

MEMBER ID
847291**PROGRAM**
Post-ED follow-up**GOAL WINDOW**
7 days**LAST TOUCH**
2 days ago**Motivational posture**

Guidance-Receptive

Responds best to structured, reassuring outreach with clear next steps and a human option.

Confidence

0.82 (High)

Reflects pattern consistency across engagement events. Not a clinical risk score.

Recommended outreach playbook**SEQUENCE**

- 1) Phone attempt (weekday morning)
- 2) If no answer, SMS confirmation within 2 hours
- 3) Second phone attempt next business day
- 4) If still no contact, short email with scheduling link

FRAMING AND LANGUAGE

Lead with reassurance and clarity.

Suggested opening:

"I'm calling to help you complete a quick follow-up after your recent visit. I can schedule it now and keep it simple."

Close with two options:

"Would you prefer tomorrow morning or Thursday afternoon?"

Escalation guidance

Flag	If observed	Recommended action
No response after 2 touches	No contact after 2 days	Escalate channel or trusted caller ID. Keep message short and directive.
Repeated rescheduling	2+ reschedules	Offer time windows and propose 2 options. Reduce decision burden.
Time-sensitive follow-up	Recent ED plus missed PCP	Prioritize same-week follow-up and confirm non-clinical logistics needs.

How to measure impact in a pilot

Compare outcomes when outreach follows the recommended playbook versus current standard practice. Key measures include contact rate, time-to-schedule, completion within the target window, and avoided repeat outreach attempts.