

MIIC Texting Application User Guidance

FOR EXTERNAL PARTNERS

The MIIC Texting Program is an application that allows enrolled organizations to create reminder/recall texting campaigns and send text messages to their patients who are due or overdue for immunizations according to the Minnesota Immunization Information Connection (MIIC).

Use this guide to learn how to utilize the web-based application, including the organization enrollment process, how to create new campaigns, and how to navigate the organization dashboard. For questions or assistance, email the MIIC Texting Team at health.miictexting@state.mn.us.

Contents

MIIC Texting Application User Guidance	1
Organization enrollment	2
Enrolling your organization	2
Logging in	3
New users	3
Returning users	3
Forgot password	3
Organization agreement	3
Campaign dashboard	4
Adding a new campaign	4
Create a new campaign	4
Reviewing and submitting campaigns	6
Created campaigns	6
Viewing campaigns	6
Modifying active campaigns	6
Organization dashboard	7
Add user	7
Managing users	8
Updating user permissions	8
User roles	8
Organization admin	8
Organization user	8
Organization viewer	8

Organization enrollment

The MIIC Texting Program is available to organizations that [Participate in MIIC](https://www.health.state.mn.us/people/immunize/miic/provider/participate.html) (www.health.state.mn.us/people/immunize/miic/provider/participate.html). These organizations include health systems, primary care, local public health, pharmacies, and schools. For questions about your organization's participation in the MIIC texting program contact, health.miictexting@state.mn.us.

Enrolling your organization

If your organization is already enrolled, but you do not have an account, connect with your organization's administrator, or email the MIIC Texting team at health.miictexting@state.mn.us.

1. Go to the [MIIC Texting Program \(https://texting-admin.web.health.state.mn.us/miictextingprogram\)](https://texting-admin.web.health.state.mn.us/miictextingprogram) and select **Enroll** to be directed to the enrollment page.



2. Follow the prompts on the page to enroll your organization in the texting program.
 - Enter your contact information in the **Contact details** section.
 - MIIC login username: The username is the username that you use to access MIIC. If you do not have a username, contact your MIIC Administrator.
 - Enter your organization information in the **Organization details** section.
 - Select the organization type from the drop down that best aligns with your organization.
 - Organization short name(s). Type the MIIC short name that you want to include in any of your texting campaigns (the organization code is what you use to login to MIIC with).
 - Repeat this process to add multiple organizations.

Note: If you are a local public health, you will be prompted to select the county(ies) you want to include in any of your texting campaigns.

3. Review and click **submit**.
4. A confirmation box will appear upon submission. Click **Yes** to confirm.
5. Once the enrollment information is submitted, you will receive confirmation that your enrollment request was successfully submitted to the Minnesota Department of Health (MDH). All enrollment requests are reviewed by the MDH Texting team within five business days. If more information is required, or if the enrollment request is denied, the MDH Texting team will contact you.
6. If your organization is approved, you will receive two emails:
 7. From the texting application notifying you that your request was approved.
 8. From Keycloak prompting you to set up your password.

9. Once you have this information, you can log into the application. Follow the instructions under [Returning users](#).

Logging in

New users

1. If your organization already has registered for the application, but you do not have access, contact your organization administrator (the person who registered your organization for the texting application) to grant you access.

Note: You will need to provide contact details, including your MIIC username, for your organization administrator to grant you access.

2. Once your account has been created, you will receive two emails:
 - One from the texting application notifying you are approved to use the application.
 - One from Keycloak prompting you to set up your password.
3. Once you have received your login credentials, navigate to the MIIC Texting login page, and click the login button.
 - Login credentials will be sent to you via email.
 - On the login page, enter the provided login information and click the **Sign In** button. You now have access to the MIIC Texting web-application.

Returning users

Navigate to the MIIC Texting Program login page and click the **Login** button. On the login page, enter your username or email and password and click the **Sign In** button. Username is not case-sensitive.

Forgot password

1. If you have forgotten your password, click the blue **Forgot Password** link on the login page.
2. On the next screen, enter your email and click the **Submit** button.
3. You will receive an email from the MIIC Texting Program that contains a link that will allow you to change your password.
4. In the browser window that opens, you will be prompted to change your password. Follow the onscreen prompts to change your password and click the **Submit** button.
5. You now have access to the MIIC Texting Program.

Organization agreement

The purpose of this agreement is to establish expectations with organizations who are implementing one or more texting project(s) in partnership with MDH using data from MIIC. This agreement ensures that texting projects utilizing public resources are benefitting all Minnesotans, and not only those with health insurance.

Organizations must complete and submit an agreement before implementing texting campaigns, and every year after to continue texting. The organization agreement is a legal agreement that is completed at the organizational level. Individuals seeking a user account should contact their organization administrator.

Note: The agreement will be filled out by the organization administrator upon enrollment and every year after. The organization is responsible for determining who is authorized to sign legal agreement on their behalf.

Campaign dashboard

Once logged in, users will be brought to the campaign dashboard. The campaign dashboard displays campaigns created by your organization. To view campaign details, click on the campaign ID. The information displayed on the dashboard includes:

1. Campaign ID.
2. Campaign title.
3. Status of the campaign (active, inactive, org approval needed).
4. Campaign start date.
5. Campaign end date.
6. Campaign pause date.
7. Send test message.



Note: You can quickly search for an existing campaign by using the **Keyword** search bar.

Adding a new campaign

Organization admins and users have access to creating and managing campaigns within the texting application. If you are an org viewer skip to [Created campaigns](#) For more information about user roles and their access refer to the **User Role** section.

Create a new campaign

1. To create a new campaign, select **Add new campaign**.
2. Select the **Campaign type** you would like to participate in from the list of campaigns in the list provided. The Campaign type determines which vaccines will be included in your campaign. If you would like to participate in more than one campaign type, you will need to repeat this process for each campaign type.

Note: Depending on your organization type, the list of campaign types available may differ from the screenshot above. Campaign types will be added and removed as needed by MDH (e.g. respiratory campaigns will be added during respiratory season).

3. Campaign clients

- **Age unit:** Auto-populated depending on the campaign type selected.
 - For MMR and respiratory (when available) campaigns, you will need to select the age unit as it will not auto-populate.

Note: If you have selected a Zoster or respiratory campaign, a question will appear asking if you would like to include maximum age. If you select **Yes**, this means that if the client is older than the value you set, they will not receive a text message. If you do not want to set a maximum age, select **No**.

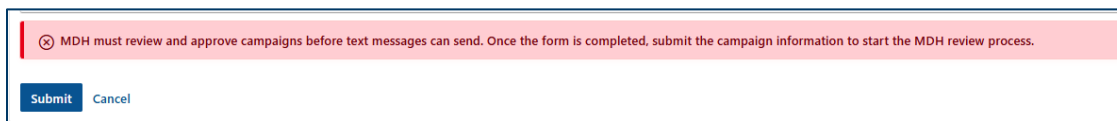
- **Clients included within my:** options available may differ depending on your organization type and the campaign selected, choose from the radio buttons available to you:
- **List (only available for schools):** This includes clients on the list uploaded to MIIC. For more information on texting campaigns via a list, visit [insert other UG link].
- **Organization:** This includes clients who have received an immunization from your organization within the past two years.
- **Only available for local public health:**
- **County:** This includes any client who resides in your county according to their record in MIIC.
- **County or Organization:** This includes both clients who reside in your county according to their record in MIIC and those who have received an immunization from your organization within the past two years.
- Once you have selected an option for the age unit and clients included, text boxes will appear to the right. Depending on the selections chosen the following text boxes will appear:
 - Age maximum and/or minimum.
 - After completing the steps outlined above, users have the option to select the **Get client estimate** button to get an estimate of how many people may be texted.

Note: The estimate is calculated based on how many clients are due/overdue in MIIC for the vaccines outlined in the campaign type. If clients age out of the cohort, receive the vaccine before the messages are scheduled to send, or have an invalid phone number, they will not receive a text message.

4. Campaign message: This section allows you to select which template you would like to include in the campaign. The template will provide clients with options for Spanish, Hmong, and Somali translations.
 - Select the organization information you want to include in your message (e.g., phone number only, website link only, or phone number AND website link). This selection will generate available text message template options for you to choose from.
 - Choose a template from the drop down. You can view the content of the message by selecting **Show message template**.
 - Enter your organization's name and the contact information you would like to include in the text message.
5. Campaign schedule: Enter the start and end date.
 - **Start date:** The first available start date will be two weeks from today's date.
 - **End date:** The furthest you can schedule the end date is one year from today's date.
 - Days between texts and maximum number of texts are predetermined based on the campaign type selected.

Reviewing and submitting campaigns

1. Review the campaign information to ensure all options selected are accurate. Then click **submit**.



⊗ MDH must review and approve campaigns before text messages can send. Once the form is completed, submit the campaign information to start the MDH review process.

Submit Cancel

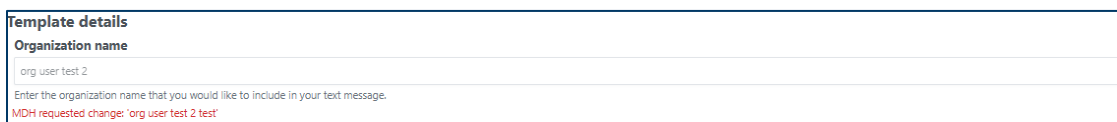
2. A confirmation box will appear. Select **Yes** to continue.
3. Once you submit, you will receive confirmation that your campaign request was successfully submitted to MDH. Submitting the campaign information will prompt the MDH review process. Campaigns will stay in the pending status until approval from MDH staff.

Approved campaigns

1. MDH must review and approve the campaign before the campaign is activated, and text messages are sent. Organizations will be notified within five business days of their campaign status. An email will be sent to the organization administrator.
2. Once your campaign is approved, the organization admin Will receive an email notifying them that the campaign is active. Users can log into the application to view their campaign.

Organization approval needed

1. If MDH requests changes to the campaign information, the user/organization administrator will receive an email to review and approve the changes requested.
2. Users must log into the application and select the campaign needing approval from their organization.
3. Requested changes will show as red text under the fields needing to be reviewed.



Template details

Organization name

org user test 2

Enter the organization name that you would like to include in your text message.

MDH requested change: 'org user test 2 test'

4. If the organization approves of changes requested, scroll to the bottom of the page and select **Accept** under the MDH requested changes approval status.
5. If your organization does not approve of the changes requested, select decline and send an email to health.miictexting@state.mn.us with the reasons why the request was declined.
6. The campaign will be active once MDH and the organization have approved everything.

Created campaigns

Viewing campaigns

Organization admins, users, and viewers can view the specific details of campaigns created by selecting the campaign ID.

Modifying active campaigns

Organization admins and users are allowed to modify certain details of active campaigns. The details that can be changed are:

- Campaign start date.
- Campaign end date.
- Campaign status.

Note: Campaign status will change to inactive once the campaign end date is reached.

If your organization wants to make changes outside of the dates and campaign status, they must send an email to request these changes. Email the following information to health.miictexting@state.mn.us:

- Campaign ID.
- Texting username/user role.
- Description of requested change.

Organization dashboard

The organization dashboard displays the organization information provided upon enrollment and user account information. Depending on your organization type the following information will display on your dashboard:

- Organization type.
- Organizations included: This will show all of the locations within your organization that you have registered in the web-based application. You will be able to use these locations for your texting campaigns.
- Counties included (for local public health only).
- Organization users.

If any information needs to be updated for your organization or a user account removed contact the MIIC texting team at health.miictexting@state.mn.us.

Add user

If you are an organization admin, you are able to add user accounts for people in your organization who need them. Follow the steps below to add a new user to your organization.

1. Navigate to Organization dashboard.
2. Select Add user button.
3. Fill out the required fields to add a new user.
 - MIIC login username.
 - Campaign permissions to allow the new user to create/edit campaigns or view only:
 - Permission to create/edit will have the user role **Org user**.
 - Permission to view only will have the user role **Org viewer**.
4. Review and submit the form.
5. Newly added users will receive two emails:
 - From the texting application notifying them that they now have access to the application.
 - From Keycloak prompting them to set up their password.

Managing users

If a user forgets their password, they can utilize the **forgot password** function. Review the returning user's section for more information.

Updating user permissions

After creating a user account, the organization admin is able to update the users' permissions and contact information when needed.

1. Select **organization dashboard** to view the list of user accounts for your organization.
2. Click on the users highlighted name from the users listed.
3. Update the information needed.
4. Select **submit** to save your updates.

User roles

The application has three types of user roles: Organization admin, user, and viewer. Each user role has a unique set of permissions.

Organization admin

Primary users for the organization are assigned upon organization registration.

- Add new users to organization.
- Manage users by updating contact information for existing users, and user role campaign permissions.
- Complete your provider agreement.
- Edit/create campaigns.

Organization user

- Edit/create campaigns.
- View org details.

Organization viewer

- Only view campaigns.
- Only view org details.

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www.health.state.mn.us/miic

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To obtain this information in a different format, call: 651-201-5207.