

Technology can be irritating and intimidating, especially when confidentiality is paramount.

But rest assured ...

## Technology is your **friend**.

### EXAMPLES FROM THE FIELD:

#### *Texts*

- ✓ **Staff may follow up with newly diagnosed clients via text message:** “We’d love to have you come by in the morning. How’s 10:00am?” This immediate contact prevents denial and reduces attrition.

#### *Social Media*

- ✓ While a client’s phone number may constantly change, social media platforms remain stable, which is especially useful for **young clients**. Providers may send a vague but encouraging Facebook message like, “Hey, what’s up? Haven’t seen you for a while! Come and see me.”

#### *Google Voice*

- ✓ At one organization, each linkage staff member creates a unique **Google Voice** number that is not associated with the organization. When a staff member calls a client, **the clients know who’s calling, but nobody else does.**
- ✓ Staff also use Google Voice to **text reminders about appointments**, and they find that clients are more likely to reply to a text message than a phone call. This has led to fewer “no shows.”
- ✓ A Google Voice number can work for clients, too. The number is yours to keep, and can be forwarded to a new phone number as needed. This is particularly **helpful for clients who use pay-as-you-go phones**, which can be frequently disconnected.



In what ways do you make the most of technology?

What would it take for you to use one of these methods?

Using newer technologies doesn’t have to compromise confidentiality.