



## AppHealthCare Policy and Procedure

### Section Name: Management Operations | Topic: SMS/Text Messaging Privacy and Terms of Use

**Policy Section:** Management Operations

**Policy Topic:** SMS/Text Messaging Privacy Policy  
and Terms of Use

**Reviewed By:** Advisory Team

**Approved By:** Health Director/CEO

**Approved Date:** 08/26

**Revision Dates:**

**Reviewed Dates:** 08/26

**Policy and Purpose:** AppHealthCare offers SMS/text messaging to support patient communications, appointment coordination, care management, account notifications, operational communications, and other approved communications. By a patient/client providing their mobile number and opting into text messaging, they agree to receive text messages from AppHealthCare in accordance with this policy.

#### Types of Messages Patients/Clients May Receive

Appointment reminders; scheduling notifications; registration and intake reminders; care coordination communications; prescription or refill reminders; patient portal notifications; billing and account notifications; operational updates; one-time passcodes; public health communications; and other healthcare-related communications.

#### Consent to Receive Text Messages

Consent may be obtained through registration forms, intake forms, communication preference selections, patient portals, online forms, written authorization, verbal consent where permitted, text-message keyword enrollment, or other documented communication preference processes. Consent to receive text messages is not a condition of receiving healthcare services.

#### Message Frequency

Message frequency varies based on your relationship with the health center, appointments, care programs, account activity, communication preferences, and services utilized.

#### Message and Data Rates

Message and data rates may apply. Patients/Clients are encouraged to contact their wireless provider for information regarding their mobile messaging or data plan.



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#### **How to Opt Out**

Patients/clients may opt out at any time by replying STOP to any text message. You may also contact AppHealthCare using the contact information below to update communication preferences. After opting out, the patient/client may receive a final confirmation message confirming the unsubscribe request.

#### **How to Get Help**

Contact AppHealthCare at (828) 795-1970 or [info@apphealth.com](mailto:info@apphealth.com) for assistance.

#### **Privacy and Use of Information**

The health center may maintain a patient/client's mobile number, consent records, communication preferences, message delivery information, support interactions, and related information necessary to operate, secure, document, support, and improve messaging services. Information may also be used to coordinate care, manage appointments, communicate account information, administer services, and comply with legal obligations.

#### **Information Sharing**

The health center does not sell, rent, or share mobile numbers or SMS consent information with third parties or affiliates for their own marketing or promotional purposes. Information may be shared with service providers, technology vendors, cloud messaging providers, and business associates that support messaging operations on behalf of the health center.

#### **Security and Confidentiality**

Text messages may not be encrypted and may be accessible to individuals who have access to your mobile device, mobile account, or telecommunications services. For sensitive information, the health center may direct you to the patient portal or another secure communication channel.

#### **Patient Responsibilities**

The patient/client is responsible for providing an accurate mobile number and notifying the health center if the number changes. If a patient/client shares a device with others, they may have access to messages sent by the health center.

#### **Emergency Communications**

SMS/text messaging should not be used for emergencies. If someone has a medical emergency, call 911 or seek immediate emergency medical care.

#### **Optional Programs**

If the health center offers optional messaging programs such as wellness campaigns, fundraising, classes and events, surveys, research participation, marketing communications, or other optional messaging programs, additional disclosures and separate consent may apply.



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#### **Carrier Disclaimer**

Wireless carriers are not liable for delayed or undelivered messages.

#### **Changes to This Policy**

The health center may update this policy periodically. Updated versions will be posted on this website with a revised effective date.

#### **Contact Information**

AppHealthCare  
Serving Alleghany, Ashe and Watauga Counties  
Phone Number: (828) 795-1970  
Email: [info@apphealth.com](mailto:info@apphealth.com)  
[www.AppHealthCare.com](http://www.AppHealthCare.com)

#### **Reference Plans, Forms and Policies:**

- HIPAA Policy