

MEMOTEXT ADAPTIVE MESSAGING METHODOLOGY OVERVIEW

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MEMOTEXT Toolkit and Marketplace

Create your solution or choose from our marketplace of validated solutions and digital therapeutics.

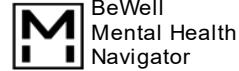
Try out the Toolkit



Visit the Marketplace



Vanderbilt Univ. Medical Center: Accessible SMS T2 Diabetes Wellness, Care Coord + Med Adherence



CAMH : Mental Health Engagement Enhancement & Navigation



CAMH-MEMOTEXT JV Digital Therapeutic App & Clinical Portal for **Severe Mental Illness (SMI)**



Peri-natal & early parenting SMS evidence-based education & support with Univ. of British Columbia



SE Health Aging at Home - Amazon Alexa & IVR Check-ins for Seniors - Call Center Escalations



SMS Text Chatbot for Type1 Diabetes built with The Hospital for Sick Children (**SickKids Toronto**)



MEMOTEXT Just-In-Time-Adaptive-Interventions

JITAI (Just-In-Time Adaptive Interventions) represent a data-driven and adaptive approach to patient support, structured to deliver interventions precisely when they are most impactful.

By aligning interventions with the user's dynamic state, context, and behavior, JITAIs enhance the relevance and efficacy of digital health programs.

Patient responses to assessments are processed through MEMOTEXT weighted messaging and social feed (A4i) posting system to determine individualized weighting schemas of program communications.

This process uses intake questionnaires, ongoing assessments, business rules and externally referenced data inputs to determine next message, scheduling, delivery. Iterative re-segmentation of engagement content is performed throughout the course of an intervention to provide patients with a timely, data-driven, relevant weighting protocol of program communications.



	Example Tailoring Mechanisms	Example Output Sequencing
<p>Subjective Inputs used to determine next message.</p>	<ol style="list-style-type: none"> 1. Wearables data: i.e Fitbit Data (API) 2. HbA1c or CGM or testing data 3. Refill claims-based, PDC or delay to refill data 4. Self-Referencing (referencing past messaging) 5. Environmental i.e. Pollen/ Air Quality (AQI) 6. FHIR integration (ICD 10 codes) 7. App and phone usage analytics (activity, accelerometer, scrolling, feature use in mobile app) 	<ol style="list-style-type: none"> i. Micro randomizations ii. Weighted distribution Based on Input iii. Sequential iv. Nested logic v. Activity driven vi. Trend driven vii. Date driven viii. Based on last message response ix. App based feed

Requirements Gathering

During Requirements Elicitation, MEMOTEXT can provide

1. Literature Survey/Summary: Synthesis of cited studies based on criteria for inclusion (type of journal, size of study, data recency). These references are used for content segmentation (tailoring) and personalization. MEMOTEXT can also augment or complement existing research from brand / insights research organizations.
2. Primary feedback from stakeholders (KOLs' HCPs, brand team) – Administered by Questionnaire



The Soft Systems Methodology uses a tool to help define a business issue from multiple perspectives by examining Customers, Actors, Transformation process, Worldview, Owner, and Environmental constraints. The objective is to obtain a rich picture and root problem definition.



Build your engagement intervention




Supporting omnichannel communication through SMS, app notifications, email, and wearable notifications, MEMOTEXT's JITAIs can change based on the patient's preferred mode and timing. By meeting users in their chosen context, engagement can be reinforced.

Pick Communication Channel(s)

- Text Messaging
- WhatsApp
- Email
- Web/iOS/Android Notifications

Connect Data

- Wearables 
- Claims
- Surveys & CRM
- Patient Facing Site/App

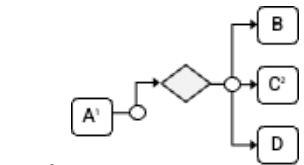
Configure Logic & Sequencing

Data Driven 

Dynamic

Repeating 

Chatbot 

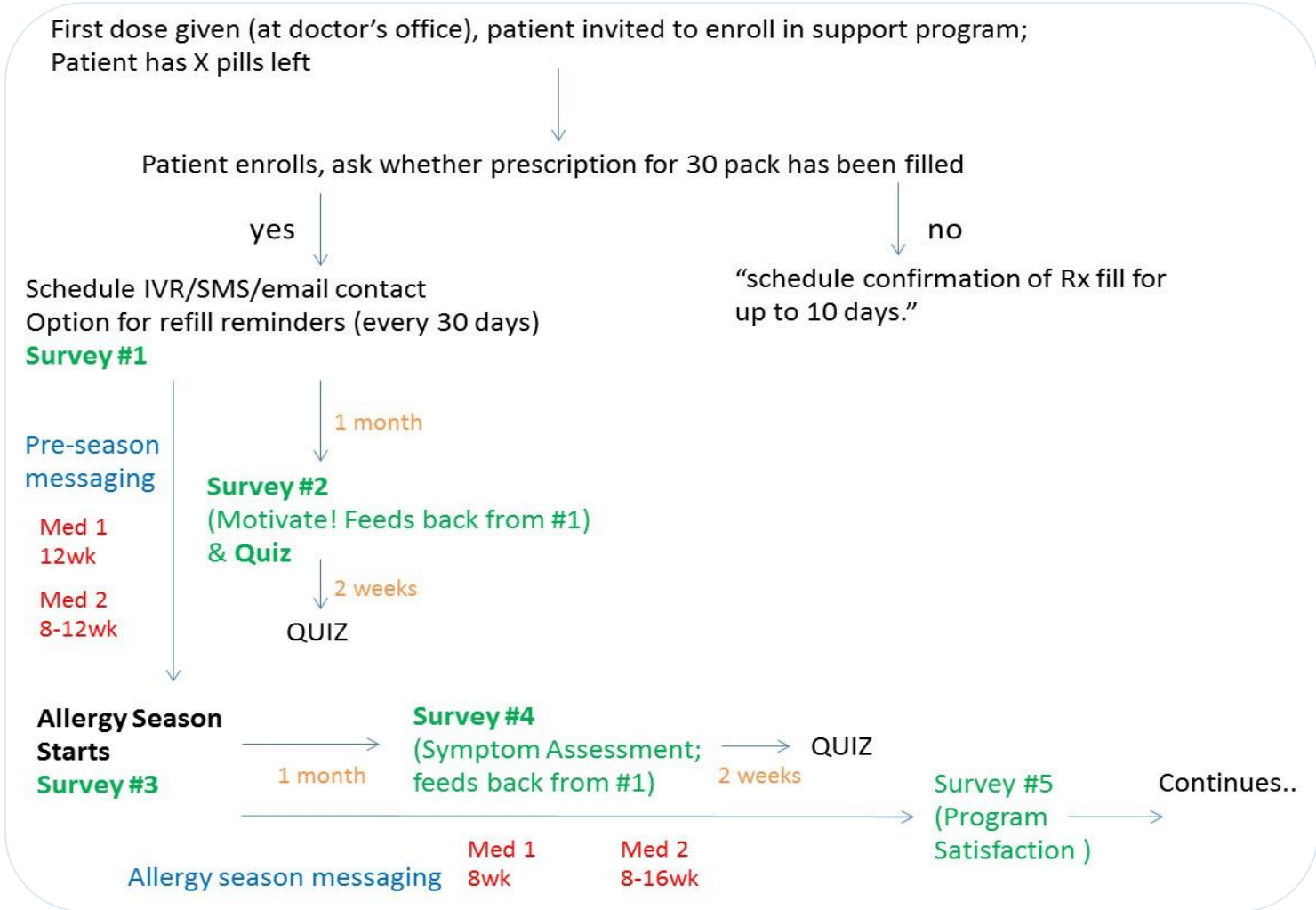


MEMOTEXT Response Parser (AE detection, ML flagged, human reviewed)

Context awareness tailoring

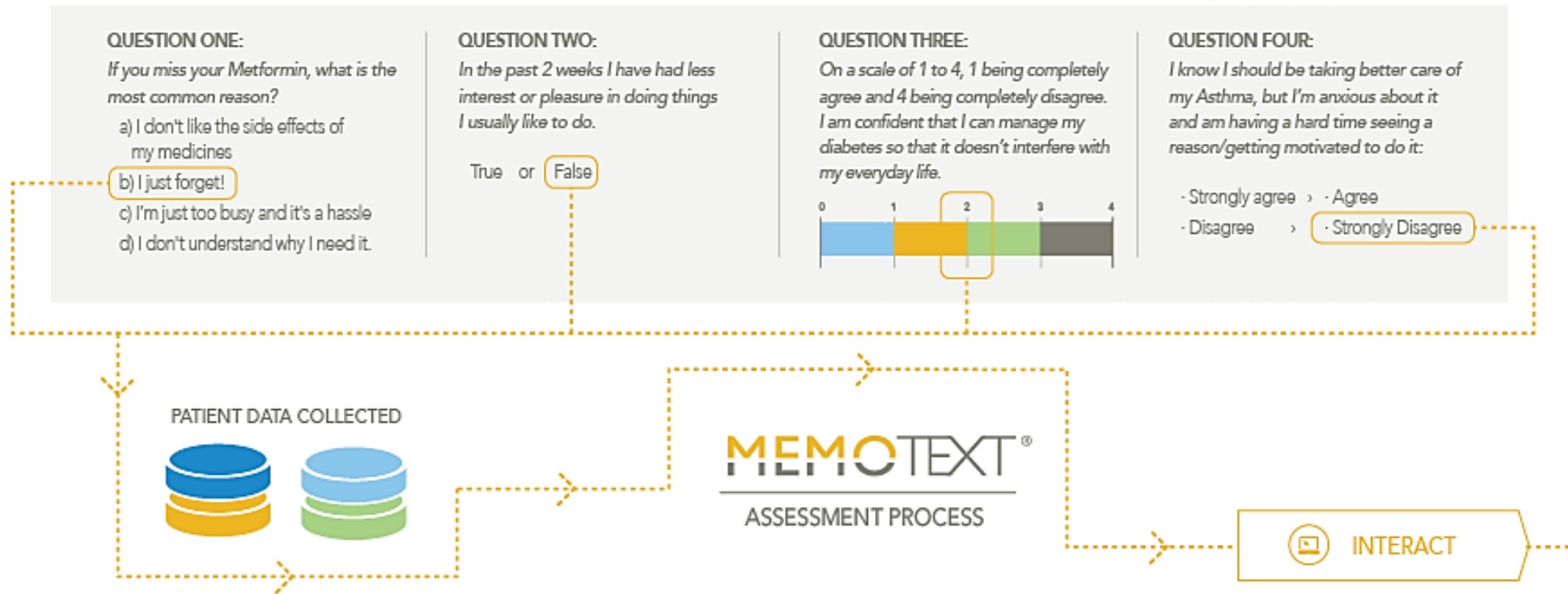
Validated surveys can be used strategically employed to screen patients, with responses dynamically guiding content selection and personalization.

MEMOTEXT programs are responsive to the user's progress over time, adjusting content, and frequency based on real-time performance data. For example, JITAs can shift toward more supportive interventions during challenging phases, offering personalized insights to sustain motivation in chronic disease management.

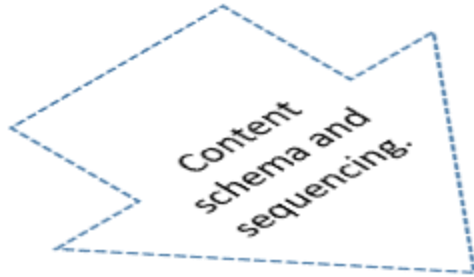


PERSONALIZATION FROM HEALTH DATA AND PATIENT SELF-REPORT

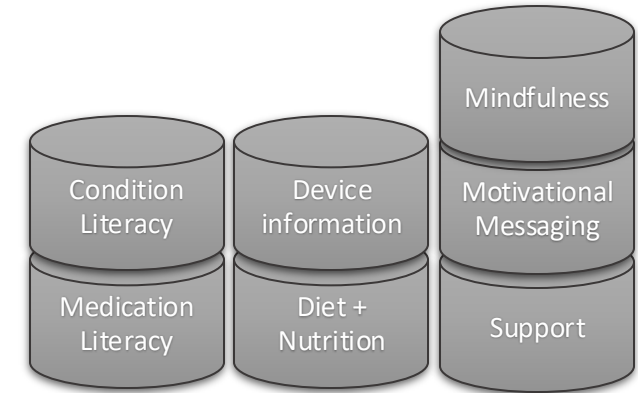
Micro-randomizations are a technique used in JITAs to optimize intervention delivery by continuously testing small variations in content, timing, or modality. By randomizing these elements at multiple touchpoints, micro-randomizations can help identify the most effective strategies in real-time, allowing interventions to be refined and personalized based on immediate, data-driven insights



Message Content Distribution



- Content criteria driven by stakeholder gathering and meta-analysis + communication model (i.e. The Health Belief Model (Becker, 1974) and Social Cognitive (Learning) Theory (Bandura, 1986).
- Weighting of importance of responses is pre-determined during design



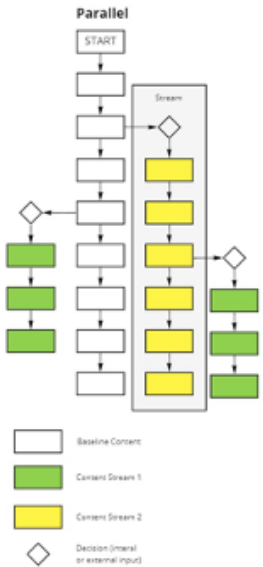
1. I know my asthma inside and out. I have a very good understanding of the causes, consequences and treatments for my asthma (**Asthma Health Literacy**)
 - a. Strongly agree - ↓↓ Health literacy messaging
 - b. Agree - ↓? Health literacy messaging
 - c. Disagree - ↑? Health literacy messaging
 - d. Strongly Disagree - ↑↑? Health literacy messaging
2. I don't know a lot about the medicines my doctor prescribed me for my asthma. I'm concerned about having to use them for a long time. (**Patient Beliefs about Medications**)
 - a. Strongly agree - ↑↑? Beliefs about medications messaging
 - b. Agree - ↑? Beliefs about medications messaging
 - c. Disagree - ↓? Beliefs about medications messaging
 - d. Strongly Disagree - ↓↓? Beliefs about medications messaging
3. Bad air quality can be a big trigger for asthma problems. I pay attention to the Air Quality Index (AQI) and make sure I adjust my day around it. (**AQI Information**)
 - a. Strongly agree - ↓↓ AQI messaging
 - b. Agree - ↓? AQI messaging
 - c. Disagree - ↑? AQI messaging
 - d. Strongly Disagree - ↑↑? AQI messaging
4. I know I should be taking better care of my Asthma, but I'm anxious about it and am having a hard time seeing a reason/getting motivated to do it (**Psychological/Motivational**)
 - a. Strongly agree - ↑↑? Psychological/Motivational messaging
 - b. Agree - ↑? Psychological/Motivational messaging
 - c. Disagree - ↓? Psychological/Motivational messaging
 - d. Strongly Disagree - ↓↓? Psychological/Motivational messaging



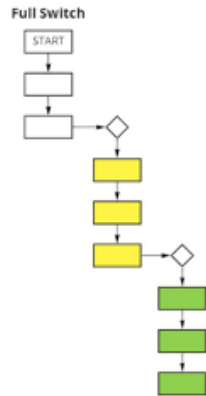
CONNECTING CONTENT TO CARE

Combining automated JITAs with clinician or peer support options, MEMOTEXT enhances the depth of patient interaction. When required, patients can seamlessly access human support, creating a cohesive care pathway that integrates automated and human touchpoints effectively.

- Parallel Content**
 - Ability to display multiple streams at the same time



- Full Switch**
 - Ability to switch from one stream to the next



- Mixed**
 - Ability to add in multiple streams at the same time



HOW SORE IS YOUR INJECTION SITE
1= NOT AT ALL | 6= OUCH!!

