

The Honorable Tom Wheeler, Chairman
Federal Communications Commission
445 12th Street, SW, Washington, DC 20554

November 17, 2015

Dear Chairman Wheeler:

CareMessage™ is a 501(c)3 nonprofit organization that empowers healthcare organizations with mobile technologies to improve health literacy and self-health management while fostering more efficient care delivery.

We enable health providers to improve health care delivery results to disadvantaged populations through mobile technology.

Text messaging interventions are uniquely suited for underserved populations. A growing body of literature has validated the efficacy of text-based health interventions to 1) increase medication adherence, 2) enhance health literacy, and 3) improve appointment attendance.

According to a recent Pew Research survey, 92% of American households have a mobile phone, and a June 2013 Pew Research report estimated mobile phone penetration rate at 86% among American households earning less than \$30,000 per year.

Today, without sufficient oversight, carriers hold unchecked power to deliver or filter text messages as they see fit, or to force organizations to lease short codes, which are costly, difficult to acquire, and have a limited reach, particularly on individuals subscribing to lower-cost plans.

The consumer, the patient, should decide which messages they receive. When carriers arbitrarily filter messages, it has a profound impact on our users, their patients and public health.

Our users demonstrate their choice to communicate with our health care providers by opting-in to receive our text messages. Consumer choice should guide which messages are received. The choice of an individual consumer should not be subverted by their carrier who they pay for the ability to send and receive text messages.

We call on the Federal Communications Commission to declare that mobile messaging services are critical to the public interest as telecommunications services under Title II of the Communications Act, and to protect users of text messages from unreasonable interference.

Sincerely,



Cecilia Corral
Co-Founder, VP Product