Aug Med Batch |
| October Cohort | Sept Med Batch |
| November Cohort | Oct Med Batch |

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

Messages will occur Tuesday - Friday between 9 AM – 2:30 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

September ProComms Schedule

Review Cohorts

| September Cohort | Aug Med Batch |
| October Cohort | Sept Med Batch |
| November Cohort | Oct Med Batch |

[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.

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

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

Messages will occur Tuesday - Friday between 9 AM – 2:30 PM CT and not scheduled on holidays, weekends, and Mondays.
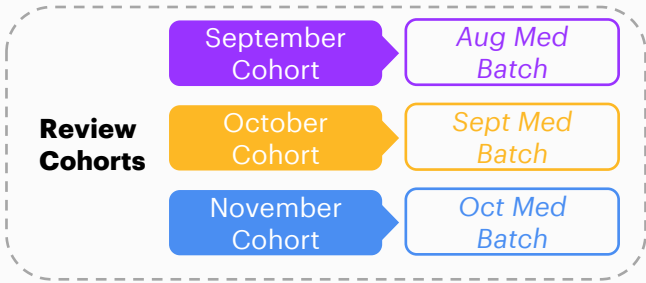
Triggers and scheduling across ProComms conversations

[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.

	CONVERSATION	SEND TIMES	MESSAGE TRIGGER	MESSAGE SCHEDULE	CHASERS
Fixed Schedule Messaging	1 **Review Kickoff**	🕐 *9:00 AM – 2:30 PM CT*	*'**Review Type**' field is empty*	**File upload + 1 day**	
	2 **Update SSN**	🕐 *9:00 AM - 11:25 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**	🕐 *11:30 PM - 2:30 PM CT*	*'**Review Type**' field is empty*		
Dynamic and Personalized Messaging	4 **Passive Review**	🕐 *12:05 PM - 1:55 PM CT*	*'**Review Type**' changes to 'PM' or 'SP' or 'IM' or 'NR'*	*Trigger +* **1 day**	
	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**	