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**MEMORANDUM**

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**TO:** Honorable Mayor and City Councilmembers  
**FROM:** Cliff Keheley, City Manager  
**DATE:** July 25, 2025  
**SUBJECT: MD Health Pathways Proposal**

The City has received a request from MD Health Pathways to offer a telehealth service to residents of Mesquite called Tap Healthcare. I have attached the proposal for your review. The purpose of this memo is to summarize the process and advise Council on the impacts of the service.

Tap Healthcare proposes to provide telehealth services to the Mesquite Community through an optional fee charged through the City's monthly utility bill. The service would be a 24/7 medical access via text that connects patients with Texas based medical providers. Services would cover common illnesses, infections, musculoskeletal issues and chronic disease management. Referrals would be provided when necessary and prescriptions would be able to be issued through the telehealth provider. Tap Health would not limit the number of calls made by residents and no insurance or copays would be required. The fee covers all costs, and no medical bills would be sent to residents.

The City's responsibility would primarily be the billing and collection of fees and tracking participants in the program. Other than billing, collection and tracking, the proposal does not require interaction between citizens and City staff and the company will cover the cost for all medical services it provides. Tap Health staff would handle any inquiries and fee adjustments. Tap Health is proposing that a \$9 monthly fee be added and automatically applied to the utility bill for all residential customers and would require anyone not interested in the service to opt-out of the program.

The program is currently available in the City of Crandall and the City of Ferris. The City of Garland recently approved moving forward with a contract with MD Health Pathways.

Staff's primary concern with the services is regarding the fee and the use of the City's utility billing system. While not a city fee, the Texas Municipal League would advise that the pass-through fee could be considered an illegal tax, not a fee, as not all residents being charged the fee are using the service as with water and solid waste services and such tax is not authorized by law. Staff would strongly encourage an opt-in method of applying the fee as this provides the resident a choice, but MD Health Pathways' model does not provide for this option. Staff's concern with the opt-out method is many utility customers utilize automated billing and may not monitor their bill closely. Residents paying for the service, who later choose to opt out of the fee, would only be reimbursed for 90 days of previous payments. Any reimbursements would need to be responsibility of MD Pathways.

## **MD Health Pathways Proposal Memo**

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With the City charging the fee on the utility bill, residents might confuse the service as being provided by the City. Staff anticipates a larger than normal call volume to handle inquiries about the fee. As any contract would require MD Health Pathways to handle customers choosing to opt-out of the service, Mesquite customers would essentially be transferred to a third party, possibly further confusing residents.

Another concern with the proposal is that there is no accounting for unused funds. The City has approximately 40,000 residential utility customers where the fee would apply to their bill. With a projected 60% usage during the initial implementation, MD Pathways would collect approximately \$2M to \$2.5M in revenue during the first year. MD Pathways proposal does not outline the cost for service, nor is there an accounting for the unused portion of the fee. If Council were to move forward with the proposal, staff would recommend the contract require detailed accounting and utilization of the program, identifying cost for services and utilization of Mesquite customers. Staff would also recommend that MD Health Pathways adjust fees year to year to account for any excess funds.

Staff is also concerned about this fee setting a precedent for other types of services. There will be significant adjustments to the utility billing accounting processes with the implementation of this program. The City would have difficulty not utilizing the utility bill for other companies wishing to provide services to residents through fees charged to the water bill. Not only would this provide a strain on City staff and processes, but additional fees to the utility bill would further impact and potentially confuse residents.

If Council were to implement this program, staff would advise a significant public education campaign to inform residents of the impending fee and required opt-out option to avoid the fee. While MD Health Pathways agrees to refund up to 90 days of fees once a resident opts out of the program, it will be important to encourage residents to opt out as early in the program as possible.

A briefing on this proposal is currently scheduled for the August 18 City Council Pre-Meeting. A representative from MD Pathways and Tap Health will be on hand to address any questions or concerns. Should Council have any questions about this proposal, please feel free to contact me.



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**Cliff Keheley**  
**City Manager**



*A Guide*  
TO INTRODUCE TAP  
TELEHEALTH



MD HEALTH PATHWAYS

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*Dear Mr. Kebelely,*

In today's healthcare landscape, access has become increasingly complex and expensive, leaving families underserved and cities shouldering growing operational burdens. As an emergency room physician of 20 years, I've seen firsthand how systemic gaps in care — especially for working-class and low-income families — translate into missed school days, overwhelmed EMS systems, and productivity loss that ripple across a city.

That's why we created Tap Telehealth, a simple, affordable, text-based healthcare solution designed to address these issues at their root. Through partnerships with municipalities, we bring immediate access to local ER providers for residents — no appointments, no travel, no high co-pays. A resident simply texts a doctor and receives care in minutes.

While our patients love this care, the benefits extend far beyond medical treatment. Parents who use the service for their children can get a school note quickly and return to their children to class up to three days sooner, preventing unnecessary absences. In a district like Mesquite ISD, where over 60 percent of students are economically disadvantaged, this simple access can result in thousands of dollars of recovered state funding annually.

The city also stands to benefit. In our partnering cities, there is a reduced burden on existing healthcare infrastructure and EMS services. In Ferris, Texas, for example, EMS calls dropped by 19 percent in the first year after adopting Tap Telehealth, saving them over \$160,000. Each avoided non-urgent call keeps paramedics available for real emergencies and reduces strain on your city's resources. Residents with minor complaints no longer need to tie up 911 or wait hours in an ER.

For just nine dollars per household per month, billed through the water utility, every family in Mesquite can have 24/7 medical access via text. The city incurs no cost. Implementation is seamless — we handle onboarding, opt-outs, and even cover the cost of any additional utility staffing during rollout. With a 90-day, no-questions-asked guarantee, there's no financial or political risk; just a valuable, optional service that pays for itself in both dollars and goodwill.

We would welcome the opportunity to present this to your Council. Tap Telehealth represents a rare alignment: better health, lower costs, and a stronger community, all at no cost to the city. I'd be honored to show how this model could benefit Mesquite.

*Warm regards,*

Dirk Perritt, M.D. / CEO, MD Health Pathways

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# \$1.35 MILLION RETURNED TO MESQUITE SCHOOLS-AT ZERO CITY COST.

Texas is one of only seven states that funds public schools based on daily attendance rather than total enrollment. This creates a costly dilemma for school districts: every student absence—regardless of the reason—means lost revenue.

At the same time, schools must continue to provide full staffing and services for all enrolled students, regardless of who shows up. Making matters worse, Texas state law requires children to be excluded from school for common symptoms like fever, vomiting, rashes, or pink eye. These students often cannot return to school until a doctor clears them to return. For families without timely or affordable access to healthcare, this can mean students missing an entire week of school for minor illnesses.

Pediatrician appointments may take over three weeks, urgent care can cost hundreds of dollars, and emergency room visits can lead to lasting medical debt. As one child gets sick, siblings often follow, and working parents are forced to miss multiple days of work, deepening financial strain. The end result is a silent funding crisis, where schools lose critical dollars for issues far beyond their control.

## MESQUITE'S VULNERABILITY

- Over 62% of Mesquite ISD students are economically disadvantaged
- More than 72% are classified as at-risk of dropping out
- Title 1 campuses already operate with limited resources
- Chronic absenteeism nearly doubled across Texas after the pandemic, hitting high-poverty schools hardest
- These conditions make Mesquite especially vulnerable to avoidable attendance-related funding losses

## THE TAP TELEHEALTH SOLUTION TO STOP THE FINANCIAL BLEEDING

Many districts don't realize just how much funding quietly slips away due to preventable health-related absences. Even minor illnesses can trigger multi-day absences when families. When this plays out across thousands of students each year, the financial impact becomes staggering.

### TODAY:

10,000 health-related absences per year (conservative estimate)  
× 5-day average absence without timely care  
× \$45 per day in lost state funding  
= \$2,250,000 in annual funding loss

### WITH TAP TELEHEALTH:

Same 10,000 incidents  
× 2-day average absence (3 days saved per incident)  
× \$45 per day lost funding  
= \$900,000 in projected funding loss

### Net Recovery for Schools:

***\$1,350,000 annually***

Beyond the immediate financial benefit, Tap Telehealth delivers long-term advantages: earlier treatment limits disease spread, working parents miss fewer days on the job, and students maintain critical continuity in their education. Over time, these improvements compound, strengthening both academic outcomes and district financial health.

## THIS DOCUMENT IS YOUR ROADMAP TO LAUNCH

*Our guide details many facets of Tap  
Telehealth and roadmap to launch.  
Included, you will find 3 sections.*

- *First, a high level summary of our  
service and how it works.*
- *Second, data and reports centered  
around our performance in  
partnering communities.*
- *Third, example city council agenda  
items, clear timelines for  
implementation, and insight into  
our marketing strategy*



 SECTION 01

*Contains the following*

- TAP TELEHEALTH SERVICE SUMMARY
- EXAMPLE ENCOUNTER FLOW DIAGRAM

## Service Summary

Our goal is to increase healthcare access for simple medical needs by eliminating barriers that hinder care and connecting a patient directly to a medical providers. We do this through a text message based telehealth service. We offer immediate treatment of every day medical concerns from your phone. Our medical staff strives to make you feel like you are talking to a family member or friend. With Tap Telehealth, you can expect personal, instant care at your fingertips.

- Every encounter is started with a simple text message to our designated number.
- Once a text is sent, a patient is connected with one of our Texas-based, ER-trained providers in minutes.
- We can also provide video or audio connections if needed, although over 98% of all our interactions are handled via text.
- Our providers cover a wide range of medical concerns that include but are not limited to:
  - Ordinary Illnesses: **Colds, flu, allergies, rashes, irritable bowel, constipation, nausea/vomiting, etc.**
  - Common infections: **Skin, sinus, ear, throat, eye, urinary tract.**
  - Musculoskeletal: **Joint pain, minor sprains or strains.**
  - Chronic disease management: **Diabetes, high blood pressure, asthma, arthritis, cholesterol.**
  - Provide remote monitoring and general health advice.
  - Write prescriptions when needed (including short term refills for chronic conditions).
  - Provide referrals when needed.
- No scheduling required. Simply text whenever and wherever. It's truly an on-demand service.
- Unlimited use for a single monthly fee. No health insurance required. No copays. Residents will never receive a bill from us.
- Monthly \$9 optional fee placed on the water utility bill. Residents can opt out at any time.

Our healthcare platform is completely HIPAA compliant and all of our providers are board certified in the state of Texas. MDHP ensures informed consent is obtained before services are delivered. Patients have access to their health records, consistent with the HIPAA Privacy Rule. All patient information is transmitted using end-to-end encryption (e.g., HTTPS, TLS protocols) to prevent unauthorized access during communication.

Additionally, MD Health Pathways will fully indemnify the City and include a standard hold-harmless clause in the final contract. Our goal is to make it as easy and risk-free as possible for your team to bring this service to your residents. Exact language can be provided in advance in a draft clause.

# IMMEDIATE HEALTHCARE

## HOW IT WORKS

IMAGINE  
REDUCED  
EMERGENCY  
CALLS, SCHOOL  
ABSENCES, AND  
CREATING  
HEALTHIER  
FAMILIES.

### CONNECT IN UNDER 2 MINUTES!

YOU'LL BE TEXTING A REAL DOCTOR<sup>®</sup> NOT A BOT!  
AVERAGE RESPONSE TIME UNDER TWO MINUTES.

Hi, my daughter has a fever and sore throat. Can you help?

Absolutely! I'm Dr. Carter. Let's figure this out together, no waiting rooms, no hassle.

Could you send me a picture of her throat?



Sure, here you go!

Thanks! I see signs of strep, so here's what we'll do...

### SNAP A PHOTO FOR A QUICK DIAGNOSIS

OUR DOCTORS CAN DIAGNOSE AND TREAT COMMON ILLNESSES<sup>®</sup> FAST AND EFFECTIVELY.

### PRESCRIPTIONS SENT RIGHT TO YOUR PHARMACY

NO HIDDEN FEES OR INSURANCE NEEDED.  
CONVENIENT, AFFORDABLE PRESCRIPTIONS AT YOUR PREFERRED PHARMACY.

I'm prescribing amoxicillin for strep. You can pick it up at any pharmacy.

Wow, that was easy! Does it cost much?

With our discount, it's just \$5.

### TO FIND OUT MORE

972.688.6330

INFO@MDHEALTHPATHWAYS.COM

MDHEALTHPATHWAYS.COM



Just checking in. How's your daughter feeling now?

She's much better, thanks! I've never had a doctor follow up like this.

Happy to help! Glad she's doing much better.

### 48 HOUR FOLLOW UP

WE DON'T JUST TREAT<sup>®</sup> YOU GET ONGOING SUPPORT AND PEACE OF MIND.

 **SECTION 02**

*Contains the following*

- IMPACT ON COMMUNITIES - BY THE NUMBERS
- PERFORMANCE DATA FROM PARTNERING COMMUNITIES
- IMPACT REPORT PUBLISHED BY THE CITY OF FERRIS

# Tap Telehealth IMPACT ON COMMUNITIES

## REMOVING BARRIERS TO HEALTH

Tap Telehealth services has improved patients' lives by removing barriers to health, proactively addressing health concerns, and reducing unnecessary ambulance calls and visits to the ER. Granting residents unlimited access to high-quality healthcare, regardless of their insurance coverage, has simplified the healthcare experience. Implementing our program has positive cascading effects such as first responder call strain relief, reduced financial burden of uncompensated care on hospitals, strengthened healthcare system infrastructure and capacity through referrals, enhancing delivery of appropriate care.

## CATALYST FOR ECONOMIC GROWTH AND RETURN

Furthermore, this service has acted as a catalyst for economic growth, attracting businesses to operate in regions where the program is implemented. It's also led to a reduction in absenteeism in workplaces and schools, further increasing overall productivity. These factors have contributed to a healthier and more robust tax base, underscoring the extensive societal benefits of Tap Telehealth.

## PROVEN IMPACT

THE DATA BELOW ILLUSTRATES ACCOMPLISHMENTS ACHIEVED THROUGH COLLABORATION AMONG LOCAL PHYSICIANS, HOSPITALS, AND EXISTING HEALTHCARE INFRASTRUCTURE:

<60	SECOND PROVIDER RESPONSE TIME
38.69%	PATIENTS UTILIZED Tap Telehealth MULTIPLE TIMES
97.67%	PATIENTS ARE SATISFIED WITH THE QUALITY OF CARE
98%	PATIENTS WOULD RECOMMEND Tap Telehealth
40.65%	RESIDENTS IN SERVICE AREAS REGISTERED WITHIN 6 MONTHS
41.03%	UTILIZATION RATE OF REGISTERED RESIDENTS
20.93%	PATIENTS REPORTED THEY WOULD HAVE FORGONE MEDICAL CARE WITHOUT Tap Telehealth
\$585.47	AVERAGE COST SAVINGS TO PATIENTS PER VISIT WHO WOULD HAVE SOUGHT CARE ELSEWHERE
61.02%	PATIENTS RECEIVED LOW-COST PRESCRIPTIONS
84.91%	PATIENTS LIVE IN RURAL AREAS MORE THAN 13 MILES FROM PROVIDERS
22%	REDUCTION IN SCHOOL ABSENCES
10%-15%	REDUCTION IN EMS CALLS, FREEING UP AVAILABLE UNITS/STAFF FOR TRUE EMERGENCIES
9.75%	PATIENTS REQUIRE HIGHER LEVEL OF CARE
29.23%	PATIENTS WITHOUT MEDICAL HOME REFERRED TO LOCAL PROVIDERS

## PERFORMANCE DATA FROM PARTNERING COMMUNITIES

The following highlights the impact that Tap Telehealth has had in the communities we serve. The first graphic features our largest community, Chesterfield County in South Carolina. The second graphic showcases our longest-standing partnership in Ferris, Texas.

### CHESTERFIELD COUNTY

SEPT 2024 - MAR 2025



### FERRIS, TEXAS

NOV 2022 - MAR 2025



See how we calculate these numbers at the link below or by scanning the QR code

<https://mdhealthpathways.com/how-we-do-the-math/>





# CITY MANAGER'S OFFICE

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**MAYOR**

Fred C. Pontley

October 8, 2024

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**CITY COUNCIL****Mayor Pro Tern**

Tommy W. Scott

**Place 1**

Clayton Hunter

**Place 2**

Norman M. Heckathorn

**Place 4**

Jay Walsh

**Place 5**

Norris Elverton

The City of Ferris has made remarkable progress in transforming its emergency healthcare system through the MD Health Pathways Tap Telehealth program. This initiative was designed to provide residents with easy access to their everyday healthcare needs, reducing the burden on emergency medical services (EMS) and lowering healthcare costs for residents. Since its introduction, the program has consistently delivered results, leading to fewer EMS calls, significant financial savings, reduced school absences, and a healthier, more empowered community.

While Ferris has experienced a steady decline in EMS call volumes from 2022 to 2024, this stands in stark contrast to both state and national trends, where EMS call volumes have risen sharply. Across Texas, EMS call volumes have increased by 8-10% annually in recent years, with similar trends observed nationwide. This growth is driven by factors such as an aging population, which has led to more emergency calls for age-related conditions like falls and chronic illnesses. Additionally, in many areas-particularly rural and suburban regions of Texas-limited access to primary care has forced residents to rely on EMS for non-emergency needs. The aftermath of the COVID-19 pandemic has only exacerbated these challenges, with delayed care for chronic conditions and mental health crises putting even more pressure on EMS systems.

In contrast, Ferris has reduced EMS call volume by 19%, representing an annual decrease between 2022 and 2024. This inverse relationship-where Ferris' EMS call volume has decreased while both state and national averages continue to rise-demonstrates the success of the Tap Telehealth program in diverting non-emergency healthcare needs away from EMS, resulting in more appropriate and cost-effective care. As other cities face increasing pressure on their EMS systems, Ferris' proactive approach has allowed the city to reallocate resources and improve the efficiency of its emergency response operations, positioning itself as a model of healthcare innovation.

#### Financial Savings for the City

The reduction in EMS calls has had a profound financial impact on the City of Ferris. Each avoided EMS call saves the City an estimated \$1,200. Freeing up valuable resources to be allocated to other important city projects.

Beyond cost savings, this reduction in EMS demand has improved operational efficiency for emergency services, allowing Ferris to reallocate resources and prioritize critical emergency responses. This realignment of EMS capacity aligns with national trends in community para medicine, which focus on diverting non-emergency calls to appropriate healthcare services.



# CITY MANAGER'S OFFICE

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## MAYOR

Fred C. Pontley

By adopting such innovative approaches, cities like Ferris are able to stretch their emergency response resources further and provide better care for those in urgent need.

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## CITY COUNCIL

### Mayor Pro Tern

Tommy W. Scott

### Empowering Residents with Affordable Healthcare

The success of the MD Health Pathways Tap Telehealth program extends beyond EMS call reduction. The program has also empowered Ferris residents by providing affordable healthcare options that reduce out-of-pocket expenses for medical care.

### Place 1

Clayton Hunter

- 67% of households in Ferris have registered for the program, reflecting broad community engagement.
- 61% of those households have used the service at least once, with many utilizing it as a primary means of addressing non-emergency healthcare needs.

### Place 2

Norman M. Heckathorn

Without the Tap Telehealth program, residents would have been forced to seek care through more expensive, traditional healthcare channels:

- 21% would have visited a primary care physician (PCP), where national appointment wait times exceed 20 days
- 39% would have gone to an emergency room (ER), where the average visit costs \$1,600.93.
- 40% would have sought urgent care outside of the city limits, which costs an average of \$258 per visit for uninsured individuals.

### Place 4

Jay Walsh

Collectively, Ferris residents not only experienced a significant cost savings using the Tap Telehealth program but also were able to avoid both work and school absences. These savings reflect the program's ability to deliver care in a way that is not only affordable but also accessible and responsive to the community's needs.

### Place 5

Norris Elverton

This model of healthcare delivery mirrors trends seen in larger metropolitan areas where innovative, community-based healthcare solutions are helping reduce dependency on emergency services. Ferris, as a smaller city, is demonstrating that it is possible to apply these solutions in a way that works for both rural and suburban populations.

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## CITY MANAGER

Brooks Williams

### Transforming Education Through Health

One of the most significant impacts of Tap Telehealth has been on the community's youngest members, with far-reaching educational and financial implications:

- 58% of all Tap Telehealth encounters were for school-age children.
- This focus on youth health has led to a 20% reduction in school absence days for those who utilized this convenient service
- The reduction in school absences has a direct financial impact on the school district. In Texas, schools are funded based on weighted daily average attendance, meaning fewer absences translate to increased funding for education.



# CITY MANAGER'S OFFICE

**MAYOR** Fred  
C. Pontley

By keeping children healthier and in school, Tap Telehealth is not only improving individual health outcomes but also enhancing educational opportunities, community well-being, and the financial stability of local school systems.

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## CITY COUNCIL

**Mayor Pro Tern**  
Tommy W. Scott

Adoption of Tap Telehealth

The program's adoption has grown steadily since its inception. In 2021, only 21% of households were registered. By 2024, adoption had increased to 67%, reflecting strong community trust in the program's effectiveness. This rise in adoption is directly correlated with the decrease in EMS call volume, as more residents turn to the program for their nonemergency healthcare needs.

**Place 1**  
Clayton Hunter

The Tap Telehealth program has been one of the city's most utilized benefits and is a critical component of Ferris's broader healthcare strategy, which seeks to provide high-quality care without overburdening emergency services. Its success is built on the principles of convenience, affordability, and accessibility - all of which contribute to its growing popularity among residents.

**Place 2**  
Norman M. Heckathorn

**Place 4**  
Jay Walsh

Additionally, the program's high satisfaction rate (with 97% of users expressing satisfaction and 98% recommending it to others) highlights its acceptance and the value it brings to the community. These figures align with national satisfaction rates for similar community paramedicine and healthcare diversion programs, which have been shown to reduce hospital admissions, lower healthcare costs, and improve overall patient outcomes.

**Place 5**  
Norris Elverton

Sincerely,

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**CITY MANAGER**  
Brooks Williams

Brooks Williams  
City Manager  
City of Ferris, TX

 **SECTION 03**

*Contains the following*

- EXAMPLE CITY COUNCIL MEETING AGENDA ITEM
- EXAMPLE CITY OF MESQUITE RESOLUTION TO APPROVE
- TIMELINE AND IMPLEMENTATION PLAN
- EXPANDED COMMUNITY OUTREACH PLAN
- 13-TOUCH STRATEGIC MARKETING PLAN SUMMARY

## EXAMPLE CITY COUNCIL MEETING AGENDA ITEM

Date: [MONTH], 2025

### ITEM 01

Resolution to Approve the Tap Telehealth Program in Partnership with MD Health Pathways

*A. Motion*

Consideration to adopt a resolution approving the Tap Telehealth Program in partnership with MD Health Pathways, aimed at providing affordable, accessible healthcare services to our community through a text-based telehealth platform.

*B. Discussion*

- Introduction of the program's objectives and benefits.
- Overview of the partnership with MD Health Pathways.
- Presentation on the program's implementation, including timelines and roles.
- Addressing questions and concerns from council members.

*C. Possible Action*

Vote on the resolution to approve the Tap Telehealth Program.

### ITEM 02

Amendment to the City Code of Ordinances for Water and Wastewater Billing Feature for MD Health Pathways Program

*A. Motion*

I propose an amendment to the City Ordinances to include a feature in the Water and Wastewater Billing system for the MD Health Pathways Tap Telehealth Program, funded through the water utility bill at \$9 per family per month.

*B. Discussion*

- Detailed explanation of the billing feature amendment.
- Presentation on the financial implications and administration of the \$9 per family per month fee.
- Discussion on the impact of this amendment on residents and utility operations.
- Open floor for questions and feedback from council members.

*C. Possible Action*

Vote on the amendment to the City Ordinances for the inclusion of the MD Health Pathways Tap Telehealth Program in the water utility billing system.

**CITY OF Mesquite, Texas**

*Resolution No. [XXXX]*

A Resolution to Approve the Tap Telehealth Program in Partnership with MD Health Pathways with a Water Utility Bill Funding Mechanism

**WHEREAS**, the City Council of Mesquite, Texas recognizes the need to enhance public health services and importance of accessible and affordable healthcare for all residents; and

**WHEREAS**, MD Health Pathways has proposed the Tap Telehealth Program offering specialized public health services, including services for underserved communities, a text-based telehealth service designed to provide immediate healthcare assistance to residents; and

**WHEREAS**, the Tap Telehealth Program offers a convenient and cost-effective method for residents to access healthcare services, thereby potentially reducing the burden on local emergency services and improving overall community health; and

**WHEREAS**, it is proposed that the funding for the Tap Telehealth Program be facilitated through a direct charge of \$9 per month per family, included in the city’s water utility bill, ensuring ease of access and affordability for all residents;

**NOW, THEREFORE, BE IT RESOLVED by the City Council of Mesquite that:**

- The Tap Telehealth Program, in partnership with MD Health Pathways, is hereby approved.
- The funding mechanism for the Tap Telehealth Program shall be a charge of \$9 per month per family, to be included in the city’s water utility bill.
- The City Manager is authorized and directed to take all necessary steps to implement the Tap Telehealth Program, including the execution of any required agreements with MD Health Pathways.
- This resolution shall take effect immediately upon its passage and approval.

**PASSED AND APPROVED this [Day] day of [Month], [Year].**

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(Signature) Daniel Alemán, Mayor

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(Signature) Cliff Kehely, City Manager

# Tap Telehealth PROGRAM

## Condensed Timeline and Implementation Plan



## High Level Overview

# COMMUNITY ENGAGEMENT STRATEGY

TAP TELEHEALTH USES A LAYERED, **ONGOING** OUTREACH STRATEGY THAT STARTS ON DAY ONE AND **CONTINUOUSLY BUILDS** COMMUNITY AWARENESS.





# OVERVIEW OF THE 13-TOUCH STRATEGIC MARKETING PLAN

*For Mesquite, Texas*

## SUMMARY

THIS MARKETING PLAN USES THE MODERN "RULE OF 13 TOUCHES"—AN UPDATE OF THE CLASSIC "RULE OF 7"—TO EFFECTIVELY PROMOTE TAP TELEHEALTH

STUDIES SHOW CONSUMERS NOW NEED AROUND **13 MEANINGFUL BRAND INTERACTIONS** BEFORE ACTING.

THE PLAN DELIVERS THESE TOUCHPOINTS VIA LOCAL INSTITUTIONS AND BUSINESSES, LED BY A TRUSTED COMMUNITY CHAMPION, TO BUILD AWARENESS, TRUST, AND ADOPTION.

## CORE STRATEGY ELEMENTS:

- 13 COORDINATED TOUCHPOINTS REACHING CITIZENS WHERE THEY LIVE, WORK, LEARN, AND RECEIVE CARE
- LOCAL COMMUNITY CHAMPION AS THE CENTRAL COORDINATOR AND "FACE" OF THE PROGRAM
- CITY PARTNERSHIP TO LEVERAGE EXISTING CHANNELS AND RELATIONSHIPS
- TACTICAL 8-WEEK LAUNCH FOLLOWED BY SUSTAINABLE 12-MONTH IMPLEMENTATION
- SEASONAL HEALTH CAMPAIGN EMPHASIS DURING PEAK NEED PERIODS
- COMPREHENSIVE MEASUREMENT FRAMEWORK TO TRACK IMPACT AND ROI



**MD HEALTH PATHWAYS**

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**FOR MORE INFORMATION**

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**MDHEALTHPATHWAYS.COM**

*972.688.6330*

*info@mdhealthpathways.com*

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