

Greetings!

Why Are You Receiving This Letter?

We have 3 things to talk to you about, all related to your practice's use of Notify:

1. An exciting and long-awaited Global Opt-In Feature for Notify
2. A new Notify contract is ready for you to sign!
3. Best Practices for Patient Consent

First things first, let's talk about Global Opt-In. This new feature is guaranteed to make your life easier. Instead of needing to ensure that each one of your patients and parents individually opt-in on their cell phones, this feature automatically enrolls them so that they will begin to receive messages from your practice right away. They'll still receive the Welcome Message with instructions on how to stop, but this new feature takes away the extra step of having to confirm the opt-in. You can be assured patients will receive all communications from Notify on your behalf. We know you've been wanting this feature for a long time, and we are excited to be bringing it to you now. **Once your new contract is signed and returned to us, PCC will initiate your Global Opt-In activation with Televox. We will send you a confirmation once activation is complete.**

This brings us to our next point... contracts! You may wonder why you need a new contract when your current contract does not have an expiration date. Here's why: PCC has recently gained an improved understanding of the Telephone Consumer Protection Act (TCPA). This is the act that regulates telemarketing and robocalling. How does it pertain to you? In a healthcare setting, these regulations impact practices who use an automated service, such as Notify, to contact patients and/or their families on a cellphone. In order to remain in compliance with the fine print of these regulations, it is best to make sure you have express, written consent on file for each patient and/or family member who receives text messages from your practice. We have updated our contracts to reflect our improved understanding of the details of these regulations. **Your new contract is attached to this email, awaiting your signature.**

And we'll finish things up with a discussion around best practices. In light of our expanded awareness of the regulations surrounding automated notifications to cellphones, **we have created a Best Practices document for your reference. You can access it here:** learn.pcc.com/help/best-practices-tcpa-compliance/ In a nutshell, while there are some protections for calls/texts within a healthcare setting, the details can be tricky to follow and open to legal interpretation, so our best practices recommendations aim to arm you with information and tools to best protect your practice. But don't be alarmed! We aren't aware that any of our clients have had an issue with this; we simply want to pass along what we have learned. That said, as with any legal consideration, we encourage you to consult your own legal counsel. PCC does not intend to and does not provide legal advice.

We look forward to receiving your signed contract and getting you started with the Global Opt-In feature! Please contact PCC Sales at sales@pcc.com with any questions.