

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 <i>not agree with one another and</i> indicate possible HIV infection; This <i>may have occurred because you are in an early stage of the infection</i> 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	Yes

						specimen. You can use the following resources (or click this link) to seek additional testing and/or to find a medical doctor.	
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 <i>not agree with one another and</i> indicate possible HIV infection; <i>this may have occurred because you are in an early stage or</i>	Yes; To rule out possible false 4th gen positive
9	Negative	Positive	Indeterminate (early?)	Ind.	Possible early positive or false positive	<i>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.</i>	Yes; To rule out possible false 4th gen positive
10	Negative	Negative	Not done	Negative	Negative	Lab results indicate NEGATIVE for HIV infection	No