TTHM.COM
TELEPHONE TOWN HALL MEETING

Telephone Town Hall Meeting (TTHM)
MEDICARE ADVANTAGE HEALTH PLAN OUTREACH

° Direct-Dial Phone Forums
° Branded Peer-to-Peer Texting

![TTHM.COM - Telephone Town Hall Meeting]

Engaging Members with Teletownhalls

1 **EDUCATE**
Use a Dynamic Outbound-Dial Phone Forum to Review Plan Benefits or Preview Changes with Members.

2 **ASSIST**
Address Common Issues, Direct Members to Support & Tag Issues for Followup.

3 **ENGAGE**
Get Feedback, Answer Questions & Connect Members With Their Benefits.

4 **BUILD TRUST**
Use a Caller ID Phone with Branded Name ID for Trusted Outreach That Members Can Rely On Time and Time Again.

5 **RETAIN**
Improve Member Experience, Plan Your Forum Around Retention & Elevate Your Star Ratings.

6 **FULL SERVICE**
Event Setup & Production Managed by Experienced Moderators & Operators.

Teletownhall Forum Production Process

1 — **CONNECT**
Dial Out to an Audience Targeted by Plan or by Grouping Similar Plans.

2 — **INFORM**
Provide Key Information & Updates to Get the Audience Up to Speed Early in the Live Forum.

3 — **FOCUS**
Answer Audience Questions One at a Time to Ensure Complete Understanding & Access.

4 — **IN-EVENT ENGAGEMENT**
TTHM Run Polls, Collects Data & Tags Members for Followup Based on Client Customization of Every Teletownhall.

5 — **SUPPORT OPTIONS**
TTHM Operators Triage Simple Issues. Provide Optional Transfers to Member Support Later in the Forum As Needed.

6 — **FULL REPORTING**
Reporting Includes Event Recording, Poll Detail, Questions Asked, Data Collected & More.

MA Teletownhall Participation Averages

Teletownhall forums reach and engage a better share of target members than other member outreach mediums. There are no tech barriers; members simply answer the phone to join the forum. Call new members, all of your members, or subsets who are experiencing changes or who need more assistance.

- Participation rates vary depending on the purpose and timing of the forum.

- These statistics represent average participation over ten events spread across the country.

- We hold forums for new member onboarding, AEP outreach, plan/benefit updates, focused support, etc.

26,392 OUTBOUND DIALS

10.79% ACCEPTED OF DIALED

40.11% ACCEPTED LISTEN 5+ MIN

13.26 AVG LISTEN MINUTES

65 SUBMITTED QUESTIONS

158 TRANSFERRED TO SUPPORT

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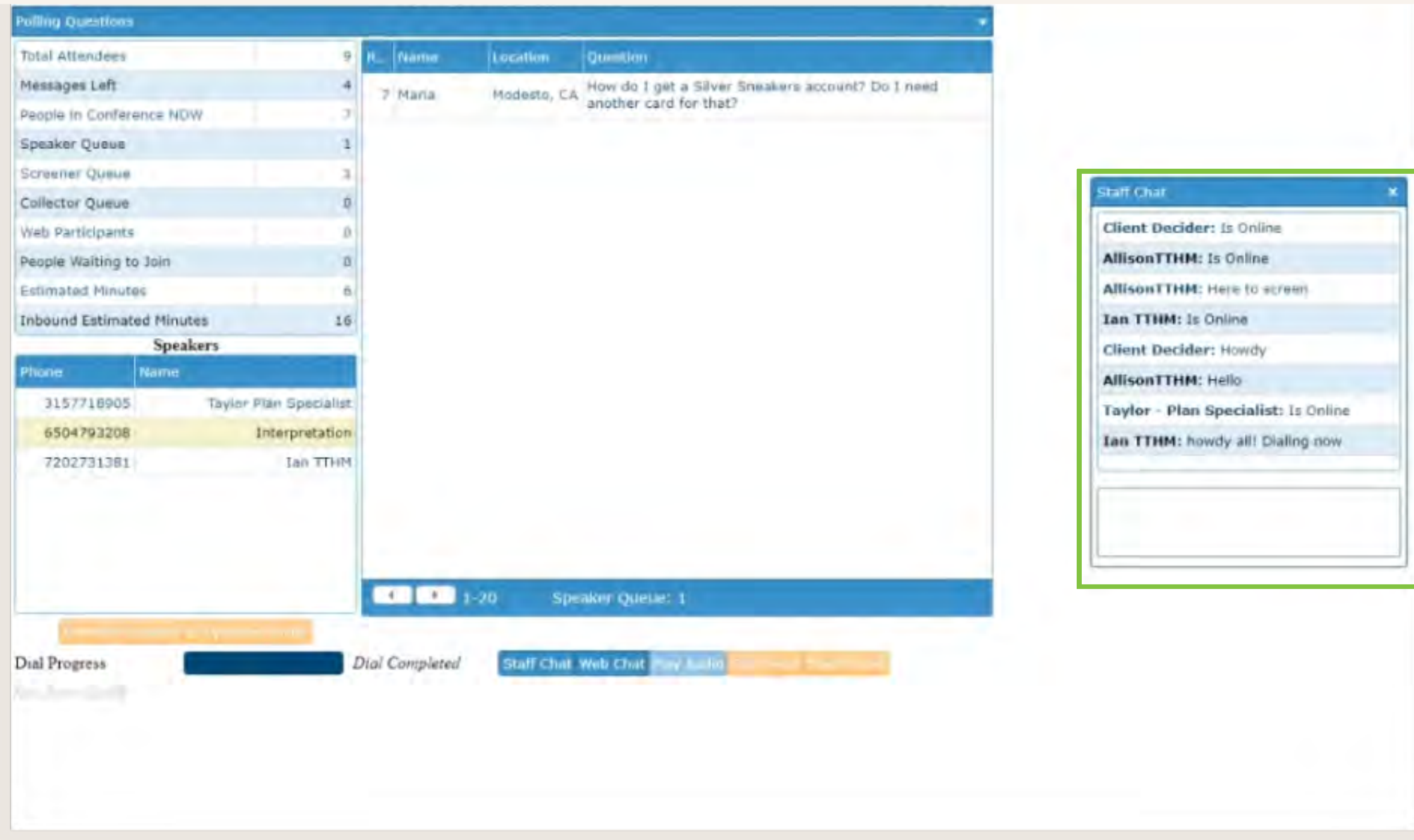
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EVENT WALKTHROUGH

The TTHM Moderator and Client Decider use Staff Chat to communicate and make production decisions during the event.

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An outbound dial automatically brings your target audience to the live forum.
Those who miss the call receive a voicemail explaining why you called.

TTHM Operators record audience questions and comments so that they can be taken live or read over the air by the Moderator. Questions are also saved for reporting.

DATA COLLECTION

TTHM Operators can gather contact information or demographic details, and can provide important phone numbers or websites on request.

Use in-event polling to get listener feedback. Polling can also be used to tag event participants for followup.

Client deciders choose questions and comments to during the forum. The TTHM Moderator reads questions or brings callers live.

Double-MMS Branded Text Alerts

Text Alerts can be used to notify members of an upcoming Teletownhall and/or to deliver important information, instructions & links.

DOUBLE-MMS BRANDED TEXT ALERT DELIVERY

"VIEW ALL" TEXT DETAIL

DOUBLE-MMS TEXT ALERT PRICING

Branded Banner Image followed by virtually unlimited text copy.

$0.17/text + $450 Setup & Reply Management + $250 10DLC Text Registration (Required by Mobile Carriers)

Initial Text Send & Replies managed by TTHM Staff using client-approved scripts.

Teletownhall Pricing

Dial up to 5,750 numbers - $1,750

Dial 5,751 to 11,500 - $2,450

Dial 11,501 to 23,000 - $3,900

Dial 23,001 to 34,000 - $5,300

Dial 34,001 to 45,500 - $6,700

Toll free is $0.15 per minute per user
Transfers are $0.12 per minute per user

Additional Spanish language - $1,775
Additional other language - $1,995

Text Alert Pricing

Double-MMS Text Alert = $0.17/txt

Event Setup ($250) + Reply Management ($200) = $450/text campaign

10DLC Text Campaign Registration = $250/annual fee (required by mobile carriers)

WebEx Add-On for Digital Participation = $750/event

Targeted Data Purchase =
$100 Setup plus $0.05/record

26k Dial Health Care Teletownhall Stats

Detailed reporting follows each event showing how each dial resolved, and highlighting each participation point. This sample reporting is for a dialout to 26,000 members.

Description	Calls			Minutes	
Accepted	2737				
Declines	5578				
Machine	16734				
Answered	25049		Total Minutes		37.8
Not Connected	1294				
No Answer	12				
Busy	36				
Fax	1				
Total Not Answered	1343				
#Spoke	18				
#Speaker Queue	165				
#Sent Back	17				
#Screener Queue	26				
Total Dials	26392				
Total People	8315				
Acceptances 5min+	1098				
%Acceptances 5min+	4.36				
Answered Call Rate	94.9				
Average Acceptance Duration	13.26				

Totals | Spoke | Speaker Queue | Sent Back | Screener Queue | Accepted | Q1 | Machines | Declines | Not Connected

TTHM Event Checklist 2023
Teletownhall Forum Setup

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Week(s) Before Event

- Schedule event date & time with your TTHM Client Representative
  - Work with TTHM to create a Web Registration Page for your event
- Promote your Telephone Town Hall Meeting via email/web
  - Your Web Registration Page is the best way to include active participants.

3 Days Before Event

- Choose a Caller ID phone at your office & record outbound message
  - Be prepared for callbacks on this number during and after the event.
  - Include date, time and event details in your outbound voicemail message.
- Draft and record Live Answer & Voicemail prompts (+ Precall if applicable)
  - Use our sample scripts to draft and record your audio prompts for dialout.
  - Be sure to include a Callback Number in the Voicemail prompt.
    Typically this is the same phone number as the Caller ID.
- Send data to TTHM Operations: ben@tthm.com or preston@tthm.com
  - Data should include a 10-digit phone number plus any information that needs to follow through to reporting such as Name, City, Unique ID #, etc.

2 Days Before Event

- Receive Admin Page login and Speaker dial-in line from TTHM
  - Includes instructions for logging into the Observer control platform and for dialing into the Speaker Line for broadcast.
- Send event setup docs to your TTHM contacts
  - Include list of Featured Speakers w/Titles plus any prepared comments, polling questions, and stock questions to focus the conversation.
- Send Text Alerts (where applicable)
  - Draft SMS or MMS Text Alert scripts (Initial Message + Reply Scripts)
  - TTHM sends texts & manages replies then harvests opt-ins day of event.

Day of the Event

- Join the Speaker Line 15 minutes before scheduled event time.
  - Log into Admin Page and have Featured Speakers join the Speaker Line.
  - Provide the TTHM Moderator with focal topics to promote during intro.
  - Sound-check Speakers and review event flow with TTHM Moderator.
  - Review responsibilities including who will decide questions for Q&A.

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