

SMS / Text Messaging Terms and Conditions

HealthRIGHT 360

Effective date: 06/01/2026

Current Approved Use: ECM Outreach

HealthRIGHT 360 may offer text messaging (SMS or MMS) communications to support access to services and care coordination. For the current ECM outreach, HealthRIGHT 360 text messaging is limited to initial outreach to determine whether a recipient would like more information about Enhanced Care Management (ECM), appointment reminders, and related follow-up requested by the recipient. Additional texting use cases, including treatment-related messaging, billing, fundraising, or marketing, require separate review and approval before use.

By providing your mobile phone number and/or opting in to receive text messages, you agree to these terms. Your consent to receive text messages is voluntary and is not a condition of receiving HealthRIGHT 360 services.

Program Description

For the current ECM outreach launch, HealthRIGHT 360 text messaging may be used to:

- Let you know that HealthRIGHT 360 is trying to reach you about a no-cost care support program;
- Ask whether you would like more information;
- Provide HELP and STOP instructions;
- Coordinate a follow-up call, appointment reminder or other communication if you request more information; and
- Confirm opt-out requests.

Text messaging is intended for general communication and coordination purposes only. It should not be used for emergencies or urgent medical, mental health, or safety concerns. If you are experiencing an emergency, call 911 or go to the nearest emergency room.

No Sensitive Information in Initial Outreach

HealthRIGHT 360 will not include diagnosis, treatment, substance use disorder, mental health, housing status, immigration status, financial, or other sensitive personal information in initial outreach text messages. To protect your privacy, please do not send detailed medical, behavioral health, substance use, financial, or emergency information by text.

Opt-In Consent

HealthRIGHT 360 will send text messages only to the extent permitted by applicable law, regulatory guidance, contractual requirements, and HealthRIGHT 360 policy. For the current ECM outreach launch, HealthRIGHT 360 may rely on prior express consent, prior express invitation or permission, other legally sufficient authority to contact, or other permissible basis for outreach, as applicable, including authority arising from information provided during Medi-Cal enrollment, managed care plan enrollment, plan administration, delegated outreach activities, direct communication from the individual, or another authorized source.

Where permitted by law and contract, a mobile telephone number provided by or on behalf of an individual in connection with Medi-Cal enrollment, Medi-Cal managed care plan enrollment, or administration of covered

benefits and services may be used for non-marketing outreach related to available Medi-Cal benefits and services, including Enhanced Care Management (ECM).

HealthRIGHT 360 will document the basis for outreach in a manner consistent with its policies and procedures. Depending on the applicable workflow, the basis for outreach may include:

- information provided during Medi-Cal enrollment or managed care plan enrollment
- health plan records, eligibility files, referrals, or delegated outreach lists
- written consent forms
- electronic intake forms
- website or client portal opt-in
- verbal consent documented by staff
- direct reply or other engagement by the recipient requesting information or follow-up

Consent to receive text messages is voluntary when consent is required. An individual's decision not to receive text messages will not affect eligibility for, or access to, HealthRIGHT 360 services. Individuals may opt out of text messaging at any time and may request an alternative method of communication when available.

Message Frequency

Message frequency may vary. For initial ECM outreach, HealthRIGHT 360 expects to send a limited number of messages unless you reply or request follow-up. Messages may be sent periodically or as needed to support the communication you requested.

Message and Data Rates

Message and data rates may apply depending on your mobile carrier and service plan. HealthRIGHT 360 is not responsible for any charges imposed by your mobile service provider. Check your mobile plan for details.

Supported Devices and Delivery

Not all mobile devices or carriers may support SMS messaging services. HealthRIGHT 360, its service providers, and mobile carriers are not responsible for delayed or undelivered messages.

Message delivery may be subject to:

- Mobile carrier limitations
- Network availability
- Geographic coverage

Opting Out

You may opt out of receiving HealthRIGHT 360 text messages at any time. To stop receiving text messages, reply STOP to any HealthRIGHT 360 message. You may also use other words or phrases that clearly show you no longer want to receive text messages, such as CANCEL, END, QUIT, UNSUBSCRIBE, "do not text me," or "no more texts." After you opt out, you may receive one confirmation message indicating that you have been unsubscribed.

Help and Support

For assistance with text messaging services, reply HELP to any message, contact HealthRIGHT 360 at [dedicated SMS support phone number], [dedicated email address], or visit <https://www.healthright360.org/contact-us/> for current contact options.

Accuracy of Contact Information

Messages will be sent to the mobile phone number you provide or that HealthRIGHT 360 is authorized to use for outreach. If you change or deactivate your phone number, please notify HealthRIGHT 360 so that your contact information can be updated. HealthRIGHT 360 is not responsible for messages sent to phone numbers that have been reassigned or changed without notification. If you receive a message from HealthRIGHT 360 in error, please reply STOP or contact us at the phone number or email listed above. HealthRIGHT 360 will make reasonable efforts to suppress the number from further text outreach.

Privacy and Confidentiality Considerations

HealthRIGHT 360 takes reasonable steps to protect your privacy. However, text messaging is not a fully secure form of communication. By opting in to receive text messages, you acknowledge that messages may be viewed by others who have access to your phone, mobile carriers may store records of messages, and messages may be intercepted or accessed by unauthorized parties.

HealthRIGHT 360 will limit the amount of sensitive personal or health information sent by text message. Initial outreach texts will be neutral and will not include diagnosis, treatment, substance use disorder, mental health, housing status, or other sensitive information. If you prefer not to receive text messages due to privacy concerns, you may opt out or request an alternative communication method when available.

If HealthRIGHT 360 uses authorized service providers to support text messaging, those providers must be subject to applicable contractual, privacy, and security requirements. Additional internal operational controls, including vendor review, retention, audit logging, and any required HIPAA or 42 CFR Part 2 protections, will be addressed through HealthRIGHT 360's internal implementation process and are not altered by these public terms.

Changes to SMS Messaging Services

HealthRIGHT 360 reserves the right to modify or discontinue its SMS messaging services at any time. Any updates to these Text Messaging Terms and Conditions will be posted on the HealthRIGHT 360 website or communicated through other appropriate channels. Material changes to the scope or purpose of HealthRIGHT 360 text messaging may require additional notice, consent, or Compliance/Privacy review before implementation.