



# Telephone Town Hall Meeting (TTHM)

## MEDICARE ADVANTAGE HEALTH PLAN OUTREACH

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

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

Participation rates vary depending on the purpose, timing and promotion of the event. Contact us to plan a successful large-scale virtual forum.

**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



# 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.



# 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.



# 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.**

**\$0.10/text + \$450 Setup & Reply Management**

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

# Teletownhall Pricing

Dial up to 6,000 numbers - \$1,750

Dial 6,001 to 12,000 - \$2,450

Dial 12,001 to 24,000 - \$3,900

Dial 24,001 to 36,000 - \$5,300

Dial 36,001 to 48,000 - \$6,700

Toll Free is \$0.15 per minute per user

Transfers are \$0.12 per minute per user

Spanish Simulcast - \$1,775

Other Language Simulcast - \$1,995

WebEx Integration Add-On = \$750/event

# Data & Text Alert Pricing

Double-MMS P2P Text Alert = \$0.10/text  
Text Setup (\$250) + Reply Management  
(\$200) = \$450/text campaign

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


\*TTHM assists with 10DLC registration so that  
you send compliant texts that will be delivered.  
We cover the annual fee in most cases.

Targeted Mobile/Landline Phone Data =  
\$100 Setup plus \$0.05/record



# TTHM Event Setup Assistance

TTHM provides Setup Guides, Scripting Assistance, Training Demos and more to ensure that we accomplish your outreach goals.



## TTHM Event Checklist 2024

### Telephone Town Hall Meeting Setup

Weeks Before Event

**Schedule event Date, Time and Volume with your TTHM Client Representative**

- Let us know what date/time you want to initiate dialout and how many phones you want to dial/text.
- Add optional Language Simulcasts to your Teletownhall like Spanish, Vietnamese & Korean.
- Add an optional Web Simulcast or Webinar Integration to allow for online participation.
- Add optional P2P Text Alerts to generate advanced opt-ins and deliver info, links, action items, etc.
- Add Mobile Direct Dialing to reach mobile users during the outbound dial at the time of your event.

**Receive Admin Page login and Speaker dial-in line from TTHM**

- Instructions detail logging into the Observer control platform to work with TTHM Moderators and Operators during the live event production. Plan to log in 15 minutes before dialout.
- You will receive a Speaker Line for featured speakers and key event organizers. This number should be closely guarded and reserved for only a handful of people.
- Your TTHM Moderator will join the Speaker Line 15 minutes before dialout for sound check and to review the event agenda. For more complex events or for your first event, we are happy to join and help review the planned production 30-45 minutes before dialout.

**Promote your Telephone Town Hall Meeting**


- Work with TTHM to create a customized Web Registration Page for your event. Your Web Registration Page is the best way to generate interest and opt-ins for your Teletownhall. Distribute using our URL or by requesting embed code to add the form to your own website.
- Promote your Telephone Town Hall Meeting via email, website, social media, etc. Encourage web registration until the day of your event. Then promote any optional Web Simulcast day-of the event.

**Choose a Caller ID phone at your organization & record an 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 for this phone.
- The TCPA requires that you check voicemails left at this Caller ID phone and process any DNC requests by removing their phone from your outreach lists. Send any Do Not Contact request phone numbers to TTHM to be added to a permanent DNC list for your account.


**Begin scripting Event Agenda, Recorded Prompts, Canned Qs, Poll Qs & Text Alerts**

- We will provide sample scripting to help you draft scripts and generate compelling content. Feel free to request advice from one of our experienced TTHM Moderators when drafting.
- Providing our Operators and Interpreters with a list of featured speakers, important phone numbers, key web pages and other details will help them to excel during the live event.
- TTHM is happy to provide virtual demos for your team members who will be featured speakers or choosing questions during the forum. We will help you to be prepared and confident at showtime.



CALL 303.813.0800 VISIT [tthm.com](https://tthm.com)  
EMAIL [inquiries@tthm.com](mailto:inquiries@tthm.com)





## TTHM Simulcast Setup 2024

### Language Simulcast Setup Checklist & Notes

Telephone Town Hall Meeting Simulcasts include two Interpreters as well as bilingual Operators that translate participant questions into English. Help our team provide the best possible live translation for your Language Simulcast by providing your TTHM Moderator with the following information at least 24 hours prior to broadcast.

- Names and Titles of all Featured Speakers.
- Any scripted comments that will be delivered by Featured Speakers.
- Key phone numbers, websites, emails, action items, social handles, etc.
- Polling questions with up to five possible answers per poll.
- Canned Questions to facilitate Q&A. Web Registration Pages can include a “Submit a Question” field to generate advance questions from registrants.
- An Agenda/Timeline document outlining your event and additional scripting.
- Details on upcoming events, transfer options, assistance protocols, and anything else that might help our Interpreters and Operators support the live forum.


Language Simulcast Production Notes

Questions taken from Simulcasts are read in English on the main broadcast, answered in English by your featured speakers, and that dialogue is translated by our interpreters for the simulcast audience.


TTHM will record alternate-language components of your Live Answer and Voicemail prompts to facilitate transfer to a Language Simulcast.


When adding more than one Simulcast, we recommend identifying a Primary Simulcast (typically Spanish) that transfers from the main English dialout. Other languages should be dialed directly using prompts exclusively in those languages.

TTHM can facilitate direct dialouts by adding a Language Preference field to your Web Registration Page then splitting opt-in data for dialout. If you have reliable Language Preference in your contact database (not based on surname), provide that detail to TTHM to facilitate Simulcast dialouts.



CALL 303.813.0800 VISIT [tthm.com](https://tthm.com)  
EMAIL [inquiries@tthm.com](mailto:inquiries@tthm.com)





## TTHM Web Registration 2024

### Custom Web Registration Page Setup

Telephone Town Hall Meeting provides a complimentary web registration page for clients scheduling Teletownhalls. Use this web form to generate opt-ins to your upcoming event by distributing a URL or requesting embed code for your website.

Web Registrants are added to a VIP dialing list that launches before other dialing lists.

We typically ask for registrants to opt-in for ALL future forums instead of a single event.

**View our Sample Web Registration Page:**  
<https://tthm.wufoo.com/forms/tthm-event-signup-form>

**Send us the following information to begin setup:**


Subject Line  
This line is limited to 50 characters including spaces and can only include letters and numbers. This line of text will inform the automatic URL generated on completion.

Event Description & Registration Request  
Ask users to register for your Teletownhalls and provide a preview of forum content. This information will be placed at the top of the form. You can include links to information on the subject matter or asking registrants to take other actions.


Add/Subtract Fields  
View our [sample registration page](#) for reference and let us know what fields to add or subtract. Also note any fields that should be required instead of optional.

Solicit Pre-Submitted Questions  
Optionally ask registrants to submit questions for an upcoming Telephone Town Hall. Craft full or partial answers to these questions and use as Canned Qs to drive Q&A.

Written copy confirming registration  
This message will appear on a confirmation page after users submit their registration. Thank registrants and include any prerequisites for participation in the Teletownhall.



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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





# TELEPHONE TOWN HALL MEETING

TTHM

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