**Attachment 4c**

**Communication Messages**

# Email and SMS Messaging Strategy

SMS messaging strategy will typically have a corollary e-mail message. Aside from several unique messages that are SMS only (mobile number confirmation for example), typically SMS messages will be sent based on user preferences.

# At Registration

Your mobile confirmation code is “1234”

# Welcome

Welcome to Know@Home. Make sure to log-in to the study site and set your preferences if you haven't already. [Link}

Hey, this is Know@Home. Just checking in. Have you added your shipping address? [link}

Hey, this is Know@Home. Check your e-mail ... we noticed you haven’t confirmed your e-mail address.

Hey, this is Know@Home. Have you told us how you want tokens of appreciation? [link]

Hey, this is Know@Home. A week or so ago you registered with us. Can you give us a quick call to confirm your account? [link]

# Tasks

Hey, this is Know@Home. You have a new survey: [survey name] [link]

Hey this is Know@Home. You have a new test to administer Product Name: ID#: ABCDEF. Tell us about it. [link]

Hey, this is Know@Home. You’ve got some open study tasks, log in to your dashboard and do them today. [link]

# Transactional

Hey, this is Know@Home. Thank you for your order, it will be shipping soon.

Hey, this is Know@Home. Your order has shipped. Your tracking number is ABCD12345.

Hey this is Know@Home. Just wanted to let you know that your token of appreciation request has been fulfilled.

# Preferences

Hey, this is Know@Home. Thanks for your updated shipping information.

Hey, this is Know@Home. Thanks for updating your e-mail address.

Hey, this is Know@Home. Thanks for updating your mobile number.

Hey, this is Know@Home. Thanks for updating your communication preferences.

Hey, this is Know@Home. No problem about your password. It has been reset.

# Re-Engagement

Hey, this is Know@Home. You registered a while back. Want to complete your registration and participate? [link]

Hey, this is Know@Home. You must be really busy. When you’ve got a moment, log-in do the tasks and claim tokens of appreciation. [link]

**Messages based on test results**

**Lab results and communication message for participants**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Scenario #** | **Infection status according to Avioq** | **Infection status according to 4th gen**  | **Western Blot** | **Avioq + WB** | **Likely infection status (combination Avioq + 4th + WB?)** | **What do we report to participant?** | **Do we ask participant to send a new DBS sample?** |
| 1 | Positive | Positive | Positive | Positive | Positive | Lab results indicate likely HIV infection; You can use the following resources (or click this link) to obtain counseling, seek additional testing and/or to find a medical doctor. | No |
| 2 | Positive | Positive | Negative (early?) | Negative | Possible Early Positive  | Lab results did *not agree with one another and* indicate **possible** HIV infection; This *may have occurred because you are in an early stage of the infection* or because of how the blood specimen was collected, please send another DBS specimen. You can use the following resources (or click this link) to seek additional testing and/or to find a medical doctor. | Yes; To rule out possible false result and confirm positive |
| 3 | Positive | Positive | Indeterminate (early?) | Ind. | Possible Early Positive | Yes; To rule out possible false result and confirm positive |
| 4 | Positive | Negative | Positive | Positive | Positive | Lab results indicate likely HIV infection; You can use the following resources (or click this link) to obtain counseling, seek additional testing and/or to find a medical doctor. | No |
| 5 | Positive | Negative | Negative | Negative | Negative  | Lab results indicate NEGATIVE for HIV infection. | Yes |
| 6 | Positive | Negative | Indeterminate | Ind. | Indeterminate | Lab results did not agree with one another. This may have occurred because of how the blood specimen was collected, please send another DBS specimen. You can use the following resources (or click this link) to seek additional testing and/or to find a medical doctor. | Yes |
| 7 | Negative | Positive | Positive | In regular conditions this WB would not have been run after negative Avioq | Positive | Lab results indicate likely HIV infection; You can use the following resources (or click this link) to obtain counseling, seek additional testing and/or to find a medical doctor. | No |
| 8 | Negative | Positive | Negative (early?) | Negative | Possible early positive or false positive | Lab results did *not agree with one another and* indicate **possible** HIV infection; this *may have occurred because you are in an early stage* or because of how the blood specimen was collected, please send another DBS specimen. You can use the following resources (or click this link) to seek additional testing and/or to find a medical doctor. | Yes; To rule out possible false 4th gen positive |
| 9 | Negative | Positive | Indeterminate (early?) | Ind. | Possible early positive or false positive | Yes; To rule out possible false 4th gen positive |
| 10 | Negative | Negative | Not done | Negative | Negative | Lab results indicate NEGATIVE for HIV infection  | No |