

# OUTBOUND AUTOMATED COMMUNICATIONS FAQ

## General:

On February 3, 2026, we're launching a new communication platform. Expect a new look and feel to our outbound automated texts, emails, and phone calls.

Changes you will notice:

- Easy SMS opt-in and opt-out
- More ways to schedule, reschedule, or cancel appointments
- Cleaner messages with direct links for details
- Real-time confirmations and cancellations via automated calls
- Updated sender contact information and appointment details
- Enhanced communication for teen proxies

## FAQs:

### WHAT ARE OUTBOUND AUTOMATED COMMUNICATIONS?

Our outbound communications platform helps us stay connected to our patients using text, automated calls and email. The platform is used to send a wide variety of messages about appointments, MyChart notifications, family updates, prescriptions, and more.

### DO I NEED TO OPT-IN TO RECEIVE TEXT COMMUNICATIONS?

Opt-in means that patients and family members give permission to receive communication through text messages.

Patients and family members must opt-in to receive text messages. Patients who have an active general consent on file before February 3, 2026 will be automatically opted in and will receive text messages, no action needed.

### HOW DO I OPT-IN AND OUT?

If you don't have a consent on file, after Feb. 3, you'll receive phone calls instead until you opt-in to text messages.

Beginning February 3, patients can:

- Text START to 69354 (easiest)
- Log into their MyChart and update their Communication Preferences
- Opt-in at their clinic with registration or scheduling staff.
- When opting in, you will see this disclosure:

*Text messages related to your relationship with CentraCare & Clinical Affiliates, including updates related to your visits, MyChart account, one-time passcode, billing notifications, prescription reminders, and care management will be sent to phone number above. Message and data rates may apply. For help text HELP and text STOP to opt out of notifications from a specific short code. Please review the terms and conditions, and privacy policy at [CentraCare.com](https://www.centracare.com).*

### WHAT TYPE OF TEXT MESSAGES WILL I RECEIVE AFTER I'VE OPTED-IN?

Once you are opted into texting, texts could include details related to you and your proxy's visits, MyChart notifications, one-time passcode instructions, billing notifications, prescription reminders or care management information will be sent to the mobile phone number you provide. Message frequency may vary.

You can manage the type of text messages you receive by updating your communication preferences in MyChart or by calling our MyChart Support Team.

If you are a CentraCare patient, your billing communications will not change at this time.

## WHAT BRANDING WILL I SEE WHEN I OPT IN TO TEXTING?

After you have opted in to text messaging, you will receive a confirmation message indicating you've been opted into notifications from CentraCare & Clinical Affiliates. (Clinical Affiliates refers to our Epic Community Connect sites.)

If you opt in during an appointment with registration staff you will receive a confirmation message that includes your specific site's branding, so it will look personalized to the location the patient is receiving care at.

## WILL I BE CHARGED FOR TEXT MESSAGES?

We do not charge you to receive text communication. Based on your individual cell phone plan, data and message rates may apply.

## DO I NEED A MYCHART ACCOUNT TO RECEIVE TEXT AND EMAIL COMMUNICATIONS?

No, a MyChart account is not required.

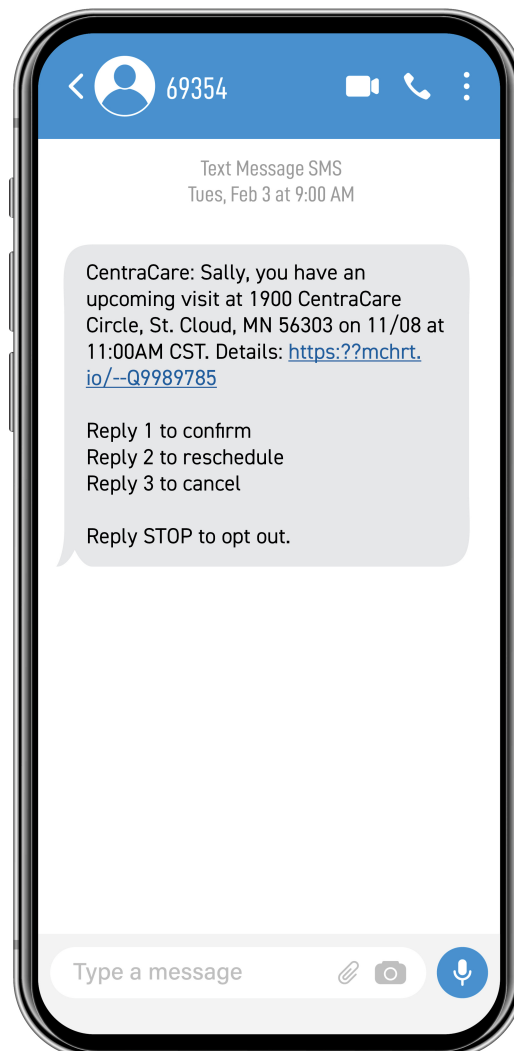
## WHAT WILL CHANGE IN THE BODY OF THE TEXT MESSAGES AND EMAILS?

Your text messages and emails will have a slightly different design look and content will be simplified and streamlined. The sender text, email and phone numbers will be new.

### **New look and content:**

Your emails and text messages will look different. For example, there may be a new color scheme or logo placement in emails. Also, text messages will include different content and a link that encourages you to visit MyChart for more detailed information.

For example, this is what an appointment reminder text message will look like.



When the hyperlink is clicked, appointment details will appear along with the option to confirm and eCheck-in:

**Appointment Details**

**Office Visit with Sally Smith**

Monday November 24, 2025  
Arrive by 7:45 AM CST  
Starts at 8:00 AM CST (15 minutes)  
[Add to calendar](#)

CentraCare - Melrose Clinic Family Medicine  
CentraCare - Melrose - Door 2 Entrance  
525 Main St. W.  
Melrose MN 56352-1043  
320-256-4228  
[Get directions](#)

[Reschedule appointment](#)  
[Cancel appointment](#)

**Get ready for your visit!**

[Confirm](#) | [eCheck-In](#)

Let staff know you don't need a reminder call. | Save time by completing eCheck-In ahead of time.

Save time at the clinic by filling out the following questionnaires:

- [Patient Health Questionnaire \(PHQ-2\)](#) (Not Started)
- [Photo ID](#) (Not Started)

**Directions for CentraCare - Melrose Clinic Family Medicine**

CentraCare - Melrose - Door 2 Entrance. Upon arrival, please use the kiosk to let us know you are here. Once checked in proceed to Lobby A. \*\*To ensure your safety and our staff's safety, please know CentraCare does not have staff available to assist you in and out of your vehicle, so if needed, we ask that you have a family member or friend there to assist you. Thank you for understanding.\*\*

[Back to Appointments and Visits](#)

## Texting Opt-In / Opt-Out Changes:

If you decide to opt-out of text messages, you will no longer receive ANY text messages from CentraCare or any affiliate organizations.

## New Sender Contact Information:

Messages will come from new phone numbers and email addresses. CentraCare and all affiliate organizations use the same text short code: **69354**. Phone and email addresses are organization specific.

## WHERE WILL I SEE APPOINTMENT ARRIVAL INFORMATION?

This information will be shared via a link in the reminder text or within your email communication. When patients click the link, it will open to a page with appointment details, the ability to confirm the appt, complete check-in, and arrival directions. This is available whether patients have an active MyChart or not.

## WHAT IS CHANGING FOR VOICE REMINDERS FOR APPOINTMENTS?

Patients can now confirm or cancel appointments in real-time on a phone call for single or multiple same-day appointments.

## WHAT IF I WANT TO CHANGE MY TEXT, EMAIL OR PHONE COMMUNICATION PREFERENCES?

After February 3, in MyChart go to **Menu > Settings > Communication Preferences** and choose how you want to receive messages — by text, email, phone or mail. You can customize how you want to be contacted for each type of message from appointment details and health notifications to billing and questionnaires. [See this tip sheet for details.](#)

## WHAT ABOUT MYCHART AND PROXY ACCOUNTS?

Adult to adult proxies will continue to function as they do today. However, with this upgrade, if someone has proxy access for a patient, the proxy can set unique communications preferences for themselves and their proxies. See next question.

Communications to proxy parents or guardians of teens (ages 12-17) will change after Feb 3. Proxies can receive text messages related to their teen's upcoming appointments.

However, for communications to be sent, proxy access must be set up properly for teens ages 12-17. If you are set up as a proxy, you will see your teen in your MyChart account in the top right corner – Patient View section. If they are not visible, the proxy will need to request proxy access. [See this tip sheet to learn more.](#)

## IF SOMEONE HAS PROXY ACCESS FOR A PATIENT, CAN THEY HAVE DIFFERENT COMMUNICATION PREFERENCES THAN THEY HAVE FOR THEMSELVES?

Yes, proxy users can adjust their communication preferences by choosing the patient account they wish to modify through the Communication Preferences option in MyChart. The communication preferences set by the proxy are for the proxy only. The patient's communications preferences will not be impacted.

## DO I NEED TO DO ANYTHING BEFORE THE FEB. 3 LAUNCH?

- Make sure phone numbers and email addresses in MyChart are correct for you and your proxies.

## DO I NEED TO DO ANYTHING AFTER THE FEB. 3 LAUNCH?

- If you haven't opted in for text messages and you want to receive text messages you will need to opt-in (see above opt-in question).
- Review your communication preferences in MyChart by navigating to the **Menu > Communication Preferences**.

## IF PATIENTS HAVE A PREFERRED LANGUAGE OTHER THAN ENGLISH, WILL THEY RECEIVE TEXTS IN THAT LANGUAGE?

Currently, text messaging is sent in English and Spanish.

## IF A PATIENT GETS A NEW PHONE NUMBER, DO THEY HAVE TO OPT-IN AGAIN?

Yes. Consent to texting is recorded based on phone number, not by patient.

## WHERE CAN I GET HELP OR LEARN MORE?

- Visit the Support section in your MyChart account for resources and tip sheets.
- Call our MyChart Support Team at **320-240-7897** (Mon-Fri, 8 a.m.-4:30 p.m.).