



Telephone Town Hall Meeting (TTHM)

MEDICARE ADVANTAGE HEALTH PLAN OUTREACH

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

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

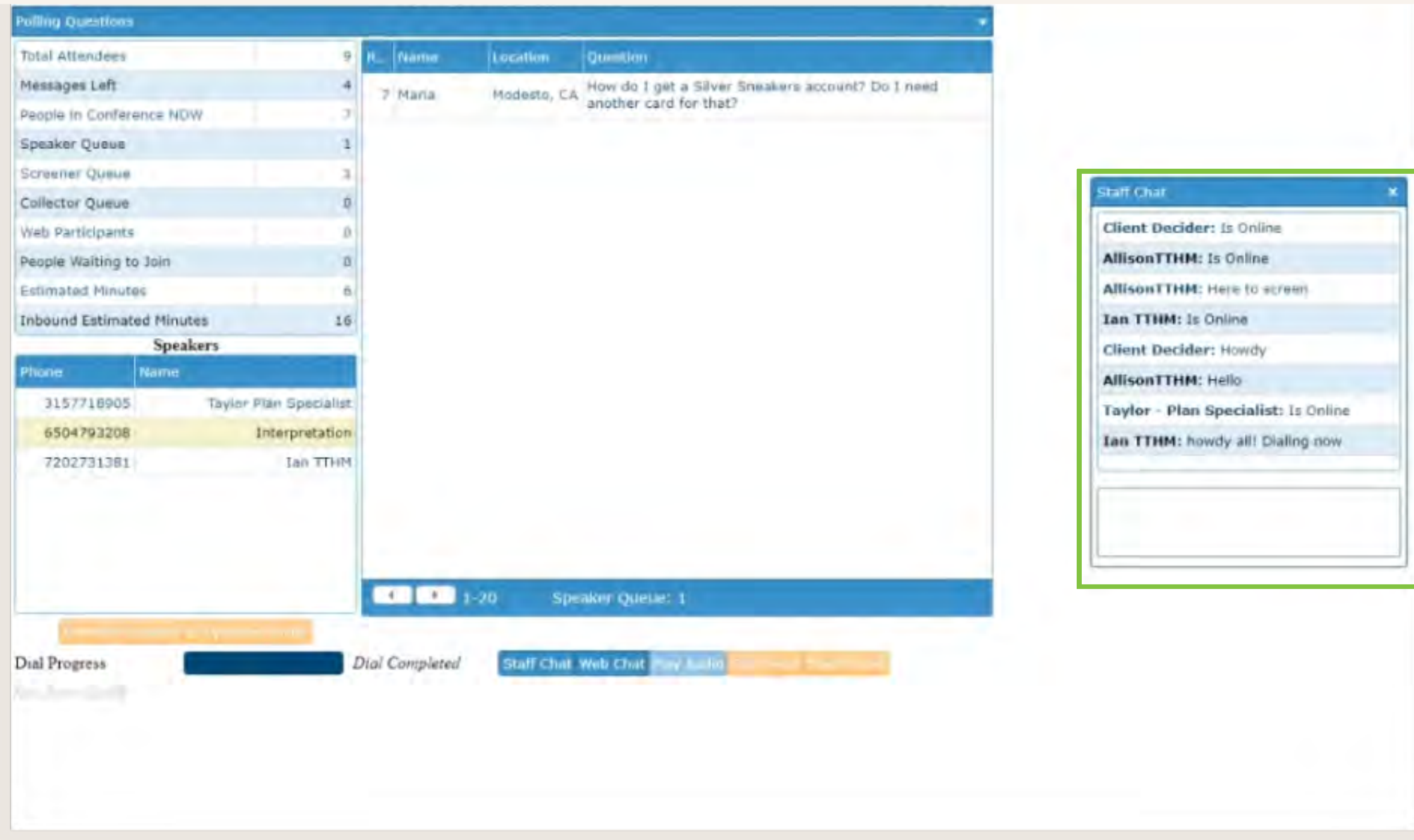


TELEPHONE TOWN HALL MEETING

EVENT WALKTHROUGH

IN-EVENT COMMUNICATION

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



The screenshot displays the TTHM interface during an event. It includes a 'Polling Questions' section on the left, a 'Speakers' list, and a 'Staff Chat' window on the right.

Polling Questions

| Question | Count |
|---------------------------|-------|
| Total Attendees | 9 |
| Messages Left | 4 |
| People in Conference NOW | 3 |
| Speaker Queue | 1 |
| Screening Queue | 3 |
| Collector Queue | 0 |
| Web Participants | 0 |
| People Waiting to Join | 0 |
| Estimated Minutes | 6 |
| Inbound Estimated Minutes | 16 |

Speakers

| Phone | Name |
|------------|------------------------|
| 3157718905 | Taylor Plan Specialist |
| 6504793208 | Interpretation |
| 7202731381 | Ian TTHM |

Staff Chat

- Client Decider: Is Online
- AllisonTTHM: Is Online
- AllisonTTHM: Here to screen
- Ian TTHM: Is Online
- Client Decider: Howdy
- AllisonTTHM: Hello
- Taylor - Plan Specialist: Is Online
- Ian TTHM: howdy all! Dialing now

Dial Progress

Dial Completed

Staff Chat Web Chat Play Audio

DIALING THE AUDIENCE

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



The screenshot displays the TTHM interface during a live forum. It features a 'Polling Questions' sidebar on the left, a central 'Speakers' table, and a 'Staff Chat' window on the right.

Polling Questions

| Question | Count |
|---------------------------|-------|
| Total Attendees | 9 |
| Messages Left | 4 |
| People in Conference NOW | 6 |
| Speaker Queue | 2 |
| Screening Queue | 1 |
| Collector Queue | 0 |
| Web Participants | 0 |
| People Waiting to Join | 0 |
| Estimated Minutes | 13 |
| Inbound Estimated Minutes | 21 |

Speakers

| Phone | Name |
|------------|------------------------|
| 3157718905 | Taylor Plan Specialist |
| 6504793208 | Interpretation |
| 7202731381 | Ian TTHM |

Staff Chat

Client Decider: Is Online
AllisonTTHM: Is Online
AllisonTTHM: Here to screen
Ian TTHM: Is Online
Client Decider: Howdy
AllisonTTHM: Hello
Taylor - Plan Specialist: Is Online
Ian TTHM: howdy alli Dialing now

Dial Progress

Dial Progress Dial Completed

Staff Chat Web Chat Play Audio [Audio Controls]

SCREENING QUESTIONS

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.

| Name | Location |
|---------|--------------|
| Allison | Orange Park |
| Taylor | Jacksonville |

Preston from Forth Worth

New Name
 Preston

New Location
 Underwood

Rating
 ★★★★★★☆☆

Question

How do I start taking advantage of Silver Sneakers benefits?

Screen Caller

Send Back to Conference

Put in Speaker Queue

Terminate Call

Additional Information

First Name

Preston

Last Name

Street Address

City

State

ZIP Code

Phone

Email

Employer

Occupation

Billing Information

☐ Copy above information for billing

First Name

Last Name

Street Address

City

State

ZIP Code

1-19 Screener Queue: 2

1-20 Speaker Queue: 0

DATA COLLECTION

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

| Name | Location |
|---------|-------------|
| Allison | Orange Park |

| | | | |
|------------------------|-------------|----------------|------------|
| First Name | Last Name | Street Address | |
| Preston | Underbridge | | |
| City | State | ZIP Code | Phone |
| Westminster | | | 7202555555 |
| Email | Employer | Occupation | |
| preston.under@gmail.co | | | |

Billing Information

☐ Copy above information for billing

| | | | |
|----------------|-----------|-------|----------|
| First Name | Last Name | | |
| | | | |
| Street Address | City | State | ZIP Code |
| | | | |
| Phone | Amount | | |
| | | | |
| Comment | | | |
| <div></div> | | | |

[Allow To Speak](#) [Save & Send Back to Conference](#)

1-19 Collector Queue: 1



IN-EVENT POLLING


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

Polling Questions

Live Card Question

1. Have you received and activated your Member Card? 00:00:00

| ID | Answer | | |
|-----------------------|---|----------|----|
| 1 | Yes – you received your card and successfully activated it. | 0 | 0 |
| 2 | Yes – you received your card but you are having trouble activating it | 1 | 25 |
| 3 | No – you have not received your Member card | 3 | 75 |
| 4 | | 0 | |
| 5 | | 0 | |
| Total Answers: | | 4 | |



Start Question
End Question

| R# | Name | Location | Question |
|----|---------|-------------------|---|
| 6 | Gabriel | Moreno Valley, CA | I have struggled with loneliness and depression since the pandemic. Does this plan help me with therapy? I have never visited a psychiatrist. |
| 7 | Maria | Modesto, CA | How do I get a Silver Sneakers account? Do I need another card for that? |
| 7 | Gerald | Hesperia, CA | My doctor told me I need to start using a walker. Is that covered? |

| Phone | Name |
|------------|------------------------|
| 3157718905 | Taylor Plan Specialist |
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Staff Chat

Client Decider: Is Online

AllisonTTHM: Is Online

AllisonTTHM: Here to screen

Ian TTHM: Is Online

Client Decider: Howdy

AllisonTTHM: Hello

Taylor - Plan Specialist: Is Online

Ian TTHM: howdy all! Dialing now

CHOOSING QUESTIONS

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

2. What would you like to hear about first?

00:00:00

| ID | Answer | # | % |
|----------------|--|---|----|
| 1 | Over the Counter Card (OTC) | 1 | 25 |
| 2 | Dental Benefits | 2 | 50 |
| 3 | Finding an In-Network Provider or Specialist | 1 | 25 |
| 4 | | 0 | |
| 5 | | 0 | |
| Total Answers: | | | 4 |

Start Question

Stop Question



| | |
|---------------------------|----|
| Total Attendees | 9 |
| Messages Left | 4 |
| People in Conference NOW | 6 |
| Speaker Queue | 5 |
| Screening Queue | 0 |
| Collector Queue | 1 |
| Web Participants | 0 |
| People Waiting to Join | 0 |
| Estimated Minutes | 20 |
| Inbound Estimated Minutes | 32 |

Speakers

| Phone | Name |
|------------|------------------------|
| 3157718905 | Taylor Plan Specialist |
| 6504793208 | Interpretation |
| 7202731381 | Ian TTHM |

| R... | Name | Location | Question |
|------|----------|----------------------|---|
| 8 | Gabriel | Moreno Valley, CA | I have struggled with loneliness and depression since the pandemic. Does this plan help me with therapy? I have never visited a psychiatrist. |
| 7 | Maria | Modesto, CA | How do I get a Silver Sneakers account? Do I need another card for that? |
| 7 | Gerald | Hesperia, CA | My doctor told me I need to start using a walker. Is that covered? |
| 7 | Kyle | Rancho Cucamonga, CA | Being that inflation is at an all time high, I'm having trouble affording my medication. Is there any help for me? |
| 6 | Victoria | Glendale, CA | I've been needing some dental work done. Are dentures covered under my plan? |

Staff Chat

Ian TTHM: howdy all! Dialing now

Ian TTHM: which Q first?

Client Decider: Let's take Maria from Modesto

Ian TTHM: got it, first Q for Taylor:

Ian TTHM: Name: Maria Location: Modesto, CA Issue: How do I get a Silver Sneakers account? Do I need another card for that?

Ian TTHM:

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



Carepoint will be holding a live Telephone Town Hall forum on July 7th at Noon CT. Answer our call at that time to join the event and learn about the benefits and services available to you. You will have an opportunity to submit questions about your plan during our live Q&A with Carepoint experts. 0

View all



"VIEW ALL" TEXT DETAIL

Carepoint will be holding a live Telephone Town Hall forum on July 7th at Noon CT. Answer our call at that time to join the event and learn about the benefits and services available to you. You will have an opportunity to submit questions about your plan during our live Q&A with Carepoint experts. Or you can just listen in as we field questions from other Carepoint members.

For more information on your plan and to manage your benefits, log into the member portal:

<https://www.carepoint.co/account-login>

Download the Carepoint App to your Android smartphone:

<https://play.google.com/store/apps/details?id=com.carepoint.health>

Download the Carepoint App to your Apple smartphone:

<https://apps.apple.com/us/app/carepoint-health/id946-042128>

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

| 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



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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TELEPHONE TOWN HALL MEETING

TTHM

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