

**Document Purpose:**

This document is a reference guide on the types of mass notifications (to patients/residents) currently available on My Turn.

**Target Users:**

Clinic Managers

**Background:**

There are three categories of notifications to residents currently available:

1. **Self-Service:** Messages that Clinic Managers can send or trigger themselves through the My Turn Clinic portal
2. **Requested:** Messages that can be requested through your My Turn Clinic Ops Pod Representative
3. **Automated:** Messages that all residents who book an appointment or register on My Turn receive. No action from a Clinic Manager is needed

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For the latest My Turn educational materials, please visit [EZIZ](#) or [YouTube](#)

**My Turn Help Desk**

**Direct Line:** 1-415-621-9494

**Email:** [MyTurn.Clinic.HD@accenture.com](mailto:MyTurn.Clinic.HD@accenture.com)

# My Turn: SMS/Email Notifications

## Overview of Notifications Available

	Notification	Description	Type
Self-Service	<a href="#">Standby Notification</a>	Ability for Clinic Managers to send a notification to residents on their standby list to come to the Clinic later that day for possible vaccination from day's surplus. <b>For detailed instructions on how to send Standby notifications, please see the <a href="#">Clinic Manager Quick Sheet</a>.</b>	SMS / Email
	<a href="#">Availability Notification</a>	Ability for Clinic Managers to send a notification to residents that appointments are available for booking on My Turn public. <b>For detailed instructions on how to send Availability notifications, please see the <a href="#">Clinic Manager Quick Sheet</a>.</b>	SMS / Email
	<a href="#">Individual and Bulk Appointment Cancelled / Changed by Clinic Staff</a>	Automated messages are triggered to be sent via SMS and/or Email once a single patient appointment or multiple patient appointments have been canceled or changed by Clinic Staff. <b>For detailed instructions on how to modify patient appointment(s), please see the <a href="#">Vaccine Administrator Quick Sheet</a>.</b>	SMS/Email
Requested	<a href="#">1-Time Code Notification (Coded Clinics)</a>	Coded clinics may request to distribute codes to a specific list of residents within certain zip codes or a specified list of individuals.	SMS/Email
	<a href="#">New Appointments Available</a>	Notify residents of new appointments available at your clinic.	SMS/Email
Automated	<a href="#">New Appointments Registration Confirmation</a>	Sent after residents register to receive COVID-19 Vaccine Updates when no appointments are available.	SMS/Email
	<a href="#">Appointment Confirmation</a>	Sent after resident books an appointment through My Turn.	SMS/Email
	<a href="#">24 hr. Appointment Reminder (1<sup>st</sup> &amp; 2<sup>nd</sup> Dose, when applicable)</a>	Sent 24 hours prior to scheduled appointment for both 1 <sup>st</sup> and 2 <sup>nd</sup> dose appointments (when applicable).	SMS/Email
	<a href="#">Post-appointment Follow-up</a>	Sent 1+ day after dose administered; includes vaccine type, lot number, date/time vaccine administered.	SMS/Email
	<a href="#">Voluntary Cancel Notification</a>	Sent if a resident cancels their own appointment through My Turn.	SMS/Email

# My Turn: SMS/Email Notifications

## Self Service

### Standby Notifications – Notification Details

- **Registrant data** is sorted by Age (oldest – youngest) and filtered by specified zip codes
- **Clinic name & address** will be pulled from the Clinic record and specified on the SMS notification
- **Time and Date** to arrive at Clinic will be specified by Clinic requesting notification to be sent
- **Click on** the [chat.myturn.ca.gov](https://chat.myturn.ca.gov) link to get answers to their most common questions around receiving this type of notification

#### SMS Notification Text

Hi! There are extra COVID 19 vaccines available today at **<Clinic Name>**. If you arrive at **<time set by Clinic>** you might be able to receive the vaccine. If you show up today for an extra vaccine but are not able to receive one due to supply constraints, you will be prioritized for a walk-in appointment the next day.

**<Clinic Name>**

**<clinic address>**

You do not need a government-issued ID to receive a vaccine. However, please bring an acceptable form of documentation with your name on it. The name should match the name on your appointment confirmation. Msg&data rates may apply. Reply STOP to cancel or HELP for more info.

Questions? [chat.myturn.ca.gov/?id=15](https://chat.myturn.ca.gov/?id=15)

#### Email Notification Text

**[Subject line]** There are extra vaccines available!

**[Body]**

Hi! There are extra COVID 19 vaccines available today at **<Clinic Name>**. If you arrive at **<time set by Clinic>** you might be able to receive the vaccine. Please note that vaccine supplies are still limited, and surplus will be given first come, first served. This notification does not guarantee vaccination today. If you show up today for a surplus vaccine but are not able to receive one due to supply constraints, you will likely be provided a walk-in appointment the next day.

**<Clinic Name>**

**<clinic address>**

Please bring a form of documentation with your name on it. You do not need a government issued ID to receive a vaccine. Examples of acceptable documentation with your name include: a REAL ID, state driver's license or identification card, passport, library card, employee/work ID, letter from your employer or school, paystub, bank/ATM card, membership card, utility bill, money transfer receipt, matricula consular, among others.

**For detailed information about the vaccines, visit [covid19.ca.gov/vaccines/](https://covid19.ca.gov/vaccines/) and see the fact sheets for COVID 19 Emergency Use Authorization (EUA):**

- [Pfizer vaccine fact sheet](#)
- [Moderna vaccine fact sheet](#)
- [Janssen \(J&J\) vaccine fact sheet](#)

**Need help or have questions?**

**Our Virtual Assistant can help answer your vaccine, registration and scheduling questions. Chat now at [chat.myturn.ca.gov](https://chat.myturn.ca.gov)**

Or call the CA COVID-19 Hotline at **1-833-422-4255**

**You can reduce the risk to yourself and others by:**

- Staying at home and isolating from others when sick
- Wearing a mask
- Practicing physical distancing
- Washing your hands often

# My Turn: SMS/Email Notifications



## Self Service

### Availability Notifications – Notification Details

[Subject line] New appointments are available!  
[Body]

#### New appointments are available!

Hi! We have good news. A limited number of new appointments for the COVID-19 vaccine are currently available. Schedule your appointment with us now at [MyTurn.ca.gov](https://myturn.ca.gov)

#### Other ways to find an appointment

Appointments fill quickly. If you're unable to schedule an appointment at MyTurn.ca.gov, you can also reach out to your healthcare provider or local pharmacy to find an appointment.

For detailed information about the vaccines, visit <http://vaccinateall58.com> and see the fact sheets for COVID-19 Emergency Use Authorization (EUA):

- [Pfizer vaccine fact sheet](#)
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**Email**

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[Unsubscribe -<email address>](#)

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Official California State Government Email

**SMS**

< 16 23393 >

Text Message  
Thu, Jan 28, 15:40

Hello, Good news! A limited number of new COVID-19 vaccination appointment slots are now available. Please visit [MyTurn.ca.gov](https://myturn.ca.gov) to schedule your appointment. Msg&data rates may apply. Reply STOP to cancel or HELP for more info.

Questions? Chat now at [chat.myturn.ca.gov](https://chat.myturn.ca.gov).

*\*Actual appearance may vary*

# My Turn: SMS/Email Notifications

## Self Service

### Cancellation Notifications – Notification Details

Automated messages are sent via SMS and/or Email once a single patient appointment or multiple patient appointments have been canceled by Clinic Staff.

- **Did not show for appointment**
- **Not eligible**
- **Supply/Resources Shortage**
- **Weather/Unexpected event**
- **Cross-County Ineligibility**

Note: Notification messages correspond with cancellation reason.

#### SMS Notification Sample Text

Hi, we're sorry for the inconvenience: We had to cancel your [1st/2nd] appointment for the COVID-19 vaccine. Vaccine supplies and onsite resources are still limited in your appointment location. Please accept our apologies for the cancellation and reschedule your vaccine soon at [MyTurn.ca.gov](https://myturn.ca.gov) or (833) 422-4255.

<Appointment number>  
<appt. date> @ <appt. time>.  
<appt. location - clinic name & address>

Msg&data rates may apply. Reply STOP to cancel or HELP for more info.

Questions? Chat now at [chat.myturn.ca.gov](https://chat.myturn.ca.gov)

#### Email Notification Sample Text

**[[Subject line]** Limited supplies: Your COVID-19 vaccine appointment has been canceled

**[Preheader]** We're sorry for the inconvenience.

#### **[Body]**

Your vaccine appointment has been canceled

Vaccine supplies and onsite resources are still limited, and we're not able to offer the vaccine at that location on your scheduled date. Sorry, we had to cancel your [1st/2nd] appointment for the COVID-19 vaccine.

#### **Please reschedule soon**

We're committed to helping everyone in California receive the vaccine. Please accept our apologies for the cancellation and reschedule your vaccine appointment as soon as possible at [MyTurn.ca.gov](https://myturn.ca.gov) or (833) 422-4255.

#### **Appointment canceled:**

##### **Appointment number**

<appointment number>

##### **Vaccination Location**

<clinic name>

<address>

##### **Appointment [1/2]**

<date> at <time>

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# My Turn: SMS/Email Notifications

## Self Service

### Appointment Change Notifications – Notification Details

Automated messages are sent via SMS and/or Email once a single patient appointment or multiple patient appointments have been changed by Clinic Staff for any of the following reasons.

- **Appointment Date**
- **Appointment Time**
- **Clinic Name**
- **Dose Number**

#### SMS Notification Sample Text

Your upcoming COVID-19 vaccination appointment has changed. Please find new details below.

<**Appointment number**>  
<**appt. date**> @ <**appt. time**>.  
<appt. location - clinic name & address>

Click <QR Code Link> for QR Code or to Cancel/Reschedule.

You do not need a government ID to receive a vaccine. However, please bring an acceptable form of documentation with your name on it. The name should match the name on your appointment confirmation. Msg&datarates may apply. Reply STOP to cancel or HELP for more info.

Questions? Chat now at [chat.myturn.ca.gov](https://chat.myturn.ca.gov)

#### Email Notification Sample Text

**[[Subject line]** Your appointment has been changed!

**[Preheader]** We're sorry for the inconvenience.

**[Body]**

**Your Appointment has changed.**

Your upcoming COVID-19 vaccination appointment has changed. Please find new details below.

Please show this code when you arrive.

[QR Code]

**Patient**

<Patient Name>

**Vaccination Location**

<Clinic Name>

<Address>

**Appointment <1/2>**

<date> at <time>

Please bring a form of documentation with your name on it. The name on your documentation should match the name on your appointment confirmation. **You do not need a government ID to receive a vaccine.**

Undocumented individuals are eligible to receive the vaccine regardless of their immigration status. Examples of acceptable documentation include: student ID, baptism certificate, library card, rental car agreement, utility bill, a REAL ID, state driver's license or identification card, passport, matricula councilor, among others.

**For detailed information about the vaccines, visit [covid19.ca.gov/vaccines](https://covid19.ca.gov/vaccines) and see the fact sheets for COVID-19 Emergency Use Authorization (EUA):**

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## Self Service

### Self Service– Frequently Asked Questions

**Q: Is there a report available to view how many people went to the clinic after receiving a notification?**

A: This report is not currently available for Clinic Managers to create or view on My Turn.

**Q: Can SMS/email notifications be customized?**

A: No. There are a series of pre-scripted notifications to choose from depending on the reason.

**Q: Do notifications sent to certain zip codes verify these zip codes are within specific counties for Geofenced Clinics?**

A: No. SMS/email notifications will be sent to individuals on the waitlist in the zip codes provided. It does not verify counties within Geofenced Clinics.

**Q: When SMS/email notifications are sent to the standby list, are they instructed to show up as a walk-in? Do they register for an appointment upon arrival or book appointments online?**

A: SMS notifications do not require patients to book appointments in advance. SMS notifications inform the recipients that there are extra vaccines available at the clinic and lets them know that they might be able to receive the vaccine if they arrive at a certain time.

**Q: Does the SMS share the clinic close time? How do we manage how late patients can arrive for an extra dose to be filled?**

A: The clinic's close time is not included in the standby messaging. Clinic Managers define what time patients should arrive. The message states that patients should arrive at a certain time so they might receive the vaccine.

**Q: Will the SMS and email notifications sent to My Turn registrants notifying them it is their turn be sent in the language they selected for registering on My Turn?**

A: No. SMS and email notifications are only sent in English to My Turn registrants at this time. The team is working on translations for possible upcoming releases.

**Q: What should we do in the case of an “Error Sending Request” Status?**

A: Since the functionality is new, this portion is still undergoing development to be more user friendly. If you are receiving error messages, the steps should be:

- If using multiple zip codes in one request, try sending the SMS only using one zip code at a time (*Reminder: Divide the available # by the number of zip codes to avoid sending too many SMS*).
- Contact the My Turn Clinic Help Desk. They will create a ticket to help resolve the issue.

# My Turn: SMS/Email Notifications

## Requested

Clinics may request:

- 1-Time Code Notification (Coded Clinics)
- New Appointments Notification

Message Type	Description	Contact	Required Information
<b>1-Time Code Notification (Coded Clinics)</b>	Coded clinics may request to distribute codes to a specified list of individuals OR residents according to specific criteria (e.g., by zip code)	Contact your My Turn Clinic Ops Representative to send codes or to request a Coded Clinic	<ul style="list-style-type: none"> <li>• Date to send the notification</li> <li>• A list of contacts* OR criteria to target (e.g., age, zip code, occupation)</li> </ul>
<b>New Appointments Notification</b>	Notify residents of new appointments available at your clinic	Contact your My Turn Clinic Ops Pod Representative with the required information	<ul style="list-style-type: none"> <li>• Date to send the notification</li> <li>• Select criteria (e.g., county, age range, zip codes) OR gather a contact list of emails/phone numbers*</li> </ul> <p>Note: Verbiage for New Appointment Available is identical to the Availability message outlined on slide <a href="#">4</a>.</p>

**\*Sending Personally Identifiable Information (PII) requires secure data transfer. Your Clinic Ops pod representative can walk you through this.**



# My Turn: SMS/Email Notifications

## Automated

Messages received by all residents who register and book through My Turn. No action from a Clinic Manager is needed to trigger these messages.

### Messages:

#### New Appointments Registration Confirmation

Sent after residents register to receive COVID-19 Vaccine Updates when no appointments are available.

#### Appointment Confirmation

After resident books an appointment through My Turn

#### 24 hr. Appointment Reminder (1st & 2nd Dose, when applicable)

Sent 24 hours prior to scheduled appointment for both 1st and 2nd dose appointments (when applicable)

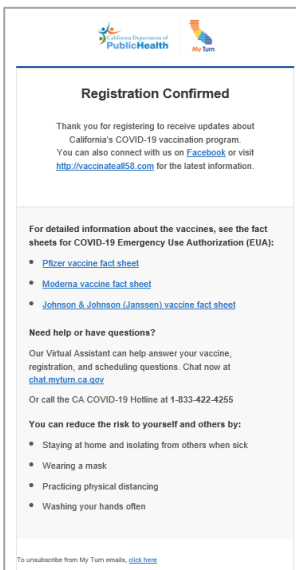
#### Post-Appointment Follow-up

Sent 1+ day after dose administered; includes vaccine type, lot number, date/time vaccine administered (Sent after both 1<sup>st</sup> and 2<sup>nd</sup> doses)

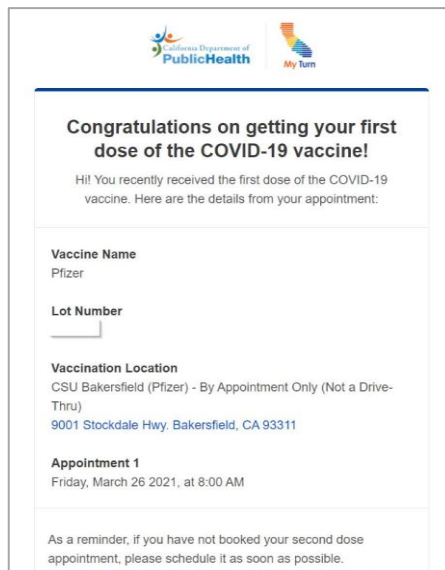
#### Voluntary Cancel Notification

Sent if a resident cancels their own appointment through My Turn

## Illustrative Example Screenshots:



Email



Email



SMS